

**Manistee DDA**  
**August 8, 2018 @ 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 July 11, 2018 Regular Meeting Minutes
5. Committee Reports
  - a. Design – Barry Lind (5 minute limit)
  - b. Marketing and Promotions – Rachel Brooks (5 minute limit)
  - c. Business Development – Valarie Bergstrom (5 minute limit)
  - d. Redevelopment – T Eftaxiadis (5 minute limit)
  - e. Food Truck – Tyler Leppanen (5 minute limit)
6. May 2018 Check Register
7. Financial Report
8. Director’s Report
9. Old Business
  - a. Election of Officers
    - i. Vice Chair
    - ii. Secretary
  - b. Policy 13 – Standing Committees
10. New Business
  - a. Consider Budget Amendment Request from Marketing and Promotions Committee for Downtown Dollar Giveaway
  - b. Consideration of a Closed Session to Discuss Real Estate Purchase as Permitted by the Michigan Open Meetings Act, Section 8 (d)
11. Public Comment. (Limit 5 minutes per person.)
12. Adjournment

# DOWNTOWNMANISTEE

*michigan*

DATE: August 8, 2018  
TO: DDA Board  
FROM: Tyler Leppanen  
RE: DDA Board Regular Meeting: August 8, 2018

The DDA Board shall convene at 12:00 pm on Wednesday, August 8, 2018 in the council chambers of city hall.

The financial statements will be sent out 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**

Wednesday, August 8, 2018 at 12:00 p.m.  
Council Chambers  
Manistee, MI 49660

**Resolution 180808-1**

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

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

The Manistee DDA hereby approves the agenda of August 8, 2018 as presented.

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

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

Approved: \_\_\_\_

Denied: \_\_\_\_

**Resolution 180808-2**

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

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

The Manistee DDA hereby approves the Regular Meeting minutes of July 11, 2018 as presented.

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

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

Approved: \_\_\_\_

Denied: \_\_\_\_

**Resolution 180808-3**

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

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

The Manistee DDA hereby approves the July 2018 Financial Statements.

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

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

Approved: \_\_\_\_

Denied: \_\_\_\_

**Resolution 180808-4**

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

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

The Manistee DDA hereby approves the May 2018 Check Register.

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

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

Approved: \_\_\_\_

Denied: \_\_\_\_

**Election of Officers**

Vice Chair

Secretary

**Resolution 180808-5**

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

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

The Manistee DDA hereby approves Budget Amendment FY 18/19-02.

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

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

Approved: \_\_\_\_

Denied: \_\_\_\_

**Resolution 180808-6**

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

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

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

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

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

Approved: \_\_\_\_

Denied: \_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

**Manistee Downtown Development Authority Board Meeting Minutes – July 11, 2018**

Present: Valarie Bergstrom, Rachel Brooks, Karen Goodman, Tyler Leppanen, Todd Mohr, Mayor Jim Smith and Shari Wild

Excused Absence: Tamara DePonio, T Eftaxiadis

Also Present: Barry Lind and Thad Taylor

Agenda Item	Discussion	Decision/ Recommendation
<b>Call to Order</b>	Meeting called to order by Brooks at 12:05 p.m.	
<b>Approval of Agenda</b>	Motion by Smith; Second by Mohr The Manistee DDA hereby approves the agenda as presented.	Approved
<b>Public Comment:</b>	Barry Lind updated the board on his status until the next City Council meeting and commented on the Design Committee activities.	
<b>Approval of June 2018 Regular Meeting Minutes</b>	Motion by Goodman, Second by Wild The Manistee DDA hereby approves the Regular Meeting Minutes of June 13, 2018 with the correction of adding approval of the May financial reports to the minutes.	Approved
<b>June Financial Statements</b>	Motion by Wild; Second by Bergstrom The Manistee DDA hereby approves the June 2018 Financials and the June check register.  May check register to be include in the August Board Meeting for approval.	Approved
<b>2018- 2019 Election of Officers</b>	Motion by Wild; Second by Bergstrom Rachel Brooks was nominated for the Board President position. No other nominations were made.	Approved
	Motion by Wild; Second by Mohr The Board elects to table the election of the Board Vice President until the August board meeting	Approved
	Motion by Wild; Second by Goodman Valarie Bergstrom was nominated for the Board Treasurer position. No other nominations were made.	Approved
	Motion by Wild; Second by Mohr The Board elects to table the election of the Board Secretary until the August Board meeting.	Approved
<b>Committee &amp; Director Reports</b>	The committee chairs and executive director did a brief review of the committee minutes included in the board packet. Bergstrom requested that Board members mark their calendars and please attend Spark Manistee on September 15.	
<b>Old Business New Business</b>	None	

**Manistee Downtown Development Authority Board Meeting Minutes – July 11, 2018**

<b>Review of Policy #13 – DDA Standing Committees</b>	<p>A review of the current committee structure was discussed. Several suggestions were made including having chairs of projects rather than standing committees.</p> <p>It was agreed that we should continue the discussion at the next meeting when all committee chairs would be present.</p>	
<b>Consider and approve Policy #15 – Fund Balance</b>	<p>Motion by Smith; Second by Mohr</p> <p>The Manistee DDA hereby approves Policy #15 – Fund Balance as presented.</p>	Approved
<b>Consider Manistee Bridal Loan Request</b>	<p>The Manistee Bridal Loan Request was discussed and tabled until the next meeting. The Executive Director was asked to contact the owner and request additional collateral.</p>	
<b>Consider and Approve Budget Amending Request from the Business Development Committee</b>	<p>Motion by Mohr; Second by Wild</p> <p>The Manistee DDD hereby approved the budget amendment request for \$1000 for the Spark Event from the Business Development Committee.</p>	Approved
<b>Executive and Economic Development Director Performance Review</b>	<p>The Executive Director will complete the self-appraisal form for the next Board meeting on August 8; the Board members will complete the evaluation form by August 24 and returned a printed copy of their evaluation to Brooks. The Executive Director Performance Review is planned for the September Board meeting.</p>	
<b>Adjournment</b>	<p>Motion by Smith; Second by Mohr</p> <p>The Manistee DDA meeting adjourned at 1:05 p.m.</p>	Approved
<b>Signature/Date</b>		

Focus Area 3 - 2018: Continue to improve the physical aesthetics and leverage the historic character of the downtown area.		
Strategy	Timing	Status
Improve Parking Signage	Fall 2018	Need to determine where these will be placed.
MSU SBEI Project Follow Through		Costs from Spicer have been obtained. Will discuss at the next meeting.
Garbage Removal		The City is working on ordinance language.
Update Façade Grant Process	Complete	Complete

**Design Committee**

Barry Lind

Jeff Reau

Denise Blakeslee

Stacie Bytwork

Colleen Kenny

Jeff Mikula

Janet Duchon

Kyle Mosher

Shari Wild

**Time:** 3<sup>rd</sup> Thursday of the month at 8:00am

**Location:** Chamber

\*Indicates new members

Focus Area 4 - 2018: Sell the image of Downtown Manistee to visitors, shoppers, and potential new businesses.		
Strategy	Timing	Status
Reorganize and propose marketing and promotions budget.	Complete	Event chairs were asked to provide revenue and expenses by the next committee meeting.
Reorganize Committee structure	Complete	Events are to be planned and executed by the chairs of the respective events. The Marketing and Promotions Committee will get updates from the event chairs but the meetings will be more focused on marketing.

Other: The Committee is working on a plan to have co-op advertising similar to what was done in the past.

**Marketing & Promotions Committee**

Rachel Brooks

Chelsea Harvey

Carrie Mosher

Lindsey Swidorski

Mary Nezki

Lee Trucks

Cherri Koblinski

Vicki Cooper

Shelley Doyen

Jacob Bergmann

**Time:** 3<sup>rd</sup> Wednesday of the month at 8:30am

**Location:** The Fillmore

## **Marketing & Promotions Meeting Minutes**

7/18/18

**Present:** Vicki Cooper, Cathy Lakos, Tyler Leppanen, Shelley Doyen, Cherri K, Carrie Mosher, Mary Neski, Rachel Brooks

**Called to Order:** 8:39 am

### **Agenda Items:**

- **Sidewalk Sales - August 10 & 11**
  - Placement for the yard signs, they say "This Weekend" so placing the week of (August 6 - 11)
  - Arch Banner has been scheduled
  - Cards for Sidewalk Sales are printed and have been distributed around
- **Hops & Props - September 15**
  - 35 vendors currently
  - Posters are printed and distributed around
  - Two food trucks will be present, bands and Surroundings is handing out cigars
  - Century Boat Club will not be there, Onekama Marine is placing some boats on the street, (boats will not be in the water due to some of the marina damage)
- **Board Structuring of the Committees**
  - At present the committees will still be operating as is, but the Board has been looking at the current structure (since the DDA had been structured as a Mainstreet)
  - The Board is looking at hiring an Event Coordinator, with the qualifications and expectations to be sent out in the next few weeks - sent to Manistee, Ludington, Cadillac
  - Hops & Props and Sleighbell will still operate as a committee after the Event Coordinator is hired
  - Still moving forward with marketing the entire downtown, Tyler and Rachel are meeting with Teresa Kieffer to continue that gameplan.
  - Still in the works with the Board to hash out the details
- **Marketing Ideas**
  - September 15 - November 15, a shopping special (similar to Petoskey) where if you shop anywhere downtown, you can submit your receipts up

to \$500 to be entered in to a running to win \$1000 of Downtown Dollars. One entry per person, (perhaps an entrance for every \$500 spent, you get an entry) They HAVE to have their receipts to qualify.

- Has to check in with the State Raffle Board, just to make sure it's not conflicting with any sort of regulations.
- Anyone can qualify, need not be present to win. Will be taking it to the Board if everyone is on board here, they may approve the 1000, perhaps more.
- A form will be made, any business can promote however they wish within their establishment, (an example paragraph is located on the Petoskey website)
- Collaboration with CVB on marketing ( their target markets are south of us; like Grand Rapids and Detroit) it would be more digital. Inform them of the demographic and income level that we are interested in targeting.
- **Downtown Commercials**
  - Some sort of perks for those who are contributing to the marketing plan for 9&10. Since it is marketing the whole downtown, Shelley wondered if there was some way to highlight those who contributed since there are some who are going to 'ride the coattails'.
  - Rachel and Tyler are meeting with Teresa next week to discuss the plan and options

Snyder's Sales - next Wednesday

Focus Area 2 - 2018: Increase business occupancy in existing buildings and retain or expand current businesses.

Strategy	Timing	Status
Recommend zoning changes to C-3 District to encourage more types of use.	Fall of 2018	Approved by Planning Commission and will be on next two City Council Agendas.
Spark Manistee Business Competition	September 15	Top 5 businesses have been selected. The event is on September 15.
Explore options to assist small business owners or start-ups to open their business through S.C.O.R.E. or other similar programs.		Completed

**Business Development Committee Members**

Valarie Bergstrom

Tamara Deponio

Stacie Bytwork

Denise Blakeslee

Darrell Burchfield

Simone Scarpace

Tom Hinman

Kathryn Kenny

Lisa Leedy

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

**Location:** Chamber

Focus Area 1 - 2018: Lead and promote the development of under-utilized buildings and spaces in the downtown core.		
Strategy	Timing	Status
Explore options for DDA Board to consider to assist small or inexperienced developers and promoting use of tax abatement and grant opportunities to redevelop vacant upper stories.	Options should be presented to the Board by March 14, 2018.	Eftaxiadis is working on an RFP for cost sharing conceptual architectural services.
Solicit requests for proposals for the American Cleaners property.	Complete	Meeting on August 9 with Becket and Raeder and architect.
Facilitate a smooth process for developers to work through approval process with the City and other relevant agencies.	Ongoing.	
Prioritize sites the committee will focus on.	Prioritized list should be presented to the Board by March 14, 2018.	

**Redevelopment Committee**

T. Eftaxiadis

Todd Mohr

Thad Taylor

Lynda Beaton

Steve Brower

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

**Location:** Ramsdell Inn Lobby

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**Monthly Disbursements**  
For July 2018

<u>Disbursement</u>	<u>Date</u>	<u>Num</u>	<u>Payee</u>	<u>Description</u>	<u>Amount</u>
Liability Check	07/05/18	MTO	STATE. OF MICHIGAN	80-0322654	194.80
Liability Check	07/13/18	EFTPS	INTERNAL REVENUE SERVICE	80-0322654	1,154.26
Paycheck	07/13/18	4348	Tyler Leppanen	July salary	1,971.96
Bill Pmt -Check	07/22/18	4350	City of Manistee	Sidewalk Sales banner - Aug 2018	50.00
Bill Pmt -Check	07/22/18	4351	Compliance, Inc	Due Care Plan Preparation	2,281.60
Bill Pmt -Check	07/22/18	4352	Connie M Tewes CPA LLC	June Accounting	400.00
Bill Pmt -Check	07/22/18	4353	Jackpine Business Centers	Paper, hops & props posters	170.47
Bill Pmt -Check	07/22/18	4354	James Beaudrie	Facade Fund 401 River St	5,000.00
Bill Pmt -Check	07/22/18	4355	Michigan Department of Treasury	December 2015 Withholding	50.44
Bill Pmt -Check	07/22/18	4356	OWENS BUILDERS LLC	(6) Watering July 2-13	1,050.00
Bill Pmt -Check	07/26/18	4357	Mackinac Pony Co	TGIF August 10th	300.00
Bill Pmt -Check	07/26/18	4358	City of Manistee	Notice of Pubic Hearing	172.50
Bill Pmt -Check	07/26/18	4359	Jackpine Business Centers	TGIF & Posters	123.50
Bill Pmt -Check	07/26/18	4360	OWENS BUILDERS LLC	July watering 7/16 - 7/30	1,225.00
Bill Pmt -Check	07/26/18	4361	Cardmember Service	Credit Card Payment	519.24
Liability Check	07/31/18	EFTPS	UNITED STATES TREASURY	Federal Unemployment 2018	42.00
Paycheck	07/31/18	4349	Tyler Leppanen	July Salary	1,971.96
<b>Total July Disbursements</b>					<b><u>16,677.73</u></b>

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**Monthly Disbursements**  
**May 2018**

<u>Transaction</u>	<u>Date</u>	<u>Number</u>	<u>Name</u>	<u>Description</u>	<u>Amount</u>
Liability Check	05/15/2018	EFTPS	Internal Revenue Service	80-0322654	1,154.22
Paycheck	05/15/2018	4325	Tyler Leppanen	Semi-Monthly Salary	1,971.87
Liability Check	05/21/2018	EFT	State of Michigan	80-0322654	194.80
Bill Pmt -Check	05/31/2018	4327	Cardmember Service	Monthly Card payment	48.45
Bill Pmt -Check	05/31/2018	4328	City of Manistee	Bond Payment	5,300.00
Bill Pmt -Check	05/31/2018	4333	Connie M Tewes CPA LLC	April accounting	400.00
Bill Pmt -Check	05/31/2018	4330	Jackpine Business Centers	Sponsor packets & WW&CW	80.28
Bill Pmt -Check	05/31/2018	4331	Janet Duchon	Santa suit cleaning & candy canes reimb	32.00
Bill Pmt -Check	05/31/2018	4332	Owens Builders LLC	watering contractd	1,750.00
Paycheck	05/31/2018	4329	Tyler Leppanen	Semi-Monthly Salary	1,971.86
Total May Disbursements					<b>12,903.48</b>

## Cash Flow Projection (12 months) Manistee Downtown Development Authority

	June 2018	July 2018	Aug 2018	September 2018	October 2018	November 2018	December 2018	January 2019	February 2019	March 2019	April 2019	May 2019	Total Item EST
Cash on Hand (beginning of month)	182,739	161,315	201,375	172,376	213,709	209,026	198,874	224,410	205,348	197,297	188,860	182,928	182,739
<b>CASH RECEIPTS</b>													
Event receipts	1,960	16,674	6,103	25,960	4,566	2,924	10,827	1,625	1,573	100	1,498	-	73,810
Vogue Receivable		-	-	-	-	-	-	-	-	-	-	100,000	100,000
Tax receipts	105	35,649	112,436	61,582	2,867	1,880	23,693	11,778	4,328	11,917	-	-	266,235
<b>TOTAL CASH RECEIPTS</b>	<b>2,065</b>	<b>52,323</b>	<b>118,539</b>	<b>87,542</b>	<b>7,433</b>	<b>4,804</b>	<b>34,520</b>	<b>13,403</b>	<b>5,901</b>	<b>12,017</b>	<b>1,498</b>	<b>100,000</b>	<b>440,045</b>
Total Cash Available (before cash out)	184,804	213,638	319,914	259,918	221,142	213,830	233,394	237,813	211,249	209,314	190,358	282,928	622,784
<b>CASH PAID OUT</b>													
Gross Salary	4,920	4,920	4,920	4,920	4,920	4,920	4,920	4,920	4,920	4,920	4,920	4,920	59,040
Payroll taxes	396	396	396	396	396	396	396	396	396	396	396	396	4,757
Fee Related	3,063	15	15	95	261	15	15	15	15	540	15	15	4,079
Office Expense	1,961	81	1,099	304	45	45	402	685	1,353	535	20	-	6,530
Design Committee	10,496	4,775	7,300	19,273	-	230	-	22,000	3,545	8,000	-	-	75,619
Economic Restructuring	500	-	-	-	-	-	-	500	-	-	-	-	1,000
Accounting & legal	400	400	400	1,900	400	1,460	400	400	400	400	400	400	7,360
Bond Payment	-	-	132,175	-	-	-	-	-	-	5,000	-	-	137,175
Organization Committee	-	-	-	-	-	90	-	-	-	-	-	-	90
Promotion Committee	1,752	1,676	1,233	19,320	6,094	7,800	2,850	3,549	3,322	663	1,679	-	49,938
<b>SUBTOTAL</b>	<b>23,488</b>	<b>12,263</b>	<b>147,538</b>	<b>46,208</b>	<b>12,116</b>	<b>14,956</b>	<b>8,983</b>	<b>32,465</b>	<b>13,951</b>	<b>20,454</b>	<b>7,430</b>	<b>5,731</b>	<b>345,588</b>
<b>TOTAL CASH PAID OUT</b>	<b>23,488</b>	<b>12,263</b>	<b>147,538</b>	<b>46,208</b>	<b>12,116</b>	<b>14,956</b>	<b>8,983</b>	<b>32,465</b>	<b>13,951</b>	<b>20,454</b>	<b>7,430</b>	<b>5,731</b>	<b>345,588</b>
Cash Position (end of month)	161,315	201,375	172,376	213,709	209,026	198,874	224,410	205,348	197,297	188,860	182,928	277,196	277,196

# DOWNTOWNMANISTEE

*michigan*

## DDA Director's Report August 8, 2018

- I did not attend any City Council meetings this month. I attended the Historic District Commission meeting and there was discussion regarding how they should be interpreting the standards and the Local Historic District Act.
- There are a few items that the Board was working on that are going to City Council this month including the zoning amendment requests, garbage removal on River St, and I am not sure where the blight issue stands but I will get an update.
- I was in contact with 2 new businesses this month.
- The top 5 businesses were selected for Spark Manistee. The top 5 were: Artful Creations, Lakeshore Tattooing, Taco Bout It, Manistee Men's Grooming Company, and Escape Rooms. I have also been in contact with the other businesses that were not selected to hopefully set them up with SBDC or SCORE to explore whether they can move forward with their business and/or apply again next year. The event is on September 15.
- As requested by the Board, there will be a joint work session with the City Council and the DDA Board regarding the Draft TIF Plan on August 14 at 7pm.
- There is a meeting scheduled with Beckett and Raeder and an architect to begin pre-development services at 285 River St. I have invited T Eftaxiadis as the Redevelopment Chair and Barry Lind as the Design Committee Chair to be involved in the meeting.
- I have received cost estimates from Amor Signs and Spicer regarding the MSU project and will have the Design Committee review those documents.
- Request for Qualifications for Event Coordinating Services has been sent out and proposals will be presented to the Board in September.
- Project Rising Tide kick off meeting is August 10 at 9:30am at the Ramsdell Theater and 3 members of the Board may attend.
- Developer Day is also scheduled for August 10 at 11:30am.
- I have submitted for "Back to the Bricks" which is a car show. I will know in September whether Manistee will be a stop on their Summer tour. The event would be in June.
- I am also working with MSU Extension to survey and organize a meeting of everyone involved with economic development in the county. This was the agreed upon next step from the League of Women Voters meetings regarding economic development.

### **Policy 013 – DDA Standing Committees**

Standing Committees are an integral part of how the Manistee DDA operates. It is the intent of this policy to provide guidance as to how standing committees are structured and function. The committees shall be reviewed and priorities established by the Board at the annual Strategic Planning Meeting. The standing committees shall include: The Design Committee, Re-development Committee, Business Development Committee, and the Marketing & Promotions Committee.

No fewer than five (5) committee members shall serve on each committee. No more than three (3) Board members of the Board shall serve on one committee with the understanding there is an open invitation to the Board Chair to join the committee. The Chairperson of each committee shall be a Board Member. The Executive Director shall act as a permanent consultant to each committee and shall be in regular attendance to all committee meetings.

The Chairperson of each committee shall be nominated by the DDA Board Chair and approved by the DDA Board. Committee Chairs shall be reviewed and approved in conjunction with the review of committees at the annual Strategic Planning Meeting.

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. It is the responsibility of the Committee Chair of each committee to keep a record of approved committee members, which shall be kept on file with the Executive Director. Meeting shall be open to the public.

Standing committees shall determine and schedule their meeting times, dates (minimum of monthly) and locations; consult with outside sources; interface with other city appointed 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; 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.

# DOWNTOWNMANISTEE

*michigan*

DATE: August 3, 2018  
TO: DDA Board  
FROM: Tyler Leppanen  
RE: Downtown Dollar Giveaway

The Marketing and Promotions Committee requesting \$1,200 for a Downtown Dollar Giveaway. The concept would be that for every \$500 a customer spends at any downtown business from mid-September to mid-November they may send their original receipts with a form to be entered into a drawing to win \$1,000 in Downtown Dollars. The other \$200 would be needed for printing and advertising costs.