DOWNTOWNMANISTEE
michigan

DATE: February 8, 2017

TO: DDA Board

FROM: Tyler Leppanen

RE: DDA Board Regular Meeting: February 8, 2017

The DDA Board shall convene at 12:00 pm on Wednesday, February 8, 2017 in the council chambers of city hall. I am still waiting on Vanderwal, Spratto & Richards to make corrections to the financial statements. After meeting with David Richards and Katrina Greenwood it was indicated that if the DDA would like financial statements the Friday preceding the Board meeting that we would need to delay our meetings by one week to provide adequate time for their office to prepare the statements. I will have the Director's Report for the meeting on Wednesday.

If you have any other updates or new information before the meeting, please send it along to myself and the Board. You can call my office number at (231) 398-3262 or email me at tyler.leppanen@manisteedowntown.com with any questions or concerns you may have.

Manistee DDA
February 8, 2017 @ 12:00pm
City Hall

AGENDA

1. Call to order – Chair
2. Approval of Agenda
3. Public comment. (Limit 5 minutes per person.)
4. Approval of January 11, 2017 Minutes
5. Financial Report
    a. November (Previous five months)
    b. December
    c. January
6. Committee Reports
    a. Design
    b. Marketing and Promotions
    c. Organization
    d. ER
7. Director's Report
8. Old Business
    a. Review and Consider Approval of Sidewalk Policies
    b. Review and Consider Approval Proposed Bylaws
    c. Review and Consider Approval Financial Policies
9. New Business
    a. Explain and Clarify Riverwalk Railings Contract
    b. Form TIF Sub-Committee
    c. Authorize Executive Director to Engage in Relocation Discussions
    d. Assistance for Chamber Leadership Program
    e. DDA Booth at Chamber Expo
    f. Consideration of Chamber overseeing Downtown Dollars
    g. Request for Travel and Training for ED Certification
    h. Acknowledge The Vogue has met Performance Standards and Reduce Obligation
10. Public Comment. (Limit 5 minutes per person.)
11. Adjournment

Manistee DDA Meeting Minutes - January 11, 2017 at Noon

Present: Mayor Jim Smith, Rachel Brooks, Brandon Ball, Barry Lind, Valarie Bergstrom, Jackie Gielczyk, T Eftaxiadis, Tyler Leppanen, Jeff Reau and Todd Mohr

Absent:

In Attendance: Denise Blakeslee, Roger Zielinski, Thad Taylor and Ken Talsma

Agenda Item	Discussion	Decision/Recommendation
Call to Order	Brooks called the meeting to order at 12:01 pm	
Approval of Agenda	Mohr moved; Eftaxiadis seconded	Approved
Public Comment	None	
Approval of the Dec 14 Mtg Minutes	Eftaxiadis moved; Bergstrom seconded	Approved
Financial Report	Tabled for February; Brooks asked Leppanen, Bergstrom and Lind to meet with accounting firm and make recommendation to the Board in Feb on effective reporting.	
Audit Presentation	Ken Talsma presented the highlights of the Manistee DDA Basic Financial Statements dated June 30, 2016 and made some suggestions. The suggestions will be discussed with the accounting firm by Leppanen, Bergstrom and Lind. Motion to approve the financial report with the correction of a typographical error. Motion by Lind; Seconded by Gielczyk	Approved
Committee Reports	Design meet on January 11 and is working on Sidewalk and Street Vendor policy. An update on Sleighbell was given for the Marketing committee. Organization committee is working on finance policy revision. It was noted that the committee is not interested in assignments outside their original scope of responsibilities.	
Directors Report	Leppanen will email strategic plan documents to board in preparation for Strategic Planning session scheduled on Tuesday, January 31 at noon. The Chamber Leadership program has requested DDA funds to support the Michigan Municipal Leauque program to "Turn Left". Leppanen updated the board on current development projects and number of business visited in January. Leppanen mentioned that the Board is invited to the RRC Certification on Friday, January 20 at 10:30 a.m. at the Vogue Theatre.	Reau to bring more information on the "Turn Left" request for funds at the next meeting.
Old Business		
Sidewalk Policy	In process -- Design committee	
Street Vender Policy	In process --Design committee	
IPad	None	

Strategic Planning Session	A motion was made by Gielczyk, seconded by Efaxiadis to utilize Pamela Evans, a NorthSky Prinicpal Consultant, to lead the January Strategic Plan meeting.	Approved
Review of Bylaws	Lind expressed the following concerns: According to the bylaws 1) DDA Board needs to approve expenditures, Brooks asked Leppanen, Bergstrom and Lind discuss this with accounting firm; 2) Treasurer and Executive Director sign checks, Gielczyk made the motion Begstrom add Leppanen to the bank accounts so he can sign checks, seconded by Mohr seconded; 3) Discussion regarding keeping committee meetings open to the public, Board decided to discuss this more at the Feb meeting.	Approved
Committee Membership	Follow bylaws, more discussion in February	
Food Event Policy	Gielczyk made the motion to adapt the policy of the health department; Smith seconded	Approved
Public Comment	Zielinksi said committee meetings should be transparent	
Adjournment	Mohr moved; Eftaxiadis seconded at 1:41 pm	Approved

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MINUTES

DDA - Design Committee Meeting
Jan 11, 2017 – 9:00am
Chamber Building Conference Room

Committee Members Present
Jeff Reau, Denise Blakeslee, Kyle Mosher Jeff Mikula, Stacie Bytwork, Tyler Leimperman

1. Call to order 9:00am
2. Discussion and Development of a Sidewalk Policy
    a. Agreed to meet on 1/19 discuss in greater detail a policy for the district.
3. Discussion and Development of a Food Truck Policy
    a. This policy would be developed after the sidewalk policy
4. Other/New Business
    a. Review LOOP Signage
        a.i. We agreed to look a parking signage and drop the placement of actually Loop signs given the difficulty and numerous challenges with placing the Loop Sign: limited ability to put on light poles, can't use existing road signs. Tyler and Jeff would look at parking sign options to better identify parking lots in the district.
    b. Cigarette Butt Container options for Rivers Street
        b.i. Jeff Mikula had no way for DPW to deal with these containers. The suggestions were to have businesses put out their own containers and possibly incentivize that behavior. The committee agreed to be conscious the issue.
    c. Landscape Maintenance for 2017
        c.i. We had discussion with Jeff Mikula about DPW taking the landscape maintenance back over. He was open to the idea, but wanted to see our requirements. Jeff Reau was to forward electronic copies of our RFP to Jeff for review and discussion at the Feb Mtg.
5. Set a new meeting date and time to allow more consistent committee member attendance: 4th Thursday of each month at 9am, Chamber of Commerce Conference Room.

The next Design Committee Meeting Jan 19, 2017

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MINUTES

DDA - Design Committee Meeting
Jan 19, 2017 – 9:00am
Chamber Building Conference Room

Committee Members Present
Jeff Reau, Denise Blakeslee, Kyle Mosher Jeff Mikula, Stacie Bytwork, Tyler Leppanen

1. Call to order 9:00am
2. Discussion and Development of a Sidewalk Policy
    a. Committee members reviewed an excel spreadsheet prepared by Denise Blakeslee that compared elements of 7 different community sidewalk policies. We developed our policy based on the elements in those and created an framework that Denise Blakeslee offered to put in a draft form for the committee to review. The goal is to not needlessly create a lot of extra regulation & permitting, but to give the DDA & City a way to make sure we have quality "placemaking" by our businesses in the downtown. Stacie Bytwork agreed to confirm what MI Liquor Control requirements are for serving alcohol in an outdoor venue. We also agreed to develop a separate platform policy to accommodate our 5ft clearance for pedestrian traffic. Jeff Mikula, wanted to make sure the structures were not permanent incase of utility or road maintenance. We need to address in that policy who would be responsible for construction on the platform to our standards, placement & removal, storage, repairs, how many do we allow and other questions that will be flushed out in the platform policy.
3. Discussion and Development of a Food Truck Policy
    a. Committee members had a general discussion that we would allow food trucks in the downtown district only in public parking lots and in front of the marina building. We also thought a private business may want to host a special event and have a food truck park in front of the business - so we would develop a special request permit that the DDA executive director could issue for a day or specified period of time. Stacie and others would get other community food truck policies for us to review.
4. Other/New Business
    a. Review LOOP Signage
        a.i. Tyler and Jeff did not meet yet and review options for additional parking signage.
    b. Landscape Maintenance for 2017

b.i. Jeff Reau was still working on locating an electronic copy of the RFP to forward to DPW.

5. Set a new meeting date and time to allow more consistent committee member attendance: 4th Thursday of each month at 9am, Chamber of Commerce Conference Room.

The next Design Committee Meeting Jan 26, 2017

DOWNTOWNMANISTEE
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MINUTES

DDA - Design Committee Meeting
Jan 26, 2017 – 9:00am
Chamber Building Conference Room

Committee Members Present
Jeff Reau, Denise Blakeslee, Kyle Mosher, Stacie Bytwork, Tyler Leppanen

1. Call to order 9:00am
2. Discussion and Development of a Sidewalk Policy
   a. Denise Blakeslee developed the draft policy and we were still waiting on final info from Public Saftey and Fire for outdoor heaters. After review of the draft the committee approved it to move to the board for approval and presentation to City Council. We agreed to work next month on the platform policy. We did get info from Ludington (they allow platforms), on design requirements that we could use to model our policy.
3. Discussion and Development of a Food Truck Policy
   a. We reviewed policies from Traverse City and Kalamazoo. We were looking into getting more of them. Denise was going to help with another spreadsheet and draft language that we could review at our next meeting.
4. Other/New Business
   a. Landscape Maintenance for 2017
      a.i. Waiting for Jeff Mikula to come back to us with thoughts and ideas based on the RFP we sent him.
   b. Façade Grant
      b.i. We were going to start to publicize the new grant cycle. The committee does expect that we have several possible requests. Tyler was going to get email's out.

The next Design Committee Meeting Feb 23, 2017 – 9:00am

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Marketing & Promotions Committee
January 18, 2017 Minutes

Present
Jackie Gielczyk, Brandon Jensen, Tyler Leppanen, Lindsey Swidorski, Carrie Mosher, Cherri Koblinski, Maralee Cook, , Jacob Bergmann

Call to Order/Introductions
The Chair called the meeting to order at 8:06 am.

Marketing/Advertising
Brandon Jensen discussed the 2017 Event Marketing Overview packet with physical copies passed out to the committee (A copy of said packet will be attached alongside these minutes). The document touched on information pertaining to the working relationship between the DDA, RSD, CVB, and the Chamber in regards to the website redesign, and event logistics and timeline.

In general with advertising, it was suggested when advertising with the News Advocate to utilize smaller, frequent ads as opposed to one, large advertisement. It seems to get the most reach for money spent. It was also suggested that a discussion be had with the News Advocate on having a follow up article on an event ideally the day after.

For advanced sales and registration with events such as Hops & Props, the suggestion of utilizing the Chamber and Chamber Master instead of going through a 3rd party like MyNorth Tickets. In conjunction with this, it would be easier to obtain customer emails to build up an audience base for advertising.

Frostbite Saturday
Discussion was held regarding Frostbite Saturday. There are currently around 20 businesses that want chili at their location. In regards to the license, no license is needed as long as there is signage that clearly says "Home Made" and lists all of the ingredients. 10 ice blocks will be coming from the Casino, Jackie will be discussing payment with them.

It was asked that promotional and marketing items for events be made available for display in the Manistee Municipal Marina for distribution to boaters, perhaps even having deals and promotions specifically for boaters down the line with events.

Adjournment
There being no further business to be brought before the committee, the meeting was adjourned at the call of the chair at 9:23 am.

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Organizational Committee
Minutes of Wednesday January 18, 2017

Present: Valarie Bergstrom, Todd Mohr, Lee Trucks, Gini Pelton, Colleen Kenny, Tyler Leppanen, Barry Lind

Absent: Cindy Kaminski

Call to Order: Meeting called to order by Valarie at 12:05

Approval of Agenda: Agenda items include approval of meeting min. for December, update on other committees, financial policy review, and update of communication work plan

Motion by: Colleen
Support by: Gini
Approved by: All

Approval of Meeting minutes for December 2016:

Motion by: Gini
Support by: Todd
Approved by: All

Financial Policy review: Reviewed the updated financial policy done by the organizational committee as directed by the DDA Board. No changes to the document and recommended submitting to the Board as presented.

Motion by: Lee
Second by: Todd
Approved – All

Committee Updates: Tyler gave a brief update on Marketing & Promotions; Design – working on sidewalk policies; ER meets once every two weeks.

Review of Communication Work Plan: The committee reviewed the communication work plan and made the following updates:

Target Audience – DDA stakeholders including DDA Board, business owners, building owners, County Board, City Council, City Staff, AES, CVB, Chamber, and committee members.

Communication Tool: - quarterly newsletter (Jan 15, Apr 15, Jul 15, Oct 15)

Information to be included: Comings and goings of new businesses and bldg. owners; rotate information on a DDA program; brief update on upcoming events; highlight a DDA business

Deadline for information will be 2 weeks before issue of newsletter to Tyler who will be responsible to accumulate the information into articles. Tyler will submit final articles to Lee for publication.

Tyler brought up the idea of having block captains to help disseminate information.

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Organizational Committee
Minutes of Wednesday January 18, 2017

Tasks for Next Meeting: Lee will bring the existing google list to be updated. Tyler will work on having an updated list of current business & building owners and committee members. Colleen will compile current list of City Council, County Board, AES, CVB, Chamber.

Meeting Adjourned: Meeting adjourned around 1:00 pm
Motion by: Todd
Second by: Colleen
Approved – All

Next Meeting: Next meeting will be held on Wednesday February 15 at noon.

DOWNTOWNMANISTEE
michigan

Meeting Minutes

Economic Restructuring Committee

January 4, 2017 - 3:00pm
Ramsdell Inn Lobby Meeting Room

1. **Call to order –**
   Meeting was called to order at 3:08 pm by T Eftaxiadis

   In attendance: Lynda Beaton, Barry Lind

   Staff present: Tyler Leppanen

   Others present: None

2. **Approve Agenda:** Motion by Lind supported by Beaton to approve agenda with addition of Business Recruitment Targets. Approved.

3. **Approve Minutes:** Motion by Lind supported by Beaton to approve minutes of December 19, 2016 meeting as presented. Approved.

4. **Old Business**:
   a. Committee Participants: Item will be discussed further at next DDA Board meeting. Tabled.

   b. DDA Proposed Project Evaluation Process: Continued discussion of evaluation criteria. Item tabled to continue discussion at next meeting.

5. **New Business:**

   - Business Recruitment Targets: Leppanen provided list of business targets compiled from previous studies and reports. Following discussion, it was decided that Leppanen will incorporate committee's initial suggestions into a revised list for discussion at upcoming DDA Board's Strategic Planning session.

   Project List / Priorities:

   - Proposed 400 River Street Project: Tabled for future discussion.

   - Proposed Senior Complex (Oleson's) Project: Tabled for future discussion.

   - 346 River Street (Music Vault): Leppanen and Eftaxiadis provided committee with information available to them concerning the proposed project status, project needs, and upcoming meeting with property owners, Leppanen and City staff to discuss ways to facilitate the project.

6. **Adjourn:**
   Meeting adjourned at 4:55 pm. The next ER committee meeting will be at 3:00 pm, January 16, 2017 at the Ramsdell Inn.

COMMERCIAL USES PERMITTED WITHIN THE CITY RIGHT-OF-WAY GP-47

PURPOSE: This administrative process saves time and expense by pre-establishing standards that must be followed for commercial uses within the City right-of-way.

Outdoor Seating – Permitted May 1 – October 15 (requires annual permit)

Portable Signage/Merchandise - Permitted Daily during regular business hours (must be removed at close of business each day). Portable signs must comply with Article 21 of the City of Manistee Zoning Ordinance.

Hours of operation – 7 am – 11 pm

Pathway/Circulation Room - At least five (5) feet of unobstructed pedestrian space is required. The five (5) feet of pedestrian space must be clear of obstructions caused by posts, hydrants or any other infrastructure.

If a perimeter enclosure is used, adequate space must be provided within an enclosed outdoor dining area to permit movement of patrons and wait staff. Wait staff may not serve patrons from beyond the perimeter enclosure.

Furniture - All furniture and fixtures must be durable and of sufficiently sturdy construction as not to blow over with normal winds. A wide range of furniture styles, colors and materials are permitted. All furniture and fixtures must be maintained in good visual appearance, without visible fading, dents, tears, rust, corrosion, or chipped or peeling paint. All furniture and fixtures must be maintained in a clean condition at all times. No plastic or florescent furniture is permitted.

Umbrellas - To ensure effective pedestrian flow, all parts of any umbrella (including the fabric and supporting ribs) must be contained entirely within the outdoor seating area. If the umbrella has a minimum height of eight feet so as to provide adequate space for average height adults to walk underneath it may be outside the seating area with review and approval by the DDA Director or Planning & Zoning Administrator. Umbrellas must not contain signage for the restaurant or for any other entity in the form of wording, logos, drawings, pictorial or photographic representations, or any other likewise identifying characteristic. Umbrella fabric must be of a material suitable for outdoor use and must be canvas-type. No plastic fabrics, plastic/vinyl-laminated fabrics, or any type of rigid materials are permitted.

Barriers/Fencing Sectional fencing (generally defined as rigid-fence segments that can be placed together to create a unified fencing appearance) is an option for outdoor seating areas. Such fencing is portable, but cannot be easily shifted by patrons or pedestrians, as can less rigid forms of enclosures. Sectional fencing must be of metal (aluminum, steel, iron or similar) and painted or coated black. Any barrier (whether sectional fencing or rail-type) must be freestanding without any permanent or temporary attachments to buildings, sidewalks or other infrastructure. Any access opening within the barrier must measure no less than 44 inches in width. Access openings should be placed in a location that will not create confusion for visually impaired pedestrians.

Planters - Planters may be used in addition to or in place of other barrier designs in order to provide added visual interest and create a more attractive and welcoming atmosphere. All planters must have plants contained within them. Artificial plants, empty planters or planters with only bare dirt, mulch, straw, woodchips or similar material are not permitted.

Alcohol/Liquor - If an establishment is serving alcohol/liquor in an outdoor seating area within the City right of way it must operate in full compliance with compliance with the standards of the Michigan Liquor Control Commission and the design of any barrier shall meet the requirements of GP-47 contained here within.

Lighting - The use of decorative lighting is permitted. Lighting shall not create glare or fall outside the use area. Bare bulb neon, blinking or "Chasing lights are prohibited.

Cleaning - The owner is responsible to maintain and clean the area daily or as needed to maintain the space in an orderly fashion.

Portable Heaters – Standing portable propane heaters are permitted, subject to review and approval by the Fire Department. Electric or fuel heaters other than propane are prohibited.

Outdoor Seating Permit - Permits for properties within the DDA District will be administered by the DDA Director. Permits for properties outside the DDA will be administered by the Planning and Zoning Administrator. A brief form with basic information about the restaurant and proposed number of seats is required and the application shall include:

- Site Plan: A plan showing the proposed outdoor dining area with measurements (including a representation showing that at least five (5) feet of unobstructed sidewalk space will remain for pedestrians).
- Photos or Drawing of Furniture: Photos or other graphic representation (including color and material) of furniture and umbrellas.
- Applicant assumes full responsibility for any damage. Applicant must include proof of insurance that meets standards established by the City.
- Failure to comply with the requirements of the policy could result in the cancellation of the permit.

Fee – There shall be a fee for the permit as established from time to time established by the City Council by resolution which Fee Scheduled is incorporated herein by reference.

Outdoor Platform in Parking Space - The installation of an outdoor platform within a parking space may be permitted to allow additional space for outdoor seating. Outdoor platforms shall be constructed to standards established by the City.

RULES GOVERNING THE MANISTEE, MICHIGAN DOWNTOWN DEVELOPMENT AUTHORITY

ARTICLE I. PURPOSES AND POWERS

The purpose or purposes for which the Authority is organized are as follows: To act as a Downtown Development Authority in accordance with Act 197 of the Public Acts of 1975, as amended (the "Act"), including, but not limited to: to correct and prevent deterioration in the Downtown Development District, to encourage historic preservation, to create and implement development plans, and to promote economic growth. In furtherance of these purposes, the Authority shall have all of the powers which now or hereafter may be conferred by law on Authorities organized under Act 197, Public Acts of 1975 as amended; and Public Law 9-1-646, being the Federal Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970. The powers of the Authority are set forth and subject to Public Act 197 of 1975. ~~The power or authority given under Public Acts 197 is as follows:~~

~~(a) Prepare an analysis of economic changes taking place in the downtown district.~~

~~(b) Study and analyze the impact of metropolitan growth upon the downtown district.~~

~~(c) Plan and propose the construction, the renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility, an existing building, or a multiple-family dwelling unit which may be necessary or appropriate to the execution of a plan which, in the opinion of the board, aids in the economic growth of the downtown district.~~

~~(d) Plan, propose, and implement an improvement to a public facility within the development area to comply with the barrier free design requirements of the state construction code promulgated under the Stille-DeRossett-Hal single state construction code act, 1972 PA 230, MCL 125.1501 to 125.1531.~~

~~(e) Develop long-range plans, in cooperation with the agency which is chiefly responsibility for planning in the municipality, designed to halt the deterioration of property values in the downtown district and to promote the economic growth of the downtown district, and take such steps as may be necessary to persuade property owners to implement the plans to the fullest extent possible.~~

~~(f) Implement any plan of development in the downtown district necessary to achieve the purposes of this act, in accordance with the powers of the Authority as granted by this act.~~

~~(g) Make and enter into contracts necessary or incidental to the exercise of its powers and the performance of its duties.~~

~~(h) Acquire by purchase or otherwise on terms and conditions and in a manner the Authority deems proper or own, convey, or otherwise dispose of, or lease as lessor or lessee, land and other property, real or personal, or rights of interests therein, which the Authority determines is reasonably necessary to achieve the purposes of this act, and to grant or acquire licenses, easements, and options with respect thereto.~~

~~(i) Improve land and construction, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building including multiplefamily dwellings, and any necessary or desirable appurtenances thereto, within the downtown district for use, in whole or in part, of any public or private person or corporation, or a combination thereof.~~

~~(j) Fix, charge, and collect fees, rents, and charges for the use of any building or property under its control or any part thereof, or facility therein, and pledge the fees, rents, and charges for the payment of revenue bonds issued by the Authority.~~

~~(k) Lease any building or property under its control, or any part thereof of a building or property.~~

~~(l) Accept grants and donations of property, labor, or other things of value from a public or private source.~~

~~(m)Acquire and construct public facilities.~~

~~(m)Create, operate, and fund marketing initiatives that benefit only retail and general marketing of the downtown district.~~

~~(n) Contract for broadband service and wireless technology service in the downtown district.~~

~~(o) Operate and perform all duties and exercise all responsibilities described in this section in a qualified township if the qualified township has entered into an agreement with the municipality under section 3(7).~~

ARTICLE II. BOARD OF DIRECTORS

Section 1. General Powers

The Authority shall be under the supervision and control of a board of directors.

Section 2. Number, Tenure, and Qualifications

The Board of Directors shall consist of nine persons, the Mayor of the City of Manistee and eight appointed members. At least five of the members shall be persons having an interest in property located in the downtown district. At least five of the members shall be persons having an interest in property located in the downtown district or an officer, member, trustee, principal or employee of a legal entity having an interest in property located in the downtown district. At least one of the members shall be a resident of the downtown district if it has one hundred or more persons residing within it. The term of office shall begin on the First day of July.

~~The Board of the Authority shall consist of no less than nine and no more than eleven members. The Mayor of the City of Manistee shall serve as one of these members. The members shall be appointed for one term of four years. A majority of the members shall be persons having an interest in property located in the downtown district. At least one of the members shall be a resident of the downtown district if it has one hundred or more persons residing within it. The term of office shall begin on the First day of July.~~

Section 3. Selection of Board Members

The ~~Chief Executive~~ Mayor of the City of Manistee with the advice and consent of the City Council shall appoint the members of the board. Subsequent board members shall be appointed in the same manner as the original appointments at the expiration of each member's term of office. Before assuming the duties of office, a member shall qualify by taking and subscribing to the constitutional oath of office.

Section 4. Compensation of Members

Members of the board shall serve without compensation, but shall be reimbursed for actual and necessary expenses.

Section 5. Expiration of Term, Continuation in Office, Reappointment, and Filling Vacancies

If a vacancy is created by the death, resignation, or removal of a member, a successor shall be appointed by the Mayor of the city of Manistee to fill the unexpired term.

Section 6. Removal

Pursuant to proper notice and an opportunity to be heard, a member may be removed from office for good cause by of the City Council.

~~Pursuant to proper notice and an opportunity to be heard, a member may be removed from office for neglect of duty including nonattendance at meetings, misconduct, malfeasance, or any other good cause by a majority vote of the City Council. Removal of a member is subject to review by the Circuit Court.~~

Section 7. Board Absences.

In order to maintain the maximum participation of all appointed Downtown Development Authority Board members at all scheduled meetings, the following is the attendance guide and Board member replacement policy for "excused" and "unexcused" absences:

1. When appointed, each Board member should state his/her willingness and intention to attend each scheduled meeting of the Downtown Development Authority.

2. In the event of unplanned personal matters, business trips, family vacation trips, changed job requirements, sickness, or other physical disabilities that prohibit the Board member from attending the scheduled meeting; the Board Chair or staff liaison to the Downtown Development Authority should be notified as soon as possible prior to the time of the scheduled meeting of their inability to attend. The Board member upon this notification will receive an "excused absence" for the involved scheduled meeting.

3. If any Board member is absent from three (3) consecutive scheduled meetings without an "excused absence" for any of the three (3) meetings, the Board member shall be reported in writing to the City Manager. The City Manager will contact the Board member in writing and question his/her continued ability or interest in being on the Board, giving the member a chance to rectify the attendance issue or submit a resignation.

4. There will be no limit on the number of consecutive "excused absences" for any Board member. However, if the Board member is repeatedly absent for at least 50% of the yearly scheduled meetings, that member will also be reported in writing to the City Manager. The City Manager will contact the Board member in writing and question the member's continued ability or interest to be on the Board. The Board member will be considered for an appointment nullification when the absences total six in the calendar year.

5. The appointment nullification action would be initiated by the City Manager and forwarded on to the City Council for official action.

Section 8. Disclosure of Interest

A board member who has a direct interest in any matter before the Authority shall disclose his interest prior to the Authority taking any action with respect to the matter which disclosure shall become a part of the record of the Authority's official proceedings. Further, any member making such disclosure shall then refrain from participating in the Authority's decision-making process relative to such matter.

ARTICLE III. OFFICERS

Section 1. OFFICERS

The officers of the Authority Board of Directors shall be a Chairman, Vice-Chairman, Secretary, and Treasurer. The Chairman shall be the Chief Executive Officer of the City, or as elected by the board.

Section 3. Filling of Vacancies

A vacancy in any of the officer positions may be filled by the board for the unexpired portion of the term.

Section 4. Chairman

The Chairman shall preside at all meetings of the board and shall discharge the duties of a presiding officer.

Section 5. Vice-Chairman

In the absence of the Chairman or in the event of his inability or refusal to act, the Vice Chairman shall perform the duties of the Chairman and when so acting shall have all the powers and be subject to all restrictions of the Chairman.

ARTICLE IV. MEETINGS

Section 1. Annual Meeting

The annual meeting shall be held on the second Wednesday of July. The election of officers shall occur at the annual meeting. If the election of officers should not occur at the annual meeting, or any adjournment thereof, the board shall cause the election to be held at a regular or special meeting of the board within ninety days of the annual meeting.

~~The annual meeting shall be held in conjunction with a regular monthly meeting within ninety days after the beginning of the new fiscal year. The election of officers shall occur at the annual organizational meeting. If the election of officers should not occur on the day designated, or any adjournment thereof, the board shall cause the election to be held at a regular special meeting of the board within ninety days after the beginning of the new fiscal year.~~

Section 2. Regular Meetings

Regular meetings of the board shall be held at 12:00 noon on the ~~first~~ second Wednesday of each month at a location agreed to by the board. In the event the meeting day shall fall on a holiday; the meeting will occur on the following day. The financial records shall always be open to the public. Any regularly scheduled meeting shall be cancelled for lack of a quorum. ~~Notice of all meetings shall be posted in accordance with the Michigan Open Meetings Act~~

Section 3. Special Meetings

Special meetings of the board may be called by the Chairman, by the Vice-Chairman in the absence of the Chairman, by the Executive Director, by any three members, or by the City Council by giving twenty-four hour notice to the Board of Directors of the meeting.

Section 4. Notice of Meetings

Notice of all meetings shall be posted in accordance with the Michigan Open Meetings Act (MCL 15.261 et seq.). Notice to the Board of Directors and to the public shall be the responsibility of the Executive Director.

~~All meetings shall be preceded by public notice posted no less than eighteen hours prior to the meeting in accordance with the Open Meetings Act (Act 267 of the Public Acts of 1976, as amended.) Notice to the members of the board and to the public shall be the responsibility of the Secretary.~~

Section 5. Agenda

The Chairman may direct the Secretary or Executive Director to prepare the agendas for all meetings and send them to the ~~Authority~~ Board of Directors at least twenty-four hours prior to a meeting. Any member of the ~~Authority~~ Board of Directors may request an item to be placed on the Agenda. Approval of the agenda, including items added or deleted, shall be one of the first items of business at each meeting.

Section 6. Quorum and Voting

A majority of the members of the board in office shall constitute a quorum for the transaction of business. In the event that effective membership is reduced because of disclosure of interest (Article II, Section 8), a majority of the remaining members eligible to vote shall constitute the action of the board.

Section 7. Rules of Order

Robert's Rules of Order is adopted as the Board Guideline of parliamentary procedure. The purpose of Robert's Rule of Order is to provide an organized and orderly procedure for addressing business before the Board of Directors, without elevating form over substance in the conduct of Board meetings.

~~Robert's Rules of Order will govern the conduct of all meetings.~~

Section 8. Public Comment During Meetings

The Manistee Downtown Development Authority wishes to provide for orderly public comment during its meetings and wishes to express its procedure for allowing public

comment at its meetings in compliance with Open Meetings Act, Public 267 of the Public Acts of 1976.

1. At any meeting, any interested person may address the Board of ~~Trustees~~ Directors of the Manistee Downtown Development Authority on any agenda item prior to the vote on that agenda item if recognized by the Chairman or upon request of any two Board members present.

2. Any interested person may address the Board of ~~Trustees~~ Directors of the Manistee Downtown Development Authority on any matter relevant to the purposes and powers of the Authority during the agenda item designated for public comments.

3. The Chairman shall have the authority to limit and terminate any public comment that becomes disruptive, repetitive, or impedes the orderly progress of the meeting. The Chairman shall control the order and duration of any public comment, subject to appeal.

4. Any public comment may be limited in time to not more than five (5) minutes.

5. Prior to engaging in public comment, each person shall identify themselves and the group that is being represented.

ARTICLE V. EMPLOYMENT OF PERSONNEL

Section 1. Executive Director

The board may employ and fix the compensation of an executive director, subject to the approval of the City Council. The executive director shall serve at the pleasure of the board. A member of the board is not eligible to hold the position of executive director. Before entering upon the duties of his office, the director shall take and subscribe to the constitutional oath, and furnish bond, by posting a bond in the penal sum determined in the ordinance establishing the Authority, payable to the Authority for use and benefit of the Authority, approved by the board, and filed with the City Clerk. The premium on the bond shall be deemed an operating expense of the Authority, payable from funds available to the Authority for expenses and operation. The executive director shall be the chief executive officer of the Authority. Subject to the approval of the board, the executive director shall supervise, and be responsible for, the preparation of plans and the performance of the functions of the Authority in the manner authorized by Act 197 of the Public Acts of 1975 as amended. The executive director shall attend the meetings of the board, and shall render to the board and to the City Council a regular report covering the activities and financial condition of the Authority. If the executive director is absent or disabled, the board may designate a qualified person as acting executive director to perform the duties of the office. The executive director, the director shall furnish the

board with information or reports governing the operating of the Authority as the board requires. The executive director shall not be a full-time City employee.

Section 2. Treasurer

The board may employ and fix the compensation of a Treasurer, if he or she is not a board member, who shall keep the financial records of the Authority and who, together with the directors, shall approve all vouchers for the expenditure of funds of the Authority. The Treasurer shall perform such other duties as may be delegated by the board and shall furnish bond in an amount as prescribed by the board.

Section 3. Secretary

The board may appoint a secretary, who shall maintain custody of the official seal and of records, books, documents, or other papers not required to be maintained by the executive director. The secretary shall attend meetings of the board and keep a record of its proceedings, and shall perform such duties delegated by the board.

Section 4. Legal Counsel

The board may retain legal counsel to advise the board in the proper performance of its duties. The legal counsel shall represent the Authority in actions brought by or against the Authority.

Section 5. Other Personnel

The Board may employ other personnel deemed necessary by the board.

ARTICLE VI. COMMITTEES AND ADVISORY BOARDS

Section 1. Committees

The board by resolution may designate and appoint one or more committees to advise the board. The Chairman of the Board shall appoint the members and select the chairman. The committees may be terminated by a vote of the Board. At the annual meeting, the committees will be evaluated and reappointed or dissolved.

Section 2. Standing Committees; structure, term, chairperson, powers and duties

Standing committees of the Manistee DDA Board of Directors shall reflect the Main Street Four-Point Approach: The Design Committee, Economic Restructuring Committee, Marketing & Promotions Committee and Organization Committee.

No fewer than five (5) committee members shall serve on each committee. No more than four (4) and no less than one (1) member of the board shall serve on one committee. The Executive Director shall act as a permanent consultant to each committee without

needing to be in attendance at all meetings. The committee members may be anyone residing in the immediate Manistee area and must express an interest in participation in strengthening the downtown district. Committee members shall be appointed by each Committee Chair with the consent of the DDA Chair. All meetings of the standing committees shall be open to the public.

Each standing committee member shall continue as such until the next annual meeting of the board and until his successor is appointed, unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

One member of each committee shall be appointed Chairperson by the board.

Standing committees shall determine and schedule their meeting times, dates (minimum of monthly) and locations; consult with outside sources; interface with other cityappointed Boards and Commissions for an exchange of ideas that would then be presented to the board prior to any action of the board.

The duties of the committees are to notify the Executive Director and DDA Chairperson of all meeting times, dates and locations; keep written minutes of each meeting to be filed with the Manistee DDA; keep the Executive Director informed of the events of each meeting by means of the Committee Chairperson if Executive Director is unable to attend; fulfill charges of and answer to the Manistee DDA Board of Directors; present monthly committee reports at board meetings; act in the best interest of the Manistee DDA at all times.

Section 3. Advisory Boards

The board may by resolution authorize the establishment of advisory boards. The Chairman shall select, with the advice and consent of the Board members, the members of each advisory board. The advisory board shall elect their own officers and establish rules governing their actions.

~~Section 4. Standing Invitations~~

~~The following community organizations shall receive a standing invitation to attend board meetings and be heard during the public comment portion of the meeting: Alliance for Economic Success, County of Manistee, Manistee Area Chamber of Commerce and Manistee County Convention & Visitors Bureau. Each invited organization shall select their representative to attend the meetings, at their discretion.~~

ARTICLE VII. CONTRACTS AND FUNDS

Section 1. Contracts

The board may authorize the Executive Director or an agent or agents of the Authority to enter into any contract or execute and deliver any instrument on behalf of the Authority within the limits authorized by Public Act 197. The authorization may be general or confined to specific instances.

Section 2. Funds

All checks, drafts, or orders for the payment of money, notes, or other evidence of indebtedness issued in the name of the Authority shall be signed by the Treasurer and countersigned by the Executive Director ~~or Administrator of the Authority~~. Other members of the Board may be authorized by the Board to execute documents in the absence of the Treasurer or Executive Director. Account transactions require two signatures. All funds of the Authority shall be placed in such banks, trust companies, or other depositories as selected by the board and consistent with the legal requirements for the deposit of said funds.

Section 3. Contributions or Gifts

The board may accept on behalf of the Authority any contribution, gift, bequest, or device for the general purposes or for any special purpose of the Authority.

ARTICLE VIII. BOOKS AND RECORDS

Section 1. Books and Records

The Authority shall keep correct and complete records of books and accounts and minutes of the meetings. The records shall be kept at the principal office of the Authority which will have a record of the names and addresses of the members of the Authority. All books and records of the Authority shall be open to the public. An annual audit by an independent certified public account will be conducted.

Section 2. Fiscal Year

The fiscal year of the Authority shall at all times conform to the fiscal year of the City of Manistee.

~~ARTICLE IX. RAISING OF FUNDS~~

~~Section 1. Ad Valorem Tax~~

~~The Authority with the approval of the City Council may levy an ad valorem tax on the real and tangible property not exempt by law and as finally equalized in the downtown district. The tax shall be not more than 2 mills. The tax shall be collected by the City of Manistee. The City shall collect the tax at the same time and in the same manner as it collects its other ad valorem taxes. The tax shall be paid to the Treasurer of the Authority~~

~~and credited to the general fund of the Authority for purposes of financing only the operations of the Authority.~~

~~Section 2. Borrowing Money Prior to Collection of Tax~~

~~The City may at the request of the Authority borrow money and issue its notes therefore pursuant to Act 202 of the Public Acts of 1943, as amended, being sections 131.1 and 138.2 of the Michigan Compiled Laws, in anticipation of collection of the ad valorem tax authorized in this section.~~

~~Section 3. Revenue Bonds~~

~~The Authority may borrow money and issue its negotiable revenue bonds therefore pursuant to Act 94 of the Public Acts of 1933, as amended, being sections 141.101 to 141.139 of the Michigan Compiled Laws. Revenue bonds issued by the Authority shall not, except as hereinafter provided, be deemed a debt of the City of Manistee or the State of Michigan. The City Council by a majority vote of the members may pledge its full faith and credit to support the Authority's revenue bonds.~~

~~Section 4. Tax Increment Financing~~

~~When the Authority determines that it is necessary for the achievement of the purposes of Act 197, Public Acts 1975, the Authority shall prepare and submit a tax increment financing plan to the City Council. The plan shall include a development plan as provided in Section 17, Act 197, Public Acts of 1975, a detailed explanation of the tax increment procedure, the amount of bonded indebtedness to be incurred, the duration of the program, and shall be in compliance with Section 15 of that Act. The plan shall contain statement of the estimated impact of tax increment financing on the assessed values of all taxing jurisdictions in which the development area is located. The plan may provide for the use of part or all of the captured assessed value, but the portion intended to be used by the Authority shall be clearly stated in the tax increment financing plan.~~

ARTICLE IX. DISTRICT BOUNDARIES

The Authority shall exercise its powers within the downtown district of the City of Manistee so determined by ordinance of the City Council.

ARTICLE X. AMENDMENT TO RULES

These rules should be reviewed annually by the Board of Directors and they may be altered, amended, or repealed, and new rules adopted, by a majority of the members present at any regular meeting, to be effective upon approval of the Manistee City Council.

Adopted by the Board of Directors_____

_____
Secretary, Manistee City Downtown
Development Authority

Approved by the Manistee City Council _____

_____
City Clerk

Downtown Development Authority Adopted Polices

Policy 001 Travel & Training Expense Reimbursement - Approved 02-8-2017

The DDA Travel and Training Expense Reimbursement Policy shall govern all employees, Board Members, and volunteers on official businesses for the DDA. It is the intent of this policy not to restrict travel for DDA business, but to clearly define reimbursable costs associated with travel. All travel and training expenses will be on a reimbursement basis and a pre-approved Travel and Training Form must be completed and approved by the Board. Sound business judgement should be used when incurring travel or training expenses. While it is recognized that expenses will vary with each trip or meeting, any display of extravagance in dining or other expenses should be avoided. Current tax laws do not allow for "lavish or extravagant business meals and entertainment." Expense reports should not include any personal expenses.

Receipts:
Original receipts must be furnished. If a receipt has been lost or not available, a written explanation by the employee, Board Member or volunteer substantiating the expenditure and explaining the lack of receipt. The DDA Chair must sign off on lost receipts. Receipts should be detailed as possible.

Non-allowable items for reimbursement:
Only authorized DDA business expense will be reimbursable. The following items are not considered reimbursable: fines for traffic or parking violation; personal mileage; personal vehicle expense such as gas, oil changes, ect.; spouse's travel unless approved by the DDA Board; meals in the home area of the Manistee DDA office unless attending an authorized business meeting or conference.

Charging expenses to the DDA:
No employee, Board Member or volunteer shall charge directly to the DDA any expenses incurred while traveling. No employee, Board member, or volunteer shall send lodging, car rental, air fare bills to the DDA for payment. All expenses should be paid for by the individual and obtain reimbursement from the DDA upon submittal and approval of an expense report. An exception is made for conference registrations.

Travel

Mileage:
The DDA does not have a company vehicle and use of a personal vehicle for DDA business will be reimbursed at the current IRS rate per based upon submittal of actual receipts.

Meal Reimbursement:
The DDA will provide a reimbursement to cover the actual cost of meals incurred for DDA business. Eligible expenses include meals where the employee, Board Member, or

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volunteer attendance is necessitated by their DDA position. Reimbursement of meals will be based upon submittal of actual receipts. Alcoholic beverages are not a reimbursable The amount spent for meal should be in keeping with what the employee, Board Member or volunteer would spend if they were traveling on personal matters. Cost of meals should be reasonable

Lodging:
The maximum expense for lodging will be the single occupancy room rate per day. Lodging must be reasonable for the location. Only the actual lodging expenses paid are allowable with a receipt. Long distance calls should be made by cell phone and not charged to the hotel room. If the hotel phone must be used for long distance calls, only those charges related for businesses purpose only will be reimbursed.

Conference Expenses:
Many conferences include meals and lodging in a package, as part of the conference expense. These amounts will be pre-paid by the DDA as part of the conference registration package and are not eligible for reimbursement. A copy of the conference registration and agenda are required when submitting a reimbursement request due to attendance of a conference. Anyone attending a conference with the expectation of expenses incurred to be reimbursed by the DDA must have a Travel and Training Request form filled out and approved by the Board.

Travel and Training Eligibility:
Training for employees, Board Members and volunteers require Board approval. All Out of State travel by the DDA employees, Board Members or volunteers shall be approved by the DDA board in advance. DDA board members and DDA volunteers are eligible to participate in training sessions related to DDA activities with advanced approval by the DDA board. All training and travel requiring Board approval must fill out a Travel & Training Request Form to be approved by the Board.

Air Travel:
Any air travel must be pre-approved by the Board and will only be reimbursed for coach seats. If no coach seats are available or other flights which cannot be scheduled without delay or disruption of the business event, approval from the DDA Chair must be obtained to book non-coach seats.

Policy 002 -Purchasing Goods or Services for Organization - Approved 02-08-2017

It is the general intent and purpose of this policy to assure that purchasing of goods and services for the DDA results in the most economical and\or advantage procurement in accordance with sound purchasing principles. All purchases, regardless of size, shall be covered by this principle. It is also the intent of this policy that the DDA will attempt to purchase goods and services from businesses located within the City limits when the price, quality, service and other relevant factors relating to the goods and services are

comparable with out-of-town businesses.

Budgetary Control:
All purchases must be in accord with approved budgetary allocations and policies.

Interpretation of Policy Provisions:
It is recognized that on occasion, there may be a question as to the application of this policy to a particular purchasing situation or circumstance. ln these cases, the affected committee chair shall consult with the DDA Director to determine the appropriate course of action internal Purchasing Procedures The DDA Director shall establish the necessary practices and procedures to ensure that the general intent and specific provisions of this policy are adhered to.

Purchasing Practices and Methodologies:
This policy recognizes the need to use a variety of purchasing techniques in order to obtain the product or service that is in the best interest of the DDÂ. Depending on the situation, one or more of the following techniques may be used:

a. A General Purpose Purchase (GPP) is a purchase arising in the normal course of day to day operations. These purchases should be evaluated based on the price, quality, service, and other relevant factors. lf the relevant purchasing threshold is met quotes may be required, as specified below.

b. A Request for Bids (RFB) is a technique whereby the DDA develops detailed specifications for a particular good or service and solicits sealed bids from vendors.

Committee Chairs or DDA Director shall prepare plans and specifications which identify the goods or services desired in sufficient detail to permit the receipt of competitive bids. Notice of the availability of the bid documents shall be published in the official publication as a box ad in the classified section at least three times. In addition, copies of the bidding documents shall be mailed or sent electronically to a reasonable number of known vendors who provide this good or service. Sealed bids will be accepted until the date and time specified in the bid documents. Bids will opened and by the DDA Director. A record of all bids received shall be kept and filed with the paid invoice in the DDA office.

Purchasing Approval Levels:

a. Purchasing Goods or Services of $1,000 or Less.
Committee Chairs and DDA Director are authorized to purchase goods and services with a budgeted value of $1,000 or less exercising sound judgment in the best interest of the DDA. Such purchases will generally be made in the local market area.

b. Purchasing Goods or Services between $1,000 to $2,000
Committee Chairs and DDA Director are authorized to purchase goods or services with a budgeted value between $1,000 to $2,000 based on quotes received from known vendors. At least three quotes must be solicited unless fewer known vendors supply the required

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goods or services. The quote deemed most advantageous to the DDA, considering price, quality, service, and other relevant factors will be accepted. While written quotes are generally required, it is recognized that verbal or telephone quotes are sometimes necessary. In that event, the verbal or telephone quotes shall be recorded in writing. All quotes received, whether written or recorded verbal, will be submitted to the DDA office and filed with the paid invoice.

c. Purchasing Goods or Services More Than $2,000. Any acquisition anticipated by the DDA with an estimated value of $2,000 or more shall be subject to an extended purchasing practice, unless otherwise addressed in this policy. The DDA Director shall determine the preferred extended purchasing practice in consultation with the affected Committee.

Budgeted Goods or Services:
For those items that are specifically identified in the DDA budget, the DDA Director may purchase those goods or services without DDA Board approval even if it exceeds $2,000. Purchasing thresholds established in above will still be required. If through the purchasing thresholds process the goods or services exceed $2,000 and is more than 10% above the budgeted amount, DDA Board approval will be required.

Vendors of Record:
It is recognized that it can be advantageous to the DDA to enter into long-term, negotiated agreements with vendors to supply goods and services. The DDA Director shall recommend to DDA Board which goods or services should be procured in this fashion. A Vendor of Record (VOR) shall be chosen through an extended purchasing practice. All VOR agreements shall be reviewed by the DDÂ Attorney prior to consideration by the Board. The VOR agreement shall specifically identify what goods and services will be provided, and when the DDA may go outside of the VOR agreement for these goods and services.

Awarding of Bids and Contracts:
DDA Board shall award all purchases, bids and contracts which exceed $2,000 and all Vendor of Record Agreements regardless of value. The DDA reserves the right to accept any or all quotes or bids and/or waive any irregularity or defect if deemed to be in the best interest of the DDA.

Emergency Purchases:
In case of an emergency which requires the immediate purchase of supplies or contractual services, the DDA Director shall be empowered to purchase on the open market, under the most advantageous arrangement, any necessary contractual services or supplies. Emergencies are generally, but not exclusively, limited to those situations that threaten the health, welfare, safety and well-being of the community. A full report of the circumstances of an emergency purchase shall be provided to the DDA Board and be filed with the paid invoice.

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Exceptions to Purchasing Thresholds:
The following items and situations are exempt from the specific guidelines established under the purchasing thresholds. However, all exempt purchases are expected to comply with the general intent of the policy:
- Emergency purchases
- Purchases of goods & services as specified under a Vendor of Record agreement
- Utilities, including but not limited to, electricity, gas, phone, water,
- Insurance renewals
- Change orders, additions or extensions to existing contracts where the DDA Director determines that such action is reasonably necessary to meet the intent of the contract to be performed, and the amount is within 10% of project or up to $5,000, whichever is less.
-Vendor specific software or hardware maintenance agreements and additional modules on existing software
- Goods or services only. Available through one known vendor may be exempt from this policy, upon consultation with the DDA Chair and Director
- Intergovernmental contracts
- Gasoline & diesel fuel

Policy 003 - Strategic Planning Retreat for Board – Approved 02-08-2017

Every year the DDA Board will hold a strategic planning meeting to discuss upcoming projects and events of the coming fiscal year and set strategic objectives. The Mission and Vision Statement will be reviewed to verify that both are accurate to the current program and that the organization is on course to achieve the vision and mission set by the strategic objectives.

Date:
The date for the Strategic Planning Retreat will be held before December of the current fiscal year to set the next fiscal year objectives, goals and events. The strategic goals will be distributed to the committees in December to form action plans and budget development.

Location:
To be determined by the current DDA Director and Chair.

Attendants:
All DDA Board members are required to attend. The board may elect to have stakeholders of the downtown community including but not limited to business and property owners; City Council Members and/or Staff; County Commissioners and/or Staff; DDA committee members; interested community members; and residents of the downtown.

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Policy 004 - DDA Annual Budget process – Approved 02-08-2017

The fiscal year of DDA shall coincide with the City of Manistee's fiscal year which is from July 1st to June 30th. The budget shall be created mainly from the workplans generated by the four committees. The DDA Director is responsible for completing and submitting an annual budget to be approved by the Board of Directors. The approved DDA budget should be submitted to the City of Manistee finance director by mid-April to be included in the Manistee City Council budget packet.

Workplans:
In December the committees will receive the next fiscal year objectives and plans from the strategic planning session held by the DDA Board. Each committee will create work plans to support the strategic plan and their committee objectives. The work plans will then be forwarded to the DDA Director by February 1st. The DDA Director will accumulate the plans into the budget to be submitted to the DDA Board for review at their February meeting. The DDA Board will then approve projects and events based on expected revenues in the coming fiscal year.

Budget:
The DDA Director at the direction of the Board Treasurer shall create and update the budget from the DDA Board approved workplans. In addition to the work plans the budget will utilize the prior year's financial reports, contracts, other known expenses, ect to develop the upcoming year budget. The DDA Director will submit the budget to be reviewed by the DDA Board of Directors at their March meeting. The DDA Directors must have an approved budget to be submitted to Council by mid April.

Council Meeting.
The DDA Director, Chair and Board members are required to attend the Council Meeting in which the DDA budget will be discussed.

Policy 005 - Communication of the Organization to Public - Approved
Policy 006 - Committee Chairs serving as Board Members - Approved
Policy 007 - Revenues of Fundraising Projects and Events - Approved
Policy 008 - Use of River Street Community Forum - Approved
Policy 009 - Use of Manistee Main Street DDA Logo - Approved
Policy010-WebsiteUpdatesandPrograms-Approved Policy

011 - Facebook and other social Media outlets – Approved

Policy 012 - DDA Sponsored Food Events – Approved 1-11-2017

Events that serve foods to the public must be compliant with Michigan Food Law. Generally, foods need to be prepared and served in/from a licensed/inspected food service preparation facility by trained individuals.

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However, Michigan law allows for "home prepared foods" as an exemption, under the following conditions:

1) The food is provided by a not for profit organization. (As a governmental entity, the DDA is considered a not for profit organization)
2) The event must be a fundraiser.
3) The not for profit organization assumes liability for the food being served.

DDA Food Events need to be conducted in the following manner in order to be compliant with the law. Each event with "home prepared food" shall:

1) Have a sign describing the "fundraising" event at each food location
2) Have a donation bucket for receiving donations at each food location
3) Have a publicly displayed list of all ingredients for each food item served (i.e. allow the public to avoid items they may be allergic/sensitive to)
4) Have the DDA boards approval (and therefore acceptance of the liability) for the "home prepared food" fundraising event

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DOWNTOWNMANISTEE
michigan

DATE: February 8, 2017

TO: DDA Board

FROM: Tyler Leppanen

RE: Riverwalk Railings Painting Contract

On June 2, 2015, City Council voted to authorize the DDA to contract for painting of the Riverwalk railings not to exceed $30,000. At the June 10, 2015 meeting, the DDA Board voted to approve a proposal from FastTek Electrocoating for painting the railings on the Riverwalk. The proposal was for painting services in the amount of $28,002 with estimated completion within two weeks. From July 2015 to December 2015 FastTek Electrocoating was paid $23,220 for completed work.

Currently, the City is in the process of paying the remaining invoice of $6,780, which would bring the project total to $30,000. The contractor has submitted an invoice for $2,398 exceeding the approved $30,000, because the conditions were worse than expected. There is also a quote for $5,261.60 to complete the remaining 244 linear feet of railing that the contractor claims was not part of the original bid. This 244 linear feet is located on the staircase connecting River St and the Riverwalk at 400 River St.

Therefore, there is an additional $7,659.60 that the Board must decide how to proceed. My recommendation is that the contractor is paid up to $30,000, which would meet him in the middle of his request for the amount he exceeded his bid. Then, the DDA could request City Council to approve an expenditure from the Riverwalk maintenance fund to complete the remaining portion of unpainted railing. Or, the DDA could request City Council to approve the full $7,659.60.

DOWNTOWNMANISTEE
michigan

DATE: February 8, 2017

TO: DDA Board

FROM: Tyler Leppanen

RE: TIF Committee

According to the DDA Bylaws Article VI, Section 1 Committees, the Board by resolution may designate and appoint a committee to advise the Board. The Chairman of the Authority shall appoint the members and select the chairman.

It is my recommendation that the DDA Board establish a committee to begin discussions with the City to renew the tax increment financing plan for the DDA.

DOWNTOWNMANISTEE
michigan

DATE: February 8, 2017

TO: DDA Board

FROM: Tyler Leppanen

RE: Agenda Items Relating to the Chamber

There are three items on the agenda concerning the Chamber. First is the request to assist the Chamber Leadership project with their event to host a public input session to identify what the public would like to see downtown. My recommendation would be to use the some of the remaining funds from the window wraps ($1,740) to assist the leadership project at the level the Board determines is appropriate. The results of the public input would identify a project within the DDA district.

The second item is the Chamber Expo. It is my understanding that the DDA has had a booth at the Expo. This item has been budgeted in the past but was not for this fiscal year. If the Board decides it is in the DDA's interest to participate the cost is $300 and could also be paid out of the window wrap line item.

The third item is the consideration of the Chamber overseeing the downtown dollars. This would require the DDA and Chamber to enter into a Memorandum of Understanding with a flat annual fee for the cost of administering the downtown dollars. The costs associated with downtown dollars include discounts for purchases over $500 and $1,000, printing, and credit card processing fees.

DOWNTOWNMANISTEE
michigan

DATE: February 8, 2017

TO: DDA Board

FROM: Tyler Leppanen

RE: Travel and Training Request

I have included a request for travel and training. The course is part of the Michigan Economic Development Association's Economic Development Certification process. To become a certified Economic Developer you must have 3 years of economic development experience, attend 6 courses, and pass an exam. According to MEDA, my previous experience would qualify me and now I would like to complete the courses to obtain certification. I feel this training is in line with the Board's direction and would be the best direction for me to take for training.

This course is focused on marketing and attraction. The course highlights are identifying target audiences using data-driven techniques, developing a community marketing plan and brand, developing support for the marketing campaign, engaging social media and website design, making the most of foreign direct investment, and benchmarking the marketing plan.

DOWNTOWN MANISTEE
michigan

Manistee Downtown Development Authority

Travel & Training Request

Information

Name: Tyler Leppanen

Other Attendees:

Location: East Lansing Marriott

Sponsoring Organization: Michigan Economic Development Association

Dates of Travel: From: 3/30/17 To 3/31/17

Type of Travel Requested:

- ☐ Meeting
- ☐ Conference
- ☑ Overnight
- ☑ Training
- ☐ Personal Car
- ☐ Air Travel

Estimated Expense: $610

Purpose for Travel or Training:

Required course for Economic Development certification. I can find more affordable lodging than the marriot.

DDA Board Approval

- ☐ Approved
- ☐ Rejected

Comments:

DDA Board of Director - Chair *Date*

HOME

Search...

MEDA
Michigan Economic Developers Association

The Leading Voice for Economic Developers in Michigan

IEDC Economic Development Marketing and Attraction

This event will be held on Thursday, March 30 - Friday, March 31, 2017 at the East Lansing Marriott at University Place in East Lansing, Michigan.

This hands-on course will examine the fundamentals of developing and executing an effective marketing and attraction plan. Businesses looking to relocate or expand demand accurate, up-to-date and credible information. Communities require excellent marketing strategists to meet the demands of the private sector. Course participants will learn the best ways to market their community to businesses by learning about online marketing fundamentals, website design, and current trends in foreign direct investment. Participants will also explore various media, including how to best utilize social media and other technologies as economic development marketing tools. Case studies will highlight the dos and don'ts of economic development marketing.

Course Highlights

- Identifying target audiences using data-driven techniques
- Developing a community marketing plan and brand
- Garnering internal and external support for the marketing campaign
- Engaging social media and website design to target new markets
- Making the most of your foreign direct investment efforts
- Benchmarking, evaluating, and monitoring the marketing plan

Agenda

MARCH 30

8:00 - 8:45 a.m. Registration

8:45 - 9:00 a.m. Welcome and Introductions

9:00 - 9:45 a.m. Overview of Economic Development Marketing
Marketing is a tool that helps promote economic growth and development in a community. This session will highlight the economic developer's role in developing marketing plan, and the different targets of economic development marketing.

9:45 - 10:00 a.m. Break

10:00 - 11:00 a.m. Positioning Your Community and Finding your Niche
Each community, no matter location or demographics has its strengths and weaknesses. Identifying both and being able to play off the strengths is key to setting session, participants will learn how to find those things that make your community unique and how to best communicate your position in today's complex market

11:00 - 12:00 p.m. Developing the Marketing Plan and Metrics for Success
All communities market themselves whether or not they have developed a marketing plan. A marketing plan helps to ensure that you are making a positive impa effective use of available resources, staff and financial capabilities. It provides a guide for all marketing activities and is an important part of an overall economic strategy. This interactive session will address how to set realistic goals and objectives, to develop strategies that support your marketing goals, and to how to me your initiatives.

12:15 - 1:15 p.m. Lunch on your own

1:15 - 2:30 p.m. Branding
A brand is the perception held of your place by your marketing efforts' audience, whether site selectors, corporate buyers, entrepreneurs, or tourists. Like it or n region already has a brand - positive, negative, or wholly indifferent. Participants will learn about the components of brand, its importance to economic developr improve or change it.

2:30 - 2:45 p.m. Break

FIND US ON

as they do for businesses, a in what is sometimes called the "war for talent." Instructors will explore the means to attract and retain skilled workers, from oversea hiring missions to "deeper" strategies such as entrepreneurship development and placemaking.

3:30 - 4:15 p.m. Foreign Direct Investment

In recent years, international economies have grown rapidly, and foreign businesses have grown in lockstep. Now, these companies often wish to expand into th take advantage of this country's huge, wealthy market, as well as American specialties such as our universities, venture capital, and protections for intellectual p first learn about key drivers of foreign direct investment in the United States, and then shift focus to FDI attraction techniques including advertising, using interna networks, and undertaking trade missions, including the resources and tools available to successfully carry out these techniques. The session concludes with a to FDI pitfalls such as language, culture, and regulation.

MARCH 31

9:00 - 9:45 a.m. Websites

A website is often the first contact someone has with a community, organization or company and is arguably the most important marketing tool in today's world. participants will learn about the key components of a highly effective website and how to best ensure your message and brand are being communicated online.

9:45 - 10:45 a.m. Online Marketing and Lead Generation

Online marketing goes beyond a website. This session will explore the vast opportunities to be had when an organization takes on a marketing strategy that incl measurable, and interactive promotion of a community, state or region. Participants will also learn how to use digital technologies to reach and convert leads into retain them is key in today's competitive atmosphere.

10:45 - 11:00 a.m. Break

11:00 - 12:00 p.m. Social Media

Communication and marketing isn't what it used to be. Today you have many channels to reach your audience. This session will focus on communications using will include changes in how communication is happening, who is now doing the communicating, where conversations about your communities are happening, ar successfully use social media to engage your targets. Topics will include major social platforms.

12:00 - 1:00 p.m. Lunch on your own

1:00 - 2:00 p.m. Case Studies

This session will lead participants through a series of case studies that recap and illustrate the concepts discussed throughout the course. Case studies will inclu

- Rural/Small Community Marketing for Success
- Regional Marketing for Success
- Branding
- Online marketing and lead generation

2:00 - 4:00 p.m. Group Interactive Session: Creation of a Marketing Plan

You've learned the pieces; now put that knowledge to work. In this session, participants will work in groups to create a marketing plan for a community and shar

4:00 - 4:30 p.m. Q & A, Wrap Up and Certificates

* Agenda subject to change

Attendance Policy

PLEASE NOTE: In order to receive full IEDC certification credit for this course and a certificate indicating course completion, participants must attend the entire through the final session on the last day. Please make travel plans accordingly.

Instructors

Information forthcoming.

Registration Fees

You must pay before the event in order to attend.

IEDC/MEDA Member	Non-Members	Date Ranges
$490	$640	By C.O.B. February 17
$630	$780	February 18 - March 17
$650	$800	After March 17

Cancellation Policy

Cancellations must be submitted in writing at least 10 days prior to the beginning of the Course. An email to cjorae@medaweb.org is acceptable. Partipants regi that do not cancel and who do not attend will be charged the full price for the Course.

FIND US ON

East Lansing Marriott at University Place, 300 M. A. C. Ave, East Lansing, MI 48823

Hotel Reservations

Hotel rooms are available at the Marriott for $142++/night. Call 517-337-4440 by 3/6/17 to receive this special rate (be sure to say that you are attending a MED IEDC). OR, click here to reserve your stay online.

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Feedback

The Historic Vogue Theatre of Manistee
383 River Street
PO Box 291
Manistee, MI 49660
www.voguetheatremanistee.org

THE
VOGUE THEATRE

January 10, 2017

Dear Main Street DDA Board of Directors;

2016 was another great year at the Vogue Theatre, and I wanted to share some of the statistics from the year with you.

Over the year 2016 the Vogue:

- Held an average of six show times a day, all 365 days of the year;
- Showed 246 different feature films;
- Held special events, including live sports simulcasts, educational post-screening panel discussions and more;
- Welcomed over 61,000 patrons to ticketed shows;
- Hosted over 2,500 area students for low-cost group screenings;
- Enjoyed over 700 attendees to private-rental functions;
- Continued our low-cost specialty programming such as 25-cent Family Films on Saturday mornings, $2 Wednesday Morning Classics and our all-free Spring Break week consisting of over 30 totally-free films;
- Partnered with multiple downtown entities, including a "diner & a movie" package with TJ's Pub, Flynn's and The Fillmore

Under the agreement between MSDDA and the Vogue, the balance owing by the Vogue on the $100,000 purchase price of the theatre was to be reduced by $20,000 each year that the Vogue met certain performance goals. Those reductions were made for 2013, 2014 and 2015. For the fourth year, the standard is that the reduction will be made if the Vogue presents movies or other performances on at least 120 days during the year. Obviously, the Vogue has greatly exceeded that requirement, so I formally request that the MSDDA Board acknowledge the Vogue's having met the 2016 performance standard and accordingly reduce the outstanding balance on the Vogue's obligation to $20,000.

I or a member of the Vogue Board of Directors will attend the MSDDA Board meeting at which this request is considered to answer any questions that you may have. In the meantime, please do not hesitate to contact me if you would like any additional information. If the MSDDA is interested, I would be happy to provide an in-depth behind-the-scenes tour of the Vogue.

Sincerely,

Brandon T. David
General Manager, Historic Vogue Theatre of Manistee

cc. Jeff Reau, MSDDA Vice-Chair
Frank Greco, President, Historic Vogue Theatre of Manistee Board of Directors