

**MINUTES
REGULAR MEETING OF THE MANISTEE DDA
MANISTEE BLACKER AIRPORT
WEDNESDAY, JANUARY 10 – 8:00 A.M.**

CALL TO ORDER: Meeting called to order by Chairperson Brooks at 8:04 am

MEMBERS PRESENT: Valarie Bergstrom, Rachel Brooks, Tamara DePonio, T Eftaxiadis, Karen Goodman, Barry Lind, Todd Mohr, Jim Smith, Shari Wild

STAFF PRESENT: Tyler Leppanen

MEMBERS ABSENT: None.

OTHERS PRESENT: Roger Zielinski

APPROVAL OF AGENDA:

Motion by Eftaxiadis to approve the agenda moving item 7 Discussion on Economic Development to item 6. Motion supported by Wild and concurred by unanimous vote.

APPROVAL OF MINUTES OF REGULAR MEETING OF DECEMBER 13, 2017

Motion by Goodman to approve the minutes of December 13, 2017. Motion supported by Bergstrom and concurred by unanimous vote.

PUBLIC COMMENTS

None.

DISCUSSION ON ECONOMIC DEVELOPMENT:

It was decided that there would be a special meeting on January 17, 2018 at 8:30am at the Manistee Blacker Airport to continue discussions and identifying Board needs.

FINANCIAL REPORTS

December Financial Statements

Tabled until future meeting.

DIRECTOR REVIEW

Leppanen reviewed the strategic plan, measurables, and presented what has changed within the district during 2017.

REVIEW OF DDA BOARD STRATEGIC GOAL

Leppanen reviewed the DDA Board Strategic Goal and what progress has been made. Board directed Leppanen to identify functions and duties that are consuming time. Board to investigate what could be done to increase percentage of time focused on economic development.

MSU SUSTAINABLE BUILT ENVIRONMENT INITIATIVE

Leppanen reviewed MSU project and asked that if Board members that did not attend the visioning session to email comments prior to January 15. A meeting will be scheduled with MSU and Design Committee Chairperson and Redevelopment Committee Board members.

UPDATE ON REDEVELOPMENT COMMITTEE

Leppanen reviewed Redevelopment Committee activities. Eftaxiadis proposed two options to increase occupancy on upper stories. Redevelopment Committee is to investigate both options and prepare recommendations for the March Board meeting.

Eftaxiadis to put together RFPs for environmental due diligence regarding property under contract and receive proposals of work to present to Board.

Items 1 and 4 from Redevelopment strategies are to remain. Also, a list of sites the committee should be considering and why those sites were chosen and others were not.

UPDATE ON BUSINESS DEVELOPMENT COMMITTEE

Leppanen reviewed Business Development Committee activities. Brooks would like to see businesses that change ownership measured and tracked. Business Development Committee is to proceed with working on 5x5 business idea competition and present to Board in February, and recommending C-3 zoning changes.

UPDATE ON DESIGN COMMITTEE

Leppanen reviewed Design Committee activities. Design Committee is to begin working on improving parking signage, MSU project, and garbage removal options.

UPDATE ON MARKETING AND PROMOTIONS COMMITTEE

Leppanen reviewed Marketing and Promotions Committee activities. Marketing and Promotions Committee is to pull advertising out of specific event line items of the budget and move to one advertising line item. The Committee will put together a budget and bring back to the Board in February for discussion. The Committee will also discuss how the it should be re-organized to better meet the needs for events and general advertising and promotions.

CONTINUED DISCUSSION ON ECONOMIC DEVELOPMENT

There was continued discussion on economic development amongst the Board. Bergstrom was to gather proposals for bookkeeping and accounting services. Reiterated that Leppanen needed to provide a list of duties that were outside of economic development. It was also discussed whether the DDA could accept contracts to perform economic development outside of the district.

ADJOURNMENT

Meeting was adjourned at 1:10pm.

Valarie Bergstrom, Secretary

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