

**Manistee Downtown Development Authority Board Special Meeting Minutes  
October 10, 2018 at noon, City Hall**

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

Excused Absence:

Also Present: Roger Zielinski, Nicole Knapp, Kerry Mosher

Agenda Item
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1. **Call to Order:** Meeting called to order by Chair Brooks at 12:02 p.m.
2. **Approval of Agenda:** Motion by Mohr and Supported by Bergstrom to adopt the Agenda as presented. **Motion approved.**
3. **Public Comment:** None.
4. **Approval of September 12 2018 Regular Meeting Minutes:** Motion by Eftaxiadis and Supported by Smith to adopt the Agenda as presented. **Motion approved.**
5. **Approval of September 26 2018 Special Meeting Minutes:** Motion by Smith and Supported by Eftaxiadis to adopt the Agenda as presented. **Motion approved.**
6. **Approval of October 3, 2018 Special Meeting Minutes:** Motion by Smith and Supported by Eftaxiadis to adopt the Agenda as presented. **Motion approved.**
7. **Update on Vogue Theater DDA Loan:** Steve Brower on behalf of the Vogue Theater discussed the final payment of the DDA loan. As result of fundraising campaign Vogue raised funds to repay the 2<sup>nd</sup> portion of the DDA loan, however at a reduced amount due to fundraising expenses incurred. Brower asked the DDA to close the loan with a reduced payment of \$95,000. Motion by Smith and Supported by Wild to accept Vogue Theater's proposed reduced payment of \$95,000 as final loan payment. **Motion approved (with Lind opposed).**
8. **Committee Reports:**
  - a. **Design:** Wild reported that the current landscaping contract with the City was never formally executed, therefore it is not clear who is responsible for some landscape maintenance items. This needs to, and will be addressed in a future contract.

Wild reported on the near-blighted condition of the buildings located at 347-349 River Street and 411 River Street due to the lack of progress in the rehabilitation of these buildings under HDC permits that were issued 10 and 7 years ago, respectively. Also, complaints have been received by Design Committee members concerning the peeling paint and related state of deterioration of the building located at 319-321 River Street. Wild noted that while the HDC issued 6-month extensions for the completion of the rehabilitation of the 347-349 River Street and 411 River Street buildings, the City needs to enforce the City Ordinance as related to blight conditions at these and other buildings in the DDA District that were previously identified by the Design Committee. Following discussion, there was Motion by Goodman with Support by Mohr for the DDA-Design Committee to send a letter within 30 days to the City Police Department requesting enforcement of the City's blight ordinance for the buildings listed in the letter. **MOTION approved.**

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Wild reported that the HDC issued the Certificate Of Appropriateness for the North Channel property since the restoration was completed, and the case was closed.

Bergstrom reported debris located at the DDA-owned former American Cleaners property. Eftaxiadis will investigate the nature and source of the debris and report to the Board at its next meeting.

- b. **Marketing & Promotions:** No Board member was available at this time to chair the committee for the next year. There was no further discussion.
  - c. **Business Development:** Bergstrom reported on the SPARKS program and the award of the price to the new Manistee Grooming Company business. There was discussion of, and general support for future Sparks events, subject to funding and sponsorship availability.
  - d. **Redevelopment:** Eftaxiadis reported that there was no meeting in October. Eftaxiadis reported on the status of the survey of the American Cleaners property. Lind and Eftaxiadis discussed the status of, and preliminary design concepts for the redevelopment of the property by the architectural firm contracted by the MEDC.
9. **Financial Reports:** Bergstrom presented the current financial reports. Lind questioned, and Bergstrom and Brooks confirmed that not all Hops & Props revenues and expenses are included in the current financial reports; expect them to be included in the next month's report. There was Motion by Smith and Supported by Lind to approve the financial reports as presented. **MOTION approved.**

**10. Old Business**

**Move Forward or Eliminate 2019 Events:** There was lengthy discussion of issues associated with 2019 events, including insurance requirements, options for managing the events, financial profit& loss issues, community need for events, and economic impact of events on the downtown businesses. Major concerns remain: level of effort required by the DDA Director and Board members for the events, difficulty recruiting individuals to consistently chair the events, and financial impact of certain events on the DDA's budget. Board discussed opportunities and challenges associated with sponsoring versus sanctioning events by third parties. The events discussed and actions taken are as follows:

- i. Frostbite: There was Motion by Morh and Second by Wild to eliminate this as a DDA event. **MOTION approved.**
- ii. Women's Wine & Chocolate: (See action taken below)
- iii. TGIF in June and August: (See action taken below)
- iv. Sidewalk Sales: (See action taken below)
- v. Boos, Brews & Brats: This event was taken over by the Elks; no action needed.
- vi. Hops & Props: (See action taken below)
- vii. Sleighbell: (See action taken below)
- viii. Men's and Ladies' Nights: (See action taken below)

There was discussion that the **Hops & Props, Sleighbell and Sparks** events are very important for the District, and that they will be required to have work plans and budgets. Concerns were expressed about the DDA's ability to secure chairs and financing for these events. There was Motion by Wild and Seconded by Morh to maintain Hops & Props, Sleighbell and Sparks as DDA managed events. **MOTION approved (Eftaxiadis and Lind opposed).**

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Board discussed tabling action on the following events: **Women’s Wine & Chocolate, TGIF in June and August, Sidewalk Sales, and Men’s and Ladies’ Nights**. Discussions with merchants and/or other parties that may take over these events will take place. There was motion by Wild and Seconded by Bergstrom to table action on these events. **MOTION approved.**

**b. Follow up Comments from Special Meeting Regarding Economic Development Position:**

Brooks reported that a sub-committee of Brooks, Smith, Bergstrom and Eftaxiadis have discussed, and will take action on posting, advertising, and contacting organizations and individuals concerning the recruitment of the Economic Development Director. Concurrently, a sub-committee of Goodman, Bergstrom and Lind will explore opportunities to secure economic development and/or administrative services through other entities.

**11. New Business**

- a. **Consider Financial Support for SPARK Runner up:** Board members prefer to have another Sparks event rather than considering a runner up award. No action required at this time.
  
- b. **Consider Revolving Loan Request:** Bergstrom and Eftaxiadis discussed the review and evaluation of the application by the Manistee Grooming Company for a DDA loan, per the Sparks program; Steve Brower of the Redevelopment Committee has also reviewed the application. Brower, Bergstrom and Eftaxiadis would support award of a DDA loan for 5 years and with other terms and conditions to be specified in the loan agreement including loan security provided through the business’s existing and new equipment. There was Motion by Wild and Supported by Smith to award a \$5,000 DDA loan to the Manistee Grooming Company with terms and conditions specified in the loan agreement.  
**MOTION approved.**

**12. Public Comment:** None.

**13. Adjournment:** Meeting adjourned 1:35 p.m.