

# Agenda

Manistee Downtown Development Authority  
Wednesday, October 9<sup>th</sup>, 2019 at 8 am  
City Hall Council Chambers, 3<sup>rd</sup> Floor

1. Call to order – Chair
2. Approval of Agenda
3. Public comment. (Limit 5 minutes per person).
4. Approval of September 11<sup>th</sup>, Meeting Minutes
5. Approval of the September Financial Report
6. Approval of Consent Agenda - Committee and Partners Reports
  - a. Project Rising Tide – L.Reyes
  - b. Design – B. Lind
  - c. Business Development – V. Bergstrom
7. Director’s Report
  - a. Board Training Day
  - b. Spark 2020
8. Old Business
  - a. Action: Consideration of negotiations for Little River Holdings, LLC.
  - b. Action: Adoption of the Project Rising Tide Strategies: Branding, Economic Development Strategy and Housing Action Plan
  - c. TIF – T.Eftaxiadis
  - d. Action: Appointment of committee chairs and members
  - e. Action: RFP for DDA contracts including attorney and graphic design
9. New Business
  - a. Action: Consideration of Hiring of a part-time office support
  - b. Action: Consideration of budget amendment for Design Committee- Parking Signage
  - c. Action: Consideration of West Shore Community College redevelopment project at 400 River Street (former Glik’s building), and the need for inclusion in the DDA bonding plan for this transformative project
  - d. Action: Consideration of collaboration for an events coordinator housed at the Chamber, that will plan and focus on signature events for Manistee, including new events for downtown
  - e. Action: Funding request for Chamber’s economic development program
10. Board Member comments
11. Public Comment. (Limit 5 minutes per person).
12. Adjournment

# Executive Directors Report

Manistee DDA October 9<sup>th</sup>, 2019

Caitlyn M Berard

Goals	Tasks
Admin	<ul style="list-style-type: none"> <li>• TIFF Corrections</li> <li>• Revolving Loan Program</li> <li>• Leadership Summit Retreat</li> <li>• Business Development Committee</li> <li>• Design Committee</li> <li>• Trail Survey</li> <li>• Connecting Entrepreneurial Committees</li> <li>• WSCC Request</li> <li>• Merchants Meeting</li> <li>• Audit paperwork and Memos</li> </ul>
Reporting DDA	<ul style="list-style-type: none"> <li>• Michigan Department of Treasury Local government Summit</li> </ul>
SPARK	<ul style="list-style-type: none"> <li>• Application Open</li> <li>• One Year Later Video</li> <li>• Grant Inquiry</li> </ul>
American Cleaners Project	<ul style="list-style-type: none"> <li>• Negotiations</li> </ul>
Design Committee Initiatives	<ul style="list-style-type: none"> <li>• Riverwalk Capital Improvements Plan – Grant Inquiry</li> <li>• Project Bloom Mailing</li> <li>• Project Bloom Conceptual Planning – Grant Inquiry</li> <li>• Historic District Webinar</li> </ul>
Project Rising Tide -Economic Development Strategy - Branding -Housing Strategy -Board Training	<ul style="list-style-type: none"> <li>• EDS: Met with Tamara – Filer DDA</li> <li>• EDS: Met with Staci- Manistee Area Chamber</li> <li>• EDS: Met with Katherine – CVB</li> <li>• Branding: Lissette communications with Ben</li> <li>• MEDC: Façade Grant Funding</li> </ul>
Business Development Committee	<ul style="list-style-type: none"> <li>• Business Retention Visits</li> <li>• Business Development Page-website</li> </ul>

**Manistee Downtown Development Authority**  
**Monthly Disbursements**  
**September 2019**

Date	Transaction Type	Num	Name	Description	Amount
09/05/2019	Bill Payment (Check)	4553	Lamar Companies	Sleighbell Billboard	-600.00
09/05/2019	Bill Payment (Check)	4552	Spicer Group	Façade grant	-5,000.00
09/05/2019	Bill Payment (Check)	4551	Beckett & Raeder	TIF Plan Development	-245.00
09/06/2019	Check	DD1005	Caitlyn M Berard	Payroll	-1,463.98
09/11/2019	Bill Payment (Check)	4558	Ace 1 Septic Pumping	Hops & Props	-670.00
09/11/2019	Bill Payment (Check)	4567	Alliance Beverage	Hops & Props	-565.00
09/11/2019	Bill Payment (Check)	4569	Douglas Valley	Hops & Props	-512.00
09/11/2019	Check	4568	Petty Cash	Start up Cash Hops & Props	-500.00
09/11/2019	Bill Payment (Check)	4560	North Channel Brewing Co	Hops & Props	-467.00
09/11/2019	Bill Payment (Check)	4571	Big Buck Brewery	Hops & Props	-448.00
09/11/2019	Bill Payment (Check)	4572	Third Monk Brewing Co LLC	Hops & Props	-440.00
09/11/2019	Bill Payment (Check)	4555	Connie M Tewes CPA LLC	Monthly Accounting	-400.00
09/11/2019	Bill Payment (Check)	4564	Jackpine Business Centers	432 Tasters	-965.24
09/11/2019	Bill Payment (Check)	4557	Upper Tent Rental	Hops & Props	-2,491.00
09/11/2019	Bill Payment (Check)	4554	ANDERSON TACKMAN & COMPANY PLC	Audit Fees	-2,500.00
09/11/2019	Bill Payment (Check)	4563	Ludington Beverage Co.	Hops & Props	-5,788.00
09/11/2019	Bill Payment (Check)	4565	Alliance Beverage	Hops & Props	-6,736.00
09/11/2019	Bill Payment (Check)	4556	Northern Naturals	Hops & Props	-353.00
09/11/2019	Bill Payment (Check)	4561	Rachel Brooks - V	Reimbursement for License	-25.00
09/11/2019	Bill Payment (Check)	4566	My North Media	Hops & Props Tickets	-150.00
09/11/2019	Bill Payment (Check)	4562	Tim Scully	Hops & Props Sound	-300.00
09/11/2019	Bill Payment (Check)	4570	ARCTIC GLACIER	Hops & Props	-300.00
09/17/2019	Bill Payment (Check)	4537	West Shore Fireworks	Fireworks Display - Prior Year	-773.00
09/17/2019	Bill Payment (Check)	4539	West Shore Fireworks	Fireworks Display	-1,347.00
09/17/2019	Bill Payment (Check)	4538	Jackpine Business Centers	Office Supplies	-46.99
09/20/2019	Check	4530	Thomas Kaminski	Payroll	-66.08
09/20/2019	Check	4301	Manistee Beverage Company	Hops & Props	-2,316.31
09/20/2019	Check	4531	Thomas Kaminski	Payroll	-60.56

09/20/2019	Check	DD1006	Caitlyn M Berard	Payroll	-1,463.99
09/25/2019	Bill Payment (Check)	4545	Cardmember Service	Constant Contact	-154.00
09/25/2019	Bill Payment (Check)	4543	Jackpine Business Centers	Office Expense	-399.50
09/25/2019	Bill Payment (Check)	4542	Caitlyn Berard	Reimbursement for Travel, Education & Training	-1,075.39
09/26/2019	Check	4546	Manistee Downtown Development Authority	Transfer funds to DD account	-900.00
09/30/2019	Bill Payment (Check)	4573	Madelyn Fitzsimmons	Hops & Props Photo Booth	-200.00
					<u>\$ 39,722.04</u>

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**

**Profit & Loss Budget vs. Actual**

July 2019 through June 2020

	<u>Jul '19 - June 2020</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>TIF Revenues</b>				
248-401 · TIF Revenue	213,803	251,884	(38,081)	84.88%
248-573 · Local Community Stabilization Revenue	-	20,000	(20,000)	0.00%
<b>Total TIF Revenues</b>	<u>213,803</u>	<u>271,884</u>	<u>(58,081)</u>	<u>78.64%</u>
<b>Committee Revenue</b>				
248-278 · Spark Manistee	2,500	8,000	(5,500)	31.25%
<b>Event Revenue</b>				
248-280 · Event Revenues				
248-283 · Sleighbell				
248-286 · Sleighbell Sponsorships	9,700		9,700	100.00%
248-283 · Sleighbell - Other	75	15,000	(14,925)	0.50%
<b>Total 248-283 · Sleighbell</b>	<u>9,775</u>	<u>15,000</u>	<u>(5,225)</u>	<u>65.17%</u>
248-281 · Hops & Props				
248-284 · Hops & Props Sponsors	14,600	-	14,600	100.00%
248-281 · Hops & Props - Other	27,873	33,500	(5,627)	83.20%
<b>Total 248-281 · Hops &amp; Props</b>	<u>42,473</u>	<u>33,500</u>	<u>8,973</u>	<u>126.79%</u>
<b>Total 248-280 · Event Revenues</b>	<u>52,248</u>	<u>48,500</u>	<u>3,748</u>	<u>107.73%</u>
<b>Total Event Revenue</b>	<u>52,248</u>	<u>48,500</u>	<u>3,748</u>	<u>107.73%</u>
<b>248-642 · Miscellaneous Income</b>				
248-664 · Interest Income	144	500	(356)	28.80%
248-704 · Other Income		2,000	(2,000)	0.00%
Transfer In Fund Balance	-	192,566	(192,566)	0.00%
<b>Total 248-642 · Miscellaneous Income</b>	<u>144</u>	<u>195,066</u>	<u>(194,922)</u>	<u>0.07%</u>
<b>Total Income</b>	<u>268,695</u>	<u>523,450</u>	<u>(254,755)</u>	<u>51.33%</u>
<b>Expense</b>				
<b>Office Related Expenses</b>				
248-847 · Advertising	167	300	(133)	55.73%
248-853 · Office Equipment and Supplies	171	1,000	(829)	17.10%
248-854 · Postage	55	300	(245)	18.33%
248-857 · Membership Dues	295	600	(305)	49.17%
248-858 · Miscellaneous-Office Related	32	300	(268)	10.67%
248-859 · Printing & Reproduction	-	250	(250)	0.00%
248-863 · Travel	380	1,000	(620)	38.00%
248-864 · Subscriptions	207	-	207	100.00%
248-865 · Meeting Hosting	22	300	(278)	7.48%
248-866 · Training-Education-Conferences	300	1,250	(950)	24.00%
248-868 · Insurance	482	2,350	(1,868)	20.52%
248-870 · Phone/Internet	87	300	(213)	29.00%
<b>Total Office Related Expenses</b>	<u>2,199</u>	<u>7,950</u>	<u>(5,751)</u>	<u>27.66%</u>

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**

**Profit & Loss Budget vs. Actual**

July 2019 through June 2020

	<u>Jul '19 - June 2020</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Personnel Related Expense</b>				
248-718 · Gross Salary - Director				
248-705 · Employer FICA Expense	902		1,601	100.00%
248-711 · Unemployment	170	-	170	100.00%
248-718 · Gross Salary - Director - Other	11,782	110,000	(98,218)	10.71%
<b>Total 248-718 · Gross Salary - Director</b>	<b>12,854</b>	<b>110,000</b>	<b>(97,146)</b>	<b>11.69%</b>
<b>Total Personnel Related Expense</b>	<b>12,854</b>	<b>110,000</b>	<b>(97,146)</b>	<b>11.69%</b>
<b>Fee Related Expenses</b>				
248-731 · Bank Service Charges	83	100	(17)	83.00%
248-901 · Accounting	1,200	5,000	(3,800)	24.00%
248-903 · 1999 Bond Payment-Streetscape	137,700	137,700	-	100.00%
248-902 · Legal Fees	-	1,000	(1,000)	0.00%
248-904 · Annual Audit	2,500	1,500	1,000	166.67%
248-906 · TIF Plan Redevelopment	246	-	246	100.00%
<b>Total Fee Related Expenses</b>	<b>141,729</b>	<b>145,300</b>	<b>(3,571)</b>	<b>97.54%</b>
<b>Design Committee Related Expense</b>				
248-639 · Landscaping	-	18,000	(18,000)	0.00%
248-665 · Hanging Baskets / Watering Contract	2,937	13,000	(10,063)	22.59%
248-651 · City Maintenance in DDA	-	22,000	(22,000)	0.00%
248-653 · Holiday Decorations	-	8,500	(8,500)	0.00%
248-652 · Facade Grant Program	5,000	10,000	(5,000)	50.00%
248-658 · Downtown Maintenance	-	28,400	(28,400)	0.00%
Transfer to Property Acquisition	-	25,000	(25,000)	0.00%
<b>Total Design Committee Related Expense</b>	<b>7,937</b>	<b>124,900</b>	<b>(116,963)</b>	<b>6.36%</b>
<b>Economic Restructuring</b>				
248-628 · Property Acquisition	5,483	78,000	(72,517)	7.03%
<b>Total Economic Restructuring</b>	<b>5,483</b>	<b>78,000</b>	<b>(72,517)</b>	<b>7.03%</b>
<b>Organization Committee</b>				
248-600 · Main Street Program Newsletter		300	(300)	0.00%
248-602 · Downtown Dollars Program	-	500	(500)	0.00%
248-608 · Spark Manistee	110	8,000	(7,890)	1.38%
<b>Total Organization Committee</b>	<b>110</b>	<b>8,800</b>	<b>(8,690)</b>	<b>1.25%</b>
<b>Promotions Committee Expenses</b>				
248-751 · Promotions Committee Expense				
248-748 · Website Redevelopment	-	500	(500)	0.00%
248-761 · Hops & Props on the River	29,233	21,500	7,733	135.97%
248-764 · Sleighbell Weekend	3,610	21,500	(17,890)	135.97%
248-776 · Advertising	-	5,000	(5,000)	16.79%
<b>Total 248-751 · Promotions Committee Expense</b>	<b>32,843</b>	<b>48,500</b>	<b>(15,657)</b>	<b>67.72%</b>
<b>Total Expense</b>	<b>203,155</b>	<b>523,450</b>	<b>(320,295)</b>	<b>38.81%</b>

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**

**Profit & Loss Budget vs. Actual**

July 2019 through June 2020

Net Operating Income

<u>Jul '19 - June 2020</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<u>65,540</u>	<u>-</u>	<u>65,540</u>	

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY  
GENERAL FUND  
BALANCE SHEET**

<b>ASSETS</b>	<u>Aug 31, 2019</u>
<b>Current Assets</b>	
<b>Checking/Savings</b>	
248-000 · Petty Cash	1,000
248-010 · Checking - West Shore Bank	271,205
248-008 · Land Acquisition Account - WSB	78,738
248-003 · Façade Grants Checking	<u>5,003</u>
<b>Total Checking/Savings</b>	<u>355,946</u>
248-028 · Accounts Receivable	13,969
12100 · Pre-Paid Expenses	<u>0</u>
<b>Total Other Current Assets</b>	<u>13,969</u>
<b>Total Current Assets</b>	<u>369,915</u>
<b>Other Assets</b>	
248-182 · Investment - Amer Cleaners Prop	<u>84,160</u>
<b>TOTAL ASSETS</b>	<u><u>454,075</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
248-202 · Accounts Payable	900
248-204 · Unearned Revenue	0
248-210 · Payroll Liabilities	<u>2,710</u>
<b>Total Current Liabilities</b>	<u>3,610</u>
<b>Total Liabilities</b>	<u>3,610</u>
<b>Equity</b>	
248-392 · Designated Fund Balance	
248-393 · Land Acquisition .	78,738
248-396 · Façade Grant	<u>5,003</u>
<b>Total 248-392 · Designated Fund Balance</b>	<u>83,741</u>
248-390 · Fund Balance	301,184
Net Income	<u>65,540</u>
<b>Total Equity</b>	<u>450,465</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>454,075</u></u>

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY  
DOWNTOWN DOLLARS FUND  
BALANCE SHEET**

<b>ASSETS</b>	<u>Aug 31, 2019</u>
Current Assets	
Checking/Savings	
248-014 · Downtown Dollars Checking 2018	1,433
248-015 · Downtown Dollars Checking 2019	3,838
Total Checking/Savings	<u>5,271</u>
Accounts Receivable	
248-2028 · Accounts Receivable	<u>920</u>
<b>TOTAL ASSETS</b>	<b><u><u>6,191</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2018 Downtown \$ Outstanding	2,409
2019 Downtown \$ Outstanding	2,560
Total Liabilities	<u>4,970</u>
Equity	
248-390 · Fund Balance	1,420
Net Income	-199
Total Equity	<u>1,221</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>6,191</u></u></b>

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY  
REVOLVING LOAN FUND  
BALANCE SHEET**

<b>ASSETS</b>	<u>Aug 31, 2019</u>
<b>Current Assets</b>	
Checking/Savings	
Revolving Loan Checking - WSB	17,117
<b>Total Current Assets</b>	<u>17,117</u>
<b>Other Assets</b>	
Revolving Note Receivable	
RLB Boutique	5,500
Duchon Insurance	2,006
J Catlett's Men's Styling LLC	3,987
<b>Total Other Assets</b>	<u>11,494</u>
<b>TOTAL ASSETS</b>	<u><u>28,611</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Fund Balance	28,485
Net Income	126
<b>Total Equity</b>	<u>28,611</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>28,611</u></u>

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MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING MINUTES OF SEPTEMBER 11, 2019  
8:00 A.M., MANISTEE CITY HALL

PRESENT: Valarie Bergstrom, Rachel Brooks, T. Eftaxiadis (arrived at 8:10), Barry Lind, Kyle Mosher, Thad Taylor, Jodi Walter

EXCUSED ABSENCE: Tamara DePonio, Karen Goodman

ALSO PRESENT: DDA Director Caitlyn Berard, Marc Miller, Roger Zielinski, Lissette Reyes

1. **Call to order.** Meeting called to order by the Chair at 8:04 a.m.
2. **Approval of Agenda.** Lind reminded the board that two items had been tabled at the August 14<sup>th</sup> meeting. Item a. Approval of the hiring of the Manistee DDA attorney and item b. Discussion of member appointments of committees will be added to the agenda under Old Business. MOTION by Taylor, second by Mosher to approve the agenda with the addition of these items. Voice vote – Motion approved.
3. **Public Comment.** None
4. **Approval of August 14<sup>th</sup> Meeting Minutes.** Lind had a correction to item 16 d. Motion was to table the discussion of the item; the word table was missing from the motion. MOTION by Mosher, second by Taylor to approve the August 14, 2019 minutes with this correction. Voice vote - Motion approved.
5. **Approval of August 23<sup>rd</sup> Special Meeting Minutes.** MOTION by Lind, second by Bergstrom to approve the August 23, 2019 minutes as presented. Voice vote – Motion approved.
6. **Approval of the July Financial Report.** Lind questioned the Downtown Dollars Fund Balance Sheet liabilities balance not in whole dollar amount. MOTION by Mosher, second by Walter to approve the July financial report. Voice vote – Motion approved.
7. **Committee and Partners Reports**
  - a. **Project Rising Tide:** Reyes provided updates on branding, economic development plan, housing, board training, and MEDC façade grant. Project Rising Tide plan will be on the City Council agenda in October for approval.
  - b. **Design:** Lind discussed items from the last Design Committee meeting including Parking Signage, MSU Project, Downtown Refuse, Project Bloom, and American Cleaners. Lind stated the downtown flowers still look good for late in the season and thanked the DPW.
  - c. **Marketing and Promotions:** No report.

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- d. **Business Development:** Bergstrom reported on Spark, feed back from sponsors and the retention study.
        - e. **Economic Development:** No report.
        - f. **TIF:** Eftaxiadis reported that the TIF committee met to re-evaluate project funding levels and priorities. Projects have not changed but the amounts available have changed.
  8. **Director's Report.** Berard provided review of activities summarized in the Executive Director Report. Berard stated the Audit was a good experience with good communication with her predecessors. Discussed promotion for Spark, application timeline, sponsors and one year later video. Berard has not yet attended a City staff meeting but plans to attend future meetings.
  9. **Old Business.**
    - a. **Approval of the hiring of the Manistee DDA attorney:** Discussion included use of City attorney, billing for services, opportunity to look at other firms, and formal procurement process with RFP/RFP. This item will be left on the agenda for next month.
    - b. **Discussion of member appointments of committees:** After discussion it was concluded that committees will be made a consent agenda item with meeting minutes to be included in the meeting packet. Committees to continue will be Project Rising Tide, Design, Business Development, and TIF. Chairs of these committees will email names of members to Brooks for formal appointment of members at next meeting. MOTION by Mosher, second by Taylor to eliminate Marketing & Promotions and Economic Development committees. Voice vote – Motion approved.
  10. **New Business.**
    - a. **Approval of Sleighbell warming tent liquor license.** Following discussion, there was a MOTION by Mosher, second by Eftaxiadis to approve the Sleighbell warming tent liquor license. Voice vote – Motion approved.
    - b. **Consideration of Executive Director participation in the Manistee Area Leadership Program \$600; Connecting Entrepreneurial Communities 2019 \$85; Michigan Downtown Association Annual Meeting \$225.** Board agreed they do not need to approve these items. Berard will provide updates on these items in the Director's report. It was noted that the fee for the leadership program is actually \$1200. Berard has applied for a scholarship. If scholarship is not awarded, Board will discuss a transfer of funds to cover costs.
    - c. **Approval to amend the 2019-2020 Budget to fund two downtown trash containers in the amount not to exceed \$80,000.** MOTION by Taylor, second by Mosher to amend the 2019-2020 Budget to fund two downtown trash containers in the amount not to exceed \$80,000. Voice vote – Motion approved.

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11. **Public Comment.** None.

12. **Board Comments.**

Lind stated the library is no longer subject to TIF capture due to a recent change passed by State Legislature. The library committee could discuss to opt in to allow TIF capture but may need a dialog of services provided. Berard was directed to reach out to the library director.

13. **Adjourn.** MOTION by Taylor to adjourn at 9:30 a.m.

Heather Pefley CMC/CMMC, MiCPT  
Acting Recording Secretary

DRAFT

September 27, 2019

Caitlyn Berard, Executive Director  
Downtown Manistee Development Authority  
70 Maple Street  
Manistee, Michigan 49660

Tyler Leppanen, Assistant Director  
Little River Holdings  
2608 Government Center Drive  
Manistee, Michigan 49660

Dear Manistee DDA & Little River Holdings:

On behalf of the Manistee County Visitors Bureau Board of Directors, I hereby renew and express our interest and support to pursue conceptual plans for a collaborative building development known as the Gateway to Manistee at the corner of US-31 and River Streets.

The Visitors Bureau is committed to working with the Manistee DDA and Little River Holdings to negotiate a purchase or long-term lease for a welcome center, meeting and office space that meets our community and organizational needs.

Best regards,



Kathryn Kenny  
Executive Director

**Manistee DDA Design Committee**  
**September 26, 2019**  
**Meeting Minutes**  
**Chamber of Commerce**

**1. Call to Order**

Meeting was called to order at 8:35am by Chair Barry Lind

Present: Lind, Janet Duchon, Jeff Mikula, Dennis terHorst, Stacy Bytwork

Absent: Kyle Mosher, Shari Wild, Jeff Reau

Also Present: Caitlyn Berard

**2. Approval of Agenda**

Motion by Duchon, support by Mikula to approve agenda as presented. M/C

**3. Approval of Minutes**

Motion by Duchon, support by Bytwork to approve the meeting minutes from August 15, 2019.  
M/C

**4. Public Comment: None**

**5. Reviewed status of projects**

**a – 2018-19 Parking Signage** – Mikula reported that the signs have arrived, awaiting DPW staff scheduling to install.

**b – 2018-19 Downtown Refuse** – Refuse Coral designs have been developed.. Lind and Mosher will work with Mikula to provide any feedback. Discussed location of corals and timing of project.

**c – 2018-19 Facade Grants** – MEDC meeting scheduled for this month was cancelled. No further update on possible MEDC funding.

**d – 2019-20 Project Bloom** – Berard is working to contact the property owners to further the discussion.

**e – 2019-20 American Cleaners** – No update, however the committee was reminded that there are funds budgeted for this project this fiscal year.

**f – 2019-20 Garbage Can / Planter Painting** – Waiting on Mikula and Berard to finish the RFP

**g – 2019-20 Riverwalk Capital Plan** – Berard is working on moving this item forward.

**h – 2019-20 Streetscape Repairs (Pavers/Sidewalks)** – Mikula and Berard are working on the RFP

**6. Other Committee Project Updates**

**a – Landscaping/Maintenance** – Need to schedule a fall walkthrough with DPW

**b – Blight Concerns** – Discussed the recently established City Council Ad-hoc Blight Committee. The committee felt that the DDA should have a representative on this committee. Berard will followup with City Staff.

**c – 150<sup>th</sup> Anniversary Banners** – Mikula confirmed that the banners cannot stay up during the winter as they will interfere with snow plowing equipment. The plan is to take down the banners and brackets in November when the Holiday Decorations are put up. It was also discussed that a few brackets were damaged this season and a request was made to Communicraft to order 5 replacement sets of brackets to replace the damaged ones.

**d – Flower Baskets** – DPW was congratulated on the good job of watering they did for the summer flower baskets as they have lasted longer than any previous year in memory. The Fall baskets are to arrive on Thursday 9/27 and the summer baskets will be taken down the first week of October and the fall baskets put in place. There are a limited number of fall baskets, intended for the corners of River St only.

**e – Riverwalk Planters** – Duchon reported that the updated signs will be installed next spring and that she is working with DPW to repair and construct sign brackets.

**f – Downtown Bike Racks** – Discussed the investigation Berard has done on the process for approval of bike racks (there really isn't any current process as the Non-Motorized Committee no longer exists). Mikula updated the committee on some of the history and informed the committee that two existing bike racks are in storage at DPW and could be installed if the DDA could identify a good location. This discussion also led into the SmartTrails item under new business.

## 8. Old Business

**a – Community Foundation Mini-Grant** – At the previous meeting, the committee decided to request a mini-Grant from the Community Foundation to create conceptual plans for alternative uses of the existing DDA owned parking lot on River St, located between Manistee Insurance and Dick's Barbershop on the river side of the street. Berard informed the committee that work on this was in process.

**b – River/Maple Signage Concerns** – Item was tabled until next month

## 9. New Business

**a – New Brand/Logo Use within the district** – Discussed opportunities to help rollout the new brand/logo within the DDA district. Lind mentioned two opportunities that the DDA could undertake. The first being procuring new banners with an updated brand/logo for installation in the spring on River St. The other opportunity being the DDA owned sign on US-31 south of River St. Lind also indicated that he had reached out to Right Side Design to help with any creative work that would be required for these projects.

**b – Holiday Decorations** – There was discussion led by Mikula on how the procurement of the downtown Holiday Decorations has occurred in the past. Since this will be the first year Berard will be involved we discussed any issues that have in the past or may arise in the future. It seems like better coordination between Design Committee, Sleighbell Committee and DPW needs to be in place. According to Mikula, the Sleighbell Committee has ordered the bows,

ribbon and garland in the past (but the Design Committee pays for these items), DPW orders the lights and performs the labor to install. In addition there are costs borne by the DDA for moving the traffic signals (Sleighbell? or Design? responsible) and the costs to decorate two community Christmas Trees (Sleighbell?, Design? or City? responsible).

**c – SmartTrails Plan Input** – Berard led a discussion on the countywide SmartTrails initiative. That group is seeking input from the community and various stakeholders (DDA included), on non-motorized trails within the county. There was discussion on bike lanes and the bike non-friendliness of the downtown, discussion of a water trail in Manistee Lake and the river channel and other ideas. Berard will summarize the input and take it back to the SmartTrails committee.

**d – Blight Letter for Gordon/Rozmarek Properties** – The Historic District Permits for continued work on these blighted downtown properties expire September 30<sup>th</sup>. Motion by terHorst, support by Lind to request Berard to send a blight complaint letter to the City on October 1<sup>st</sup> for the Gordon/Rozmarek properties. The letter should use the same format as the one sent earlier in the year by Kaminski for other blighted properties in the downtown. M/C

10. **Public Comment** – None
11. **Next Meeting** - TBD – Chamber staff will poll the committee to identify a new standard meeting date as the current standard date (3<sup>rd</sup> Thursday) conflicts with the Chamber Leadership program and prevents the attendance of Berard and Bytwork.
12. **Adjournment** – Meeting adjourned at 9:35am

FY2019-2020 Design Committee Budget

<b>Project</b>	<b>Budget</b>	<b>Spent</b>	<b>Remaining</b>
Dumpster Corals	\$80,000		\$80,000
Parking Signage	\$0		\$0
Downtown Decor	\$13,000	Weesies – Summer Baskets – 7/29/19 - \$2936.95 DPW – Watering – Bill Pending - \$4,000	\$6,063
Holiday Decor	\$8,500		\$8,500
Landscaping	\$18,000	DPW – Landscaping – Bill Pending - \$18,000	\$0
City Maintenance	\$22,000		\$22,000
Facade Grants	\$15,000	Spicer Grant – 8/26/19 - \$5,000 Elks Grant In Process \$10,000	\$0
Sidewalk/Paver Work	\$20,000		\$20,000
Riverwalk Capital Plan	\$5,000		\$5,000
Garbage Can/Planter Painting	\$3,500		\$3,500
Project Bloom	\$50,000		\$50,000
American Cleaners	\$28,000		\$28,000

Business Development Committee Meeting Minutes  
 September 12, 2019 at 8:30 a.m.  
 Third Floor Conference Room off of the City Council Chambers

**Committee Members Present:**

Agenda	Notes
1. Welcome & Call to Order	Meeting called to order at:
2. Approval of Agenda & Minutes	
3. Update from Executive Director of other community and DDA activities	
4. Spark Manistee <ul style="list-style-type: none"> <li>• Sponsors</li> <li>• Review Timeline</li> </ul>	
5. Retention Study	
6. Next Meeting Date	
7. Adjournment	Meeting adjourned at:

Business Development Committee Meeting Minutes  
 August 15, 2019 at 1:00 p.m.  
 Manistee Chamber of Commerce

**Committee Members Present:** Caitlyn Berard, Valarie Bergstrom, Stacie Bytwork, Tamara DePonio, Carrie Kosla and Tim Hinman by phone

Agenda	Notes
8. Welcome & Call to Order	Called to order at 1:00 p.m.
9. Approval of Agenda	Approved
10. Spark Manistee <ul style="list-style-type: none"> <li>•</li> </ul>	Reviewed Phase One timeline with committee Discussed sponsor feedback from survey on 2018 event Berard shared feedback from other 5X5's held in Northern Michigan Hinman shared recent Ludington 5X5 Continue to look for title sponsor

11. Retention Study <ul style="list-style-type: none"> <li>•</li> </ul>	Berard has gathered information from other sources to begin finalizing the retention process and utilizing a survey document. Draft survey to be discussed at the next meeting.
12. Next Meeting Date	It was agreed to continue meeting on the same date by move the meeting to 8:30 a.m. on September 12
13. Adjournment	Meeting adjourned at 2:00 p.m.

Attachments Below  
2018 Judges' Feedback  
Phase One Timeline

### 2018 Spark Judges' Feedback

The following questions were emailed to the judges for feedback and suggestions for improvement for the 2020 Spark Manistee contest and event.

- What additional information about each business did you want to know for open application one?
- What additional information would you like from the DDA?
- What recommendations do you have for the scoring process of applicants?
- Do you have a recommendation of additional sponsors or resources to participate for Spark 2020?
- Additional comments or suggestions for Spark 2020

**Summary Comments:** The following table summarizes the feedback from two of the judges.

Judge	Comments
Al Frye, Ramsdell Theater	<ul style="list-style-type: none"> <li>• I really enjoyed my experience with Spark last year. I think that it is a great project and it helped Jamie open up a very successful business as well as fill up an empty space in downtown.</li> <li>• I think that it might be good to let each judge ask one question of each contestant during the event. I think that this would make the it feel more like Shark Tank and it would give the judges a chance to get more information. Also last year we did not have the opportunity to meet with all of the candidates before the event.</li> <li>• Could the DDA stress to the contestants the importance of that first impression? I don't have a memory of how the scoring worked. We sat back stage and discussed our favorites and made our selection.</li> <li>• Would it be possible for the DDA to increase the prize money? \$5000 is a lot of money but it might not be enough to really help some businesses get open. Also, an increased award might garner more contestants.</li> <li>• I think that last year's event was a great success and I would love to help in any way that I can with next year's competition.</li> </ul>
Tyler Leppanen, Past Executive Director	<ul style="list-style-type: none"> <li>• One of the biggest complaints I heard after the event last year was the scoring during the event.</li> <li>• We had 4 judges with one vote each and the community vote with one vote. The tattoo guy won the community vote but all for judges unanimously voted for the barber shop.</li> <li>• A lot of people were disappointed and honestly confused because the community vote didn't matter at all. It would be nice if there was at least a consolation prize for the community vote winner, if different from the judge's votes.</li> </ul>

2020 Spark Phase One Timeline				
Item	Steps	Responsible Party	Comments/Notes	Date Due
Develop Budget	<ul style="list-style-type: none"> <li>Include Spark budgeted amount in annual budget with board approval</li> </ul>	Caitlyn		Completed
Secure Sponsors	<ul style="list-style-type: none"> <li>Develop a sponsorship letter and mail to chamber list</li> </ul>	Bergstrom		Completed
Secure Sponsors	<ul style="list-style-type: none"> <li>Personalize the letters to past sponsors</li> </ul>	Kaminski		Completed
	<ul style="list-style-type: none"> <li>Prioritize the sponsor list for follow up phone calls</li> </ul>	Caitlyn & Bergstrom	Two possible sponsors contacted; more by next meeting. Second meeting held with possible sponsor. Continuing to follow up to secure sponsorship dollars	
	<ul style="list-style-type: none"> <li>Conduct follow up phone calls to prioritized list including past sponsors, casino and prioritized list</li> </ul>	Caitlyn		
	<ul style="list-style-type: none"> <li>Send a letter acknowledging 2020 sponsors and thanking them for their support</li> </ul>	Caitlyn		Completed
Previous Sponsor Feedback	<ul style="list-style-type: none"> <li>Send an email to past sponsors inquiring about what went well, what could be improved for the next event and any additional comments</li> </ul>	Stacy		Completed
Website review	<ul style="list-style-type: none"> <li>Edit the following documents including: <ul style="list-style-type: none"> <li>✓ Submit Your Idea</li> <li>✓ View Our Flyer</li> <li>✓ Official Rules</li> <li>✓ Landing Page including Sponsorship Form</li> </ul> </li> </ul>	Caitlyn		
	<ul style="list-style-type: none"> <li>Determine next steps based on feedback from 2018 sponsors</li> </ul>	Committee	Minor changes being made based on past sponsor and judges' comments. Ongoing	
	<ul style="list-style-type: none"> <li>Determine if we should add more information about sponsorship types</li> </ul>		Considering offering a \$2500 sponsorship opportunity and have two title sponsors.	
	<ul style="list-style-type: none"> <li>Determine if the lengthy landing page is appropriate</li> </ul>			
	<ul style="list-style-type: none"> <li>Add key dates to the website – deadline to apply</li> </ul>			
	<ul style="list-style-type: none"> <li>Who will update website? <i>Note that the events that the DDA no longer sponsors should also be eliminated from the</i></li> </ul>			

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