

**Manistee DDA**  
**October 11, 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 September 13, 2017 Regular Meeting Minutes
5. Committee Reports
  - a. Design – Vacant (5 minute limit)
  - b. Marketing and Promotions – Jackie Gielczyk (5 minute limit)
  - c. Business Development – Valarie Bergstrom (5 minute limit)
  - d. Redevelopment – T Eftaxiadis (5 minute limit)
6. Financial Report
7. Director’s Report
8. Old Business
  - a. Appoint Design Committee Chair
9. New Business
  - a. Consider and approve Design Committee Recommendation to Change Façade Grant Application Period
  - b. Strategic Plan Update and Committee Priorities
10. Public Comment. (Limit 5 minutes per person.)
11. Adjournment

# DOWNTOWNMANISTEE

*michigan*

DATE: October 6, 2017  
TO: DDA Board  
FROM: Tyler Leppanen  
RE: DDA Board Regular Meeting: October 11, 2017

The DDA Board shall convene at 12:00 pm on Wednesday, October 11, 2017 in the council chambers of city hall. Financial reports and minutes should be available on Monday.

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](mailto:tyler.leppanen@manisteedowntown.com) with any questions or concerns you may have.

**Manistee DDA  
Regular Meeting  
Resolutions**

Monday, October 11, 2017 at 12:00 p.m.  
Council Chambers  
Manistee, MI 49660

**Resolution 171011-01**

Motion: \_\_\_\_\_

Support: \_\_\_\_\_

The Manistee DDA hereby approves the agenda of October 11, 2017 as presented.

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Approved: \_\_\_\_

Denied: \_\_\_\_

**Resolution 171011-02**

Motion: \_\_\_\_\_

Support: \_\_\_\_\_

The Manistee DDA hereby approves the Regular Meeting minutes of September 13, 2017 as presented.

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Approved: \_\_\_\_

Denied: \_\_\_\_

**Resolution 171011-03**

Motion: \_\_\_\_\_

Support: \_\_\_\_\_

The Manistee DDA hereby approves the September Financial Statements as presented.

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Approved: \_\_\_\_

Denied: \_\_\_\_

**Design Committee Chairperson**

**Resolution 170913-04**

Motion: \_\_\_\_\_

Support: \_\_\_\_\_

The Manistee DDA hereby approves the Design Committee recommendation to accept façade applications from October to March.

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Approved: \_\_\_\_

Denied: \_\_\_\_

**Resolution 171011-05**

Motion: \_\_\_\_\_

Support: \_\_\_\_\_

The Manistee DDA hereby adjourns at \_\_\_\_\_pm.

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Approved: \_\_\_\_

Denied: \_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

**Design Committee**

Jeff Reau

Denise Blakeslee

Stacie Bytwork

Colleen Kenny

Jeff Mikula

Janet Duchon

Kyle Mosher

**Time:** 4<sup>th</sup> Thursday of the month at 8:30am

**Location:** Chamber

**Marketing & Promotions Committee**

Jackie Gielczyk

Chelsea Harvey

Carrie Mosher

Lindsey Swidorski

Nicole Knapp

Brandon David

Mary Nezki

Lee Trucks

Cherri Koblinski

Vicki Cooper

Shelley Doyen

**Time:** 3<sup>rd</sup> Wednesday of the month at 8am

**Location:** The Fillmore

**Business Development Committee Members**

Valarie Bergstrom

Tamara Deponio

Stacie Bytwork

Brandon Ball

Denise Blakeslee

Darrell Burchfield

Simone Scarpace

Tom Hinman

Kathryn Kenny

**Time:** 4<sup>th</sup> Wednesday of the month at 8:30am

**Location:** Chamber

**Redevelopment Committee**

T. Eftaxiadis

Barry Lind

Todd Mohr

Brandon Ball

Thad Taylor

Lynda Beaton

Steve Brower

**Time:** 1<sup>st</sup> Monday of the month at 3pm

**Location:** Ramsdell Inn Lobby

# DOWNTOWNMANISTEE

*michigan*

## DDA Director's Report

October 11, 2017

- An update on meetings from the past month and issues that affect the DDA; I attended three City Council meetings this month, including a joint work session with the County Board of Commissioners. The main issue being discussed at all of the meetings have revolved around economic development services in the county and the city. AES and the Chamber have both submitted proposals to lead economic development. Decisions from the County and City are expected this month.
- I set up a meeting with the potential local restaurant relocation, property owner, City, SBDC and Venture North to try and facilitate that relocation. Hopefully I will have more to update the board on soon. The business owner is identifying costs and their business plan to see if that location would work for them.
- There was a merchant meeting on October 6 with the SBDC presenting on the services they provide.
- The offer to the American Cleaners property was accepted at \$70,000 plus the state transfer tax, approximately \$600. I have resent our previous application to the MEDC for assistance in predevelopment activities. I was trying to work out a deal with the property owners at 21 Cypress, however, the property was sold to another party. I will try to contact the new owners.
- Projects Update – Again, North Channel Brewery is expected to announce their opening date soon. Edgewater, from my understanding, has all their approvals from the Planning Commission. The Senior Center is still waiting to hear back from the USDA regarding the status of their application for a mortgage. The grocery tenant is still moving forward. Also, Third Coast is expected to reapply for MSHDA tax credits this month. I had a meeting with one of the property owners for CDBG applications and MEDC. I am waiting to hear back from the property owners as to whether they want to proceed with their project. The owner property owners have started their Phase 1, which is required for the Brownfield, and I am still waiting for their business plan.

# DOWNTOWNMANISTEE

*michigan*

DATE: September 5, 2017  
TO: DDA Board  
FROM: Tyler Leppanen  
RE: Design Committee Chair

Since Jeff Reau decided not to reapply to serve on the DDA Board, we need to appoint someone to Chair the committee. Jeff has agreed to stay on the committee. The Chair typically leads discussion, sets the agenda, takes minutes, and reports to the Board. According to our policy on Standing Committees the DDA Chairperson nominates the committee chair and the Board approves.

Projects the Design Committee works on are the façade grants, landscaping and maintenance, and flower baskets. Projects that have been discussed but have not made progress are bumpouts for out-door cafes, picnic tables and other seating for the Riverwalk, garbage removal, and the Art Park.

# DOWNTOWNMANISTEE

*michigan*

DATE: October 4, 2017  
TO: DDA Board  
FROM: Tyler Leppanen  
RE: Façade Grant Application Period

The Design Committee recommends to change the façade grant application period to make it easier for property owners to comply with requirements and DDA budgeting. Currently, applications are due by May 5<sup>th</sup>. The proposed application period would be from October to March. My suggestion would be to still have funds dispersed in the following fiscal year. The DDA would then have time to allocate the appropriate amount to the façade grant program based on the number of applications. This would also allow property owners to plan their project around the façade grant timeline and construction season.

# DOWNTOWNMANISTEE

*michigan*

DATE: October 6, 2017  
TO: DDA Board  
FROM: Tyler Leppanen  
RE: Strategic Plan Update

I have included an update to where we stand with the strategic plan. I felt that it may be good to have Board members review the committees and the projects that are being worked on. It may be helpful if the Board wants to provide direction to the committees at this time. I included where the Board stands with their measurables and just gave an update on what each committee is doing.

**Board**

Strategic Goal: Reposition the Manistee Downtown Development Authority as the leader in Manistee downtown development – Led by the DDA Board			
Strategy	Timing	Status	Measurable
Dissolve current committees and create new ones in their place. The four new committees will be Redevelopment, Business Development, Design, and Marketing and Promotions. Appoint Board Chairs	May 2017	Completed	Occupancy rate of downtown, number of new businesses, number of jobs added, development projects that are in active planning, capital investment in the downtown, percentage of projects that the DDA was notified and involved in early in the process
Define priorities for each committee. Identify 2 to 3 projects for each committee to begin working on.	May 2017		
Identify 1 or 2 highly visible development projects at the entrance of River St and/or another marquee project to attract visitors. Authorize Director to begin working on projects.	May 2017	The Board has identified one project and has begun to move forward.	

Vacancy Rate		
Beginning of 2017	Current	Projected
19%	14%	12%

At the beginning of 2017 there was a 19% vacancy rate in Downtown. Currently, there is a 14% vacancy rate. The changes that impacted the vacancy rate were Safe Title locating in 84 Division St, although this is a temporary location, a church occupying 55 Division, Farmer’s Insurance opening at 320 First St, Edgewater and North Channel completing their projects or nearly completed.

The project vacancy rate of 12% is based on projects that I am aware of that are anticipated to be completed. It should be noted that it is possible for some of these to either not occur or to take time. The projects accounted for here are the Senior Center occupying the former Oleson’s building, the DDA completing a project at the American Cleaners, and the Riley’s building property owner has met with me several times and has plans to open a business.

Remaining vacancies and status:

21 Cypress (Gas Station) – Recently purchased. I will attempt to contact owner.

84 Cypress

52 Greenbush

294 River St (Old DDA Office) – Has two vacancies

321 River St (Across the street from the Fillmore and Blue Fish)

337 River St (H&K) – DDA façade grant and property owner is in the process of redeveloping. Identified by Business Development Committee.

340 River (Old vacuum cleaner store) – Has had significant interest. Identified by Business Development Committee.

342 River St – Identified by Business Development Committee.

347 River St

348 River St (Music Vault) – Working with property owners to apply for brownfield and CDBG.

363 River St – Identified by Business Development Committee.

400 River

411 River St

415 A/B River St – Identified by Business Development Committee.

433 River St

453 River St

100 Washington

143-47 Washington (Hotel Northern) – Working with property owners for brownfield and CDBG.

New Business	Jobs
Northern Vintage Décor	1.5
Our Creations and Styles	1.5
Farmer's Insurance	2
<b>Total</b>	<b>5</b>

Granted these are not net job increases because Northern Vintage Décor replaced Daybreak, and Farmer's Insurance replaced the cell phone repair business. There are also new jobs that were not accounted for including the new Edward Jones because that opened prior to the strategic plan and I am still visiting with businesses to see if they added jobs this year. Also, not included is the North Channel Brewery.

### Projects in Active Planning

I think this measurement needs to be defined more, what does the Board consider in "active planning"? I counted 7 projects in active planning. The DDA is providing assistance to all but one of them. Assistance ranges from DDA led project, DDA assisting property owners with applying for grants and working with MEDC, and façade grants.

### Capital Investment

I just recently received all the building permits for 2015, 2016, and 2017, so I still need to compile the data.

## Redevelopment Committee

Focus Area 1: Lead and promote the development of under-utilized buildings and spaces in the downtown core.				
Strategy	Timing	Status	Measurable	
Identify property owners interested in rehabilitating their properties and adding residential units to vacant or under-utilized upper story space. Work with the property owners to apply for Community Development Block Grant funding.	Ongoing	Currently working with 2 property owners.	Number of redeveloped properties, public/private capital investment public, jobs created, survey "clients" the DDA works with to see if they had a positive experience and would recommend Manistee.	
Identify and prioritize redevelopment sites within the district and develop strategies to accomplish redevelopment.	Ongoing: Begin in May 2017	Prioritization completed in December 2016.		
Create program or improve programs for potential small or inexperienced developers interested in investing in buildings downtown.	Ongoing: Begin in June 2017			
Strengthen working relationships, coordination and collaborative approach to development with AES, Chamber of Commerce, City and Historic District Commission.	Ongoing			
Implement an objective scoring system for evaluating development projects.	May 2017	Completed		
Learn and understand Redevelopment Ready Communities program and work with the City to ensure a smooth process for developers.	Ongoing: begin in July 2017			

Properties were prioritized last year during the Redevelopment Ready process in the following order:

283-285 River (American Cleaners) – DDA has purchased the property

143-147 Washington (Hotel Northern) – DDA working with property owners for CDBG application

400 river (Former Glik's) – Hollander Development's option on the property has expired. Does not mean that the developer will not come back into the picture.

21 Cypress – Recently purchased. I will contact the property owner.

160 Memorial Dr (Former Olesons) – Senior Center waiting on USDA and Third Coast will reapply for MSHDA tax credits.

401 River (City Drug) – Multiple parties have gone through the property recently.

I would also suggest adding 453 River St to this list.



## Business Development Committee

Focus Area 2: Increase business occupancy in existing buildings and retain or expand current businesses.			
Strategy	Timing	Status	Measurable
Create and update recruitment materials	Ongoing: begin in May 2017	Information has been sent to Right Side Design	Vacancy rate, percentage of retail, restaurants and entertainment, jobs created, potential businesses contacted, new businesses opened, business expansions, businesses retained.
Create future use map based on GIS map	June 2017		
Identify current vacancies, attempt to work with property owner, perform SWOT analysis for the properties, use ESRI data to target potential tenants.	Ongoing: Begin in June 2017	7 properties were prioritized and completed.	
Increase the percentage of retail, restaurants, and entertainment businesses within the district.	Ongoing		
Develop and execute retention visit plan.	Ongoing: twice per year: Begin in August/Sep tember 2017	Timing should be October/Novem ber. This has started.	
Find creative ways to support entrepreneurialism.	Ongoing: September 2017	Collaborative conferences with the Chamber to encourage local entrepreneurs to start businesses.	

Jobs	5
New Businesses	3
Contacted	25
Expansions	1

The Business Development Committee has identified 7 vacant properties and I contacted the property owners identified what the types of tenants they would like and then as a committee we listed ideal tenants for each location. Recruiting materials are being updated and once completed I will contact each of the businesses on the list. Beginning this week, I am visiting with businesses to see how there year has gone so far. Other things the committee has discussed are holding conferences with the Chamber, CVB, and the Small Business Development Center to show what properties are available, what types of businesses are missing, and how to start a business to encourage entrepreneurs. Also, discussed was working with the CVB to develop a marketing plan on social media to reach other markets.

## Design Committee

Focus Area 3: Continue to improve the physical aesthetics and leverage the historic character of the downtown area.			
Strategy	Timing	Status	Measurable
Transition the management of the landscaping and maintenance contract back to Manistee DPW.	June 2017	Complete	Number and amount of façade grants, public/private investment in public areas, food trucks allowed in DDA, bump outs available for businesses in 2018.
Identify areas in the district that could be improved or created and propose potential projects to the Board. Potential focus areas are Art Park, Riverwalk, and Streetscape.	Ongoing: begin in May 2017		
Develop and propose policies to allow food trucks in DDA	May 2017	Complete	
Work on developing bump outs for outdoor cafes	Fall 2017	Complete	
Investigate timing of façade grant cycle to match with budget and construction season	Report to Board in September 2017	Complete	
Improve garbage removal of businesses on River St	Long-term: begin Winter of 2017		
Work with the Community Foundation or other partners to create a fund for long-term maintenance of Riverwalk.	2017-2019		

Number of Façade Grants	2
Amount of Façade Grants	\$10,000
Investment in public areas	
Food Trucks	Complete

The committee has discussed the art park as a project to undertake. The MSU SBEI study will address what the community wants this space to look like.

## Marketing and Promotions

Focus Area 4: Sell the image of Downtown Manistee to visitors, shoppers, and potential new businesses.			
Strategy	Timing	Status	Measurable
Continue to sponsor community events while continuously refining their return-on-investment and economic impact.	Ongoing	Ongoing	Amount of event revenues, number of people who like Downtown Manistee Facebook page, number of landings on website, number of downtown maps distributed, amount of downtown dollars sold, survey business/property owners on satisfaction with DDA communication.
Develop sponsor and volunteer database.	Begin in June 2017		
Creatively utilize limited advertising dollars for the DDA and businesses through social media and other media outlets.	Ongoing: begin June 2017	Ongoing	
Assist in promotion of strengthening communication systems and initiatives including but not limited to: DDA email database, block captains, and Facebook group.	Ongoing	Ongoing	
Create Downtown map for visitors	May/June 2017	Complete	
Continue quarterly newsletter program	Ongoing	Ongoing	
Effectively monitor and promote downtown dollars as a means to generate local spending in the downtown.	Fall 2017		

Revenues	Approximately \$5,000 (Only TGIF and Hops and Props)
Facebook Likes	Increased by 500
Downtown Maps Distributed	1,000
Downtown Dollars Sold	\$10,840