

# DOWNTOWN MANISTEE

— michigan —

*The Mission of the Manistee Downtown Development Authority is to foster the development and promotion of an identifiable and attractive downtown area that will strengthen business and a sense of community ownership.*

Board Meeting February 12<sup>th</sup>, 2020 at 8:00 A.M.  
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).
  - a. Magic Manistee Volunteers
4. Welcome New Board Members: Bruce Allen and James Beaudrie
5. Election of Officers
  - a. Vice Chair
6. Approval of December 30<sup>th</sup>, 2019 Special Meeting Minutes
7. Approval of January 8<sup>th</sup>, 2020 Board Meeting Minutes
8. Approval of January 27<sup>th</sup>, 2020 Special Board Meeting Minutes
9. Approval of January Financial Reports
10. Committee Reports:
  - a. Design- Barry Lind
11. Director's Report
12. Old Business
  - a. CONSIDERATION OF APPROVAL FOR BUDGET AMENDMENT FOR 248-902 LEGAL FEES FROM \$1,000.00 TO \$2,500.00 FOR THE FISCAL YEAR 2019-2020.

For the Fiscal Year 2019-2020, 248-902 Legal Fees was budgeted for \$1,000.00. The Chart of Accounts Report from February 5<sup>th</sup>, 2020 indicate the total balance during this fiscal year used is \$1,425.00. Additional funds will be required for up-coming projects including: legal policy review, staff contract review, West Shore Community College contracts for the Riverwalk Plaza and Façade/Parking and the Little River Holdings, LLC contract. The above request is for a budget amendment to support additional legal time for the remainder of the 2019-2020 fiscal year.

b. CONSIDERATION OF APPROVAL FOR \$7,500.00 to \$5,000.00 FOR SLEIGHBELL TELEVISION PRODUCTION TO MARKET AND PROMOTE DOWNTOWN MANISTEE/SLEIGHBELL PARADE

The Manistee Sleighbell Parade and Old Christmas Weekend was broadcasted from 2013-2017 with a variety of contracts and negotiations. Through these contracts, over ten (10) broadcast productions have shown parade footage for seventy-five (75) minutes or more Live or within a week of the event. These broadcasting has been appreciated all over Michigan and has brought attention from all over to promote Downtown Manistee. Supported funding for this years production, will help continue the tradition of sharing throughout Michigan. Please see David Mix's memo titled "Televised Sleighbell Parade History" for additional information.

c. CONSIDERATION OF APPROVAL OF THE EVENT SPONSORSHIP REQUIREMENTS AND ACCOUNTING FORM-C.BERARD

In preparation for our 2020 Events, V.Bergstrom has prepared draft copies of our Manistee DDA Event Sponsorship Requirements and Draft Deposit and Pay Authorization Form. These documents are intended to set a clear standard of expectations for both Event Committee Chairs and the ED of the Manistee DDA. For this up-coming year, the Committee Chairs have been asked to provide draft workplans for the March meeting due to lack of approval for current plans. For future years, due to our budgeting season, draft workplans will be requested in February. Additionally, Committee Chairs have been provided their own sponsorship forms. It is recommended that if the event sponsorship forms include the appropriate information for invoicing and budgeting, the approval and communication can be addressed with the ED of the Manistee DDA.

d. DISCUSSION: 2018-2019 AUDIT – LEAD IS B.LIND

During the past Audit review, issues in the report were not addressed and show inconsistencies in our reporting. These issues include: Property Tax Revenue decreased from \$323,068.00 in 2018 to \$202,126 in 2019; the \$36,514.25 moved to the previous year; requested DDA best practices in other DDA organizations; and a new draft copy of the pdf with financial changes adjusted.

e. DISCUSSION: NEED FOR OFFICE SUPPORT – LEAD IS C.BERARD

Per the request of the past director, interm director and current ED, Office support is critical for the daily operations of the organization. Administrative tasks of Downtown Dollars, memorandums, TIF reporting and communication,

event administration, accounting and pay authorization tasks, website and social media assistance, credit card and bank account management, board errands, email and phone call direction, etc. take away time and resources from the Board expectations and goals of operation. The past director has reported an average of 20 hours a week on administrative tasks, the interim director reported 15-25 hours of administrative tasks, and the current ED is averaging 20+ hours on administrative tasks. Office support will facilitate better communication on all current and future projects. The Rules of Governing the Manistee, Michigan Downtown Development Authority, Article V. Section 5 indicates the allowance for hiring additional personal as deemed by the Board. Please note the attached Job Description of Office Administrator, originally drafted for the interviewed position last summer.

### 13. New Business

- a. CONSIDERATION OF APPROVAL FOR BUDGET AMENDMENT FOR 248-858 MISCELLANEOUS-OFFICE RELATED FROM \$300.00 TO \$500.00 FOR THE FISCAL YEAR 2019-2020.

For the Fiscal Year 2019-2020, 248-858 Miscellaneous-Office Related was budgeted for \$300.00. The current total balance used is \$420.78. During this Fiscal Year, the board had contracts with Survey Monkey and Constant Contact in which the budget did not originally account for in services. There are currently no continuing contacts with either party.

- b. CONSIDERATION OF APPROVAL FOR BUDGET AMENDMENT FOR 248-865 TRAINING-EDUCATION-CONFERENCES FROM \$1,250.00 TO \$4,000.00 FOR THE FISCAL YEAR 2019-2020.

For the Fiscal Year 2019-2020, 248-865 Training-Education-Conferences was budgeted for \$1,250.00. The total balance used as of February 5<sup>th</sup>, 2020 is \$1,555.00. The trainings originally requested at the September 11<sup>th</sup>, 2019 Board Meeting included the Manistee Area leadership program for \$600; Connecting Entrepreneurial Communities 2019 for \$85; and the Michigan Downtown Association Annual Meeting \$225. Since the Board's approval for additional trainings, the Executive Director has taken advantage of many scholarship and affordable opportunities for staff development. Additionally, the Manistee Area Chamber of Commerce Scholarship was denied resulting in the complete cost of the program from \$600.00 to \$1,200.00. For the remainder of the fiscal year, additional training-education-conferences are critical. Upcoming trainings opportunities include: the Leadership Learning Lab through the Manistee Community Foundation at \$250 with a scholarship of \$1,250; continuing education with IEDC Technology-Led Economic Development Course at \$500.00;

the upcoming Spring Tool Box through MEDA for both DDA Staff members at \$85 per staff member; Michigan Downtown Association Workshop Day: Downtown Management Never Ends: Sustaining Success With A Professional Management Strategy at \$85.00 per member; Community Economic Development Association of Michigan (CEDAM), Small Town and Rural Development Conference for \$265; and CEDAM Real Estate Development Boot Camp for \$899 with membership. CEDEM offers scholarships for each of their events in which the ED will apply for to attend. The request is to cover the unanticipated additional cost of the Manistee Area Chamber of Commerce Leadership Program and additional opportunities this spring.

c. REQUEST FOR COMMITTEE CREATION FOR THE PARTICIPATION INVOLVED IN THE CONTRACT REVIEW OF THE EXECUTIVE DIRECTOR AND FUTURE MANISTEE DDA STAFF – LEAD BY C.BERARD

Draft contracts and agreements have been prepared based on past Executive Director and Contracted Administrative and Clerical Support Staff. These drafts include up-dated information and organization recommended by PA 57 of 2018.

Drafts have been given to the City Attorney for review. He will have up-dated copies of the drafts for the intended committee and board in the near future.

d. DISCUSSION: BUDGET DRAFT FOR REVIEW

Attached is a copy of the DRAFT Budget for review. The City of Manistee is requesting our final draft no later than March 24<sup>th</sup>, 2020. Items to keep in mind, during the budget process, include organization policies and TIF planned projects. Please note the TIF table attached as reference.

14. Board Member Comments

15. Public Comment. (Limit 5 minutes per person).

16. Adjournment

Attachments include:

- New DDA Board Directory
- December 30<sup>th</sup> Special Board Meeting Minutes
- January 8<sup>th</sup> Board Meeting Minutes
- January 27<sup>th</sup> Special Board Meeting Minutes
- 248-902 Legal Fees Quickbooks Report with notes

- Televised Sleighbell Parade History Memo
- DRAFT Manistee DDA Sponsorship Requirements and Pay Authorization Process
- 248-858 Miscellaneous-Office Related Quickbooks Report
- 248-865 Training-education-conferences Quickbooks Report and Recommended training references
- DRAFT copy of the Proposed Budget 2019-2020
- TIF Budgeted Table as reference

For Reference:

- January 8<sup>th</sup> Strategic Planning Table and Packet
- Signed Economic Development Agreement
- Signed City Service Agreement
- City Council Memo on Development and TIF plan process
- Development and TIF Plan Public Hearing Notice
- Signed copy of public locations for posting the Development and TIF plan public hearing notice

**Committee and Assignment Reports:**

- The Manistee DDA moved from the 1<sup>st</sup> Floor of City Hall to the 2<sup>nd</sup> Floor of City Hall, 70 Maple St
- Scheduled a meeting to discuss Ramsdell Regional Center of the Arts and Spark Committee contract for future years. This contract is a documented list of expectations for both parties involved including sponsorship roles, staff involvement and payment for services.
- Met with Sleighbell Committee for discussion on Sleighbell television production to market and promote Downtown Manistee Sleighbell Parade.
- Little River Holdings, LLC contract: Met with Tyler to discuss the details of a contract or agreement for the purchase of 285 River St. Stipulations include the bulleted list from the Resolution approved at the October 9<sup>th</sup> Board meeting. They are looking to close on the site March 3<sup>rd</sup> with the board corporation.
- West Shore Community College Façade/Parking Lease and Riverwalk Plaza. I met with Crystal and discussed the opportunities within the two projects discussed. They look forward to starting construction later this year and are appreciative of our support. They are looking for a contract from us for negotiation. I am working with the City Attorney for a draft contract to negotiate.
- Completed 2020 Spark Manistee Event, trainings, tours and prep. Begin assisting with Spark Business startup. Leading up to the event included trainings, tours, signage, maps, pitch night set up, technology set up, name tags, with finalists for last minute questions, voting set up, etc. Communication for volunteers, judges, sponsors and finalists.
- Development and TIF Plan was approved for the Public Hearing Process by Council at the February 4<sup>th</sup> Council Meeting. Leading up to this meeting included the business retention visits and communication process identified in the City Council Memo attached.
- RFPs have been published for the pave work on the sidewalks; and the sandblasting and painting of flowerboxes and light posts
- Met with Brandon from RightSide Design to discuss the Manistee DDA Branding within our website, banners, and US-31 signage. He requested we prepare an RFP and understand our need for the brand.
- Met with City Council members to review and answer any questions relating to the Development and TIF process and plan
- Met with Tamara, Filer DDA, about presenting at the Library board meeting February 25<sup>th</sup>. The Library Board, as of 2018, no longer must allocate funds to TIF districts, Act 57 of 2018. This is about \$7,000.00 of annual revenue that local DDA's will no longer receive unless our local Library board opts in with financial support. As of this moment, we will have to reimburse current year funds and will need to present our case.
- This upcoming spring, CEDEM and Consumers Energy is planning three separate grants for local and small town placemaking projects to fund that will make a large impact. Description states: "Consumers Energy Foundation is hosting a session for communities to pitch ideas that will help put their community on the map. We are seeking innovative ideas that will help energize your town and create momentum that builds a stronger sense of community. If your submitted idea

is selected, you will be invited to present your idea to a panel of judges during the Wednesday morning session. The top three presentations will be awarded one of three Consumers Energy Foundation grants: \$25,000 for first, \$15,000 for second and \$10,000 for third". The Chamber of Commerce and Economic Development Council would like to partner with the Manistee DDA Board to pitch a presentation of one of the MSU Extension recommendations promoted by the Design Committee and will highlight our involvement in the Downtown for the out of town development company interested in partnering with on the Gateway project.

- Produced Press Releases for Spark Community Vote, 2020 Spark Finalists, projects and volunteers needed for big day of serving,
- Sat down and talked with DPW Director about Garbage Corral process and payment. This included the DDA's involvement in the planning future involvement.
- Updated website with new strategic planning documents, new board members, public hearing information and spark information.

#### **Conferences and Trainings:**

- USDA Value Added Grant Meeting January 13<sup>th</sup>
- Leadership Day – January 16<sup>th</sup>
- Chuck Marohm Walk Through in Ludington – January 28<sup>th</sup>

#### **Create policies for Board Consideration: Financial, agenda processes, board organization, roles and Responsibilities**

- Researched other TIF organizations in the State of Michigan and reached out to TIF committee boards for recommendations and suggestions. Many organizations set up an Executive Director Standard in which they follow such as applications, recording and processes of competition that are shared with the board. This process is how the organization keeps record and stays organized. I reviewed and reached out to past directors and look forward to sharing at future board meetings. (This has included financial and agenda processes. The roles and responsibilities have been discussed in terms of the contracts addressed).

#### **More involved in community:**

- Involved in Development and TIF education article for the News Advocate
- Involved in the 2020 Spark Manistee Finalists Article
- Attended HSCB Dinner at the BlueFish. Conversation on *The Ripple Effect*
- Attend Monthly Merchant Meetings January 21<sup>st</sup>
- Attended City Staff Meetings January 14<sup>th</sup>, February 28<sup>th</sup>, February 4<sup>th</sup>
- Attended Historic District Commission February 5<sup>th</sup>
- Attended Planning Commission February 6<sup>th</sup>
- Attended Manistee Forward January 14<sup>th</sup>

#### **Attempt to Meet with Business Owners in District Regularly**

- I had the opportunity to meet with many businesses while asking for 20 locations to post our Public Hearing notice for the Development and TIF plan. These businesses include: Ramsdell Inn, CC Jewelers of Manistee, Surroundings, The Ideal Kitchen, Lighthouse Group, Manistee Beverage

Co., Keleher Law Office, Manistee News Advocate, Manistee County Library, Duchon Insurance, Manistee County Visitor's Center, Mike Myers PLC, Jamie Catlett, Edward Jones, Third Coast Notary, Northern Spirit, CDI, Vogue Theatre, PNC bank, The Outpost, City to Shore and Unsalted Living.

- Additional visits included: 411 River St.; 354 River St with Marc Fedder;

**Develop Budget for 2020-2021 Fiscal year which meets DDA objectives**

- Please find attached a copy of the DRAFT Budget for discussion. The City Budget schedule requests our final budget March 24<sup>th</sup>, 2020 for City inclusion in City budget. The development these past weeks have included meeting with Event Chairs, meeting with Committee Chairs, meeting with the City Treasurer, including the recent contracts and TIF Plan objectives.

**Continue with Business Retention, which includes reporting to Board:**

- Monthly meeting with Economic Development Council, Marc Miller January 22<sup>nd</sup>
- Attended Monthly breakfast with Chamber and Planning Department February 7<sup>th</sup>
- Talking with Annie Olds and Joni Krolczk about Manistee involvement and additional support for Downtown businesses whether its visits, additional presentations, attendance at Merchant Meetings, etc.

**Creating job description for Director and Support Staff:**

- Draft copies of the descriptions, contacts and agreements stem from past director and administrator documents within the DDA computer drive. I additionally met with the City Attorney and addressed additional needs within the contracts and what an appropriate contract includes for the At-Will staff.
- For new office administrator, the desk and space is set up with supplies, Downtown Dollars credit card machine, printer and tickler system.

**DOWNTOWN DEVELOPMENT AUTHORITY** Four Year Term - 2<sup>nd</sup> Wed @ 8:00am  
 Purpose: Central Business District and Tax Increment Financing Authority

Thad Taylor <a href="mailto:ttaylor@manisteemi.gov">ttaylor@manisteemi.gov</a>	398-2801(work)	Appointed 05/19 City Manager
James Beaudrie 1249 Maple Road <a href="mailto:manisteebeveragecompany@gmail.com">manisteebeveragecompany@gmail.com</a>	398-7435 231-887-4644 (work)	Expires: 06/30/20 Appointed: 02/20 interest member
Kyle Mosher 50 Greenbush St <a href="mailto:ascentpropertiesmanistee@gmail.com">ascentpropertiesmanistee@gmail.com</a>	616-403-9633 <b>CHAIR</b>	Expires: 06/30/20 Appointed: 02/19 interest member
Bruce Allen 74 Pine Street <a href="mailto:bruce@bfallon.com">bruce@bfallon.com</a>	301-259-1759	Expires: 06/30/21 Appointed: 02/20 resident member
Karen Goodman 1925 Twelfth Street <a href="mailto:karengoody22@gmail.com">karengoody22@gmail.com</a>	723-7291 231-309-1705 (work)	Expires: 06/30/21 Appointed: 09/17 interest member
Valarie Bergstrom 1224 Critter Trail <a href="mailto:vabergstrom@outlook.com">vabergstrom@outlook.com</a>	398-0742 <b>TREASURER</b>	Expires: 06/30/22 Appointed: 06/14 at large member
Barry Lind 532 Fourth Street <a href="mailto:barrylind@yahoo.com">barrylind@yahoo.com</a>	398-0307 (home) <b>SECRETARY</b>	Expires: 06/30/22 Appointed: 06/10 interest member
Tamara DePonio 387 River Street <a href="mailto:tdeponio@4frontcu.com">tdeponio@4frontcu.com</a>	231-357-6363 231-943-2338 (work)	Expires: 06/30/23 Appointed: 05/17 interest member
Jodi Walter 2141 Stronach Rd <a href="mailto:jodiw@lrcr.com">jodiw@lrcr.com</a>	616-886-8941 (work)	Expires: 06/30/23 Appointed: 06/19 at large member

**Downtown Development Authority continued**

Caitlyn M Berard  
70 Maple Street

DDA / Main Street Director  
398-3262 (work)

**Membership Requirements:**

- At least 5 must have an interest in property in the downtown district.
- At least 1 member shall be a resident of the downtown district, if 100 or more people reside within it.

**DOWNTOWN DEVELOPMENT AUTHORITY CITIZENS COUNCIL**

Purpose: Advisory board to the DDA and the City of Manistee in the adoption of the development or tax increment financing plans. (Council must have at least 9 members)

VACANCY Appointed: 00/00

Paul Gavlinski 233-2543 Appointed: 05/19  
80 Washington St., Unit 16  
[paul.gavlinski@gmail.com](mailto:paul.gavlinski@gmail.com)

Dennis terHorst 723-9973 Appointed: 05/19  
63 Clay St.  
[dthcommunicraft@att.net](mailto:dthcommunicraft@att.net)

**Membership Requirements:**

- Must be a resident of the downtown district.
- Must be at least 18 years of age.

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY  
SPECIAL MEETING MINUTES OF DECEMBER 30, 2019  
8:00 A.M., MANISTEE CITY HALL**

PRESENT: Valarie Bergstrom, Tamara DePonio, Barry Lind, Kyle Mosher, Thad Taylor, Karen Goodman

EXCUSED ABSENCE: Rachel Brooks, Jodi Walter, T. Eftaxiadis

ALSO PRESENT: Caitlyn Berard, James Grabowski, Marc Miller (Manistee Economic Development Council), Jeff Dontz (Manistee Economic Development Council).

**CALL TO ORDER.**

Meeting called to order by the Co-Chair at 8:03 a.m.

**APPROVAL OF AGENDA.**

*MOTION* by Thad Taylor, second by Valerie Bergstrom to adopt the agenda as presented. Voice vote—Motion approved.

**PUBLIC COMMENT.**

None

**UNFINISHED BUSINESS.**

- a.) **Action: Consideration of the Manistee DDA and City of Manistee Service Agreement.**

Committee's proposed changes to City's draft document were outlined and discussed. Discussion included definition of maintenance, clarification of basic and enhanced services, and amount to be paid for agreement vs. what is already in the budget. Karen Goodman to clarify with City.

Karen Goodman to represent the DDA to negotiate/finalize Service Agreement with the City. Draft with DDA changes marked to be given to the City Council for their review.

- b.) **Action: Consideration of the Manistee DDA and Chamber Economic Development Agreement.**

Marc Miller thanked the Committee for the work that was put into drafting this agreement. He spoke to the changes the Manistee Economic Development Council and Chamber of Commerce would like to make to the Committee's draft agreement but felt that all the details could be worked out.

Discussion of agreement and proposed changes commenced. Karen Goodman will meet with Marc Miller to negotiate/finalize agreement.

**BOARD COMMENT.**

Thad Taylor reminded Board of time crunch of getting these agreements approved.

Co-Chair Kyle Mosher announced that Rachel Brooks has resigned from the DDA Board effective December 27, 2019. City Clerk will advertise the opening on the Board and the election of Board Chair will be added to the January 8 agenda.

**PUBLIC COMMENT.**

Jeff Dontz – spoke to the ongoing cooperation with the Economic Development Council and the larger community. Marc Miller is providing emailed updates to City Council weekly and updates are regularly communicated in many ways through day to day interactions. Focus is on the work being done. Each organization does work within their own boundaries but boundaries always cross, the health of one impact all.

**ADJOURN.**

Next meeting is scheduled for Wednesday, January 8, 2020 at 8 a.m. in the City Council Chambers, City Hall, 70 Maple Street, Manistee, Michigan.

*MOTION* by Thad Taylor **to adjourn at 8:49 a.m.**

Kelly McColl  
Acting Recording Secretary

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING MINUTES OF JANUARY 8, 2020  
8:00 A.M., MANISTEE CITY HALL**

PRESENT: Valarie Bergstrom, Tamara DePonio, Barry Lind, Kyle Mosher, Thad Taylor, Jodi Walter, Karen Goodman

EXCUSED ABSENCE:

ALSO PRESENT: Caitlyn Berard, Roger Zielinski

**CALL TO ORDER.**

Meeting called to order by the Co-Chair at 8:01 a.m.

**APPROVAL OF AGENDA.**

*MOTION* by Thad Taylor, second by Valerie Bergstrom to adopt the agenda with the addition of Office Support Staff added under Old Business and Draft Audit added to New Business.  
Voice vote—Motion approved.

**PUBLIC COMMENT.**

None

**ELECTION OF OFFICERS.**

Chairperson

Secretary Barry Lind asked for nominations for Chairperson. Thad Taylor nominated Kyle Mosher, second by Karen Goodman.

With Roll Call vote this nomination passed 6 to 1.

Yes: Valerie Bergstrom, Tamara DePonio, Karen Goodman, Barry Lind, Thad Taylor, Jodi Walter

No: Kyle Mosher

**APPROVAL OF MINUTES.**

*MOTION* by Karen Goodman, second by Thad Taylor to approve the minutes from December 11, 2019.

Voice vote—Motion approved.

**APPROVAL OF FINANCIAL REPORTS.**

*MOTION* by Barry Lind, second by Karen Good to approve the December 2019 Financial Report.  
Voice vote—Motion approved.

Clarification is required on financials:

- Balance Sheet: Current Assets – Façade Grant \$5004.00 is listed but it is the Board’s understanding that this has been all paid out. Valerie Bergstrom to check.
- Monthly Disbursements: 12/31/2019 Calvin Lutz Farm \$3128.00 – Description should read Design Committee instead of Sleighbell if payment was for holiday decoration.

#### COMMITTEE REPORTS.

a.) Economic Development—K. Goodman

Caitlyn left at 8:15 a.m. to make copies of agreements for the Board.

Karen Goodman worked with Marc Miller from the Economic Development Council on the DDA and Chamber of Economic Development Agreement. Agreement included at the request of the Board:

- 3-year agreement with annual rate negotiations
- 90-day termination clause
- \$15,000 recommended compensation from DDA to Chamber

b.) Spark—V. Bergstrom

On schedule for January 25, 2020 presentations and award. Participants’ videos are almost complete. Participant walk-through of Downtown is scheduled.

January 25 schedule is as follows:

- 10:30 a.m. – participant set-up and display (at RRCA)
- 12:00 p.m. – participant presentations followed by voting
- 1:00 p.m. – results announced

c.) Business Development—V. Bergstrom

Last meeting was on Spark. Project is on target and thankful for all the help.

d.) Design—B. Lind

No report – next meeting is Tuesday, January 14, 2020.

Caitlyn returned at 8:25 a.m.

#### DIRECTOR’S REPORT.

PA-57 Completed by December 31, 2019 deadline.

Spark participants’ tour scheduled for January 20, 2020.

American Cleaners project is moving ahead. Little River Holdings will provide drawings/plans.

#### OLD BUSINESS.

a.) **Action:** Consideration of the Manistee DDA and City of Manistee Service Agreement.

Karen Goodman presented current copy agreement that she, Jeff Mikula, and Ed Bradford drafted. Discussion included basic vs. enhanced services and the importance of DDA dollars

being used for public infrastructure and improvements. Board agreed that it is very important that the Executive Director take regular walk-throughs of the DDA to ensure standards are met.

*MOTION* by Barry Lind, second by Thad Taylor to approve the City of Manistee and Manistee Downtown Development Authority Service Agreement with discussed changes.

Changes:

- Removal of basic services as part of the agreement. Basic services will be completed with or without the DDA and so should not be charged to the DDA.
- In the Enhanced Services list, the fifth bullet down, change the wording to *Clearing and removal of snow from sidewalks and salting sidewalks*.
- Remove bullet points 6, 7, 8 from the Enhanced Services list. These are considered basic services and so are not part of this agreement.
- Add to the list of Enhanced Services – *Removal of snow from River Street in the DDA District*.
- Move, *Repair and maintenance of the historical clock and water fountain*, from the Basic Service list to the Enhanced Service list.

With Roll Call vote this motion passed 7 to 0.

Yes: Valerie Bergstrom, Tamara DePonio, Karen Goodman, Barry Lind, Thad Taylor, Jodi Walter

No: None

- b.) **Action:** Consideration of the Manistee DDA and Chamber of Economic Development Agreement.

Karen Goodman presented the current copy of the agreement that she and Marc Miller drafted. Discussion began around change of the term of the agreement without change in scope of work.

*MOTION* by Karen Goodman, second by Thad Taylor to accept with the agreement with the discussed change using the recommended \$15,000 yearly compensation.

Change:

- Under A. Economic Development Activities, add 3. *Annual Review and Update of Economic Development Activities*.

With Roll Call vote this motion passed 7 to 0.

Yes: Valerie Bergstrom, Tamara DePonio, Karen Goodman, Barry Lind, Kyle Mosher, Thad Taylor, Jodi Walter

No: None

- c.) **Action:** Consideration of Hiring Office Support Staff.

*MOTION* by Barry Lind, second by Karen Goodman to table until the February 12, 2020 meeting.  
Voice vote—Motion approved.

**NEW BUSINESS.**

- a.) **Action:** Approval of a new 2020 Downtown Dollars Bank Account.

*MOTION* by Valarie Bergstrom, second by Thad Taylor to approve a new 2020 Downtown Dollars bank account.

Voice vote—Motion approved.

- b.) **Action:** Approval to move forward with 2020 Victorian Sleighbell Parade & Old Christmas Weekend, Kendra Remail as event chair.

*MOTION* by Thad Taylor, second by Valerie Bergstrom to move forward with 2020 Victorian Sleighbell Parade & Old Christmas Weekend with Kendra Remail as event chair.

Voice vote—Motion approved.

*MOTION* by Thad Taylor, second by Tamara DePonio to move the rest of the New Business agenda items to the February 12, 2020 meeting to ensure enough time for the strategic planning scheduled for the rest of the day.

Voice vote—Motion approved.

**BOARD COMMENT.**

None

**PUBLIC COMMENT.**

None

**ADJOURN.**

Next meeting is scheduled for Wednesday, February 12, 2020 at 8 a.m. in the City Council Chambers, City Hall, 70 Maple Street, Manistee, Michigan.

*MOTION* by Valerie Bergstrom to adjourn at 9:30 a.m.

Kelly McColl  
Acting Recording Secretary

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY  
SPECIAL MEETING MINUTES OF MONDAY, JANUARY 27, 2020  
8:00 A.M., MANISTEE CITY HALL**

PRESENT: Tamara DePonio, Barry Lind, Kyle Mosher, Thad Taylor, Jodi Walter

EXCUSED ABSENCE: Valarie Bergstrom, Karen Goodman

ALSO PRESENT: Caitlyn Berard

**CALL TO ORDER.**

Meeting called to order by the Chair at 8:02a.m.

**APPROVAL OF AGENDA.**

*MOTION* by Thad Taylor, second by Barry Lind to adopt the agenda as presented.  
Voice vote—Motion approved.

**PUBLIC COMMENT.**

None

**OLD BUSINESS.**

- a.) **Action:** Approval of \$5,000.00 for Sleighbell television production to market and promote Downtown Manistee Sleighbell Parade.

*MOTION* by Barry Lind, second by Thad Taylor to table item until February meeting for Sleighbell Chair or Dave Mix to discuss with Board before any decision is made.  
Voice vote—Motion approved.

Staff to reach out to the Sleighbell Committee to schedule Chair/Member attendance at next meeting.

- b.) **Action:** Approval for budget amendment for \$1,000.00 out of the general fund for additional 248-902 Legal Fees.

*MOTION* by Thad Taylor, second by Barry Lind to table until February meeting for Staff to provide a projection of the amount she will need for the remainder of the year and what was originally budgeted.  
Voice vote—Motion approved.

**NEW BUSINESS.**

a.) **Action:** Approval of Ramsdell Theatre contract for Spark Manistee Competitions.

*MOTION* by Thad Taylor, second by Jodi Walter to approve the Ramsdell Theatre contract for Spark Manistee Competitions, for 2021 and 2022.

Voice vote—Motion approved by majority.

**BOARD COMMENT.**

Taylor congratulated the Spark Committee for a wonderful event.

Mosher reminded the Board that he signed the Service Agreement last week and will be signing the Economic Agreement today.

**PUBLIC COMMENT.**

None

**CLOSED SESSION**

**Action:** Consideration of Closed Session for Executive Director Performance Review.

Director, Caitlyn M. Berard, has requested a closed session permitted by the Michigan Open Meetings Act, Section 8 (a) for discussion on Executive Director Performance Review.

*MOTION* by Thad Taylor, second by Jodi Walter to proceed to Closed Session under Section 8 (a) of the Michigan Open Meetings Act. Time: 8:20 a.m.

With Roll Call vote this motion passed 5 to 0.

Yes: Tamara DePonio, Barry Lind, Kyle Mosher, Thad Taylor, Jodi Walter

No: None

Break

*MOTION* by Thad Taylor, second by Jodi Walter to begin Regular Session. Time: 9:23 a.m.

Voice vote—Motion approved.

**GOALS AND DIRECTION FOR EXECUTIVE DIRECTOR**

- Create policies for Board consideration: financial, agenda processes, board organization roles and responsibilities.
- More involved in community, include in monthly report to Board.
- Attempt to meet with business owners in district regularly.
- Develop budget for 20/21 fiscal year which meets DDA objectives.
- Continue with Business Retention, which includes reporting to Board.
- Creating job description for Director and support staff.

*MOTION* by Thad Taylor, second by Tamara DePonio to adopt the six goals as stated.  
Voice vote—Motion approved.

Staff to provide Strategic Plan and new goals to Board.

**ADJOURN.**

Next meeting is scheduled for Wednesday, February 12, 2020 at 8 a.m. in the City Council Chambers, City Hall, 70 Maple Street, Manistee, Michigan.

*MOTION* by Barry Lind to **adjourn at 9:40 a.m.**

Kelly McColl  
Acting Recording Secretary

Manistee Downtown Development Authority

ACCOUNT QUICKREPORT

July 1, 2019 - February 5, 2020

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT	CLR	AMOUNT	BALANCE	
Fee Related Expenses									
248-902 Legal Fees									
09/25/2019	Bill	637028	MIKA MEYERS BECKETT & JONES PLC	Attorney Fees	248-902 Fee Related Expenses:Legal Fees		800.00	800.00	
10/22/2019	Bill	637940	MIKA MEYERS BECKETT & JONES PLC	Attorney Fees	248-902 Fee Related Expenses:Legal Fees		150.00	950.00	
11/21/2019	Bill	638857	MIKA MEYERS BECKETT & JONES PLC	Attorney Fees	248-902 Fee Related Expenses:Legal Fees		475.00	1,425.00	
<b>Total for 248-902 Legal Fees</b>								<b>475.00</b>	<b>1,425.00</b>
<b>Total for Fee Related Expenses</b>								<b>\$1,425.00</b>	
<b>TOTAL</b>								<b>\$1,425.00</b>	

Budgeted \$1000 -

charged \$250/hour

up-coming projects include:

- legal policy review
- staff contract review
- WSCC contracts (facade/parking and Riverwalk)
- LRH, LLC contract

## Televised Sleighbell Parade History

The *concept* of televising the annual **Sleighbell Parade** began in 2013 with the idea that it was a unique and picturesque way to promote Manistee throughout the State, especially during the Holidays when non-commercial, cable access stations are looking for interesting, seasonal programming.

Since the first telecast in 2014, the committee has employed the services of the **Community Media Center** in Grand Rapids. The CMC is a non-profit organization that exclusively provides services to non-profit organizations, principally in the GR area. They operate both a public radio station and a cable television station in the GR market. Each of the years we broadcast the parade, 2014, 2015 and 2016 the CMC brought at least a staff of eight to Manistee along with all equipment necessary to provide a 4-camera 'shoot'.

Because the CMC is a non-profit organization, they do not do projects for 'commercial' entities nor produce commercial programming. Further, since the parade broadcasts aired on 'cable access' stations across the state, they are not by law allowed to air 'commercials'. Thus only 'underwriting' was allowed credit on both CMC's programming and the cable outlets channels.

### Where we were broadcast

After the 2014 broadcast our productions aired on the following cable access stations and in these markets:

GRTV - Grand Rapids  
MAC-Tv Mt. Pleasant  
CTN - Ann Arbor  
Media Network of Waterford - Waterford, MI  
UpNorth Tv - Traverse City  
ONTV - Lake Orion  
WBRW - Washington, MI  
BCTV - Holland  
WKTU - Wyoming / Grandville  
Tv2 Charter Net - Manistee

Follow-up surveys during all years with all broadcast outlets found that throughout the Holidays, that year's Sleighbell parade was broadcast on these channels no less than **75-times**.

### What we got

Each year the parade was broadcast 'live' on the internet as well as on the CMC station in GR and partner stations in Wyoming and Grandville, Michigan.

In 2014 MiNews 26 in Cadillac broadcast our 'feed' live. In 2015 they provided and billed us for equipment the CMC utilized for the broadcast. They declined to broadcast after 2016 mainly because of their desire to produce the broadcast and exercise control and costs. They wanted exclusivity.

In 2014 and 2015 the broadcast was shown in the Vogue and upwards of 100 attended.

CMC did pre-broadcast taped 'drop-in's' for the live broadcast that included; interviews with the DDA Directors discussing economic development in the City; interviews with principal parade organizers; interviews with Mark Fedder discussing the history of Manistee and scenes and tours of historical buildings and sights in Manistee.

With our coordination and direction, an extensively edited version of each year's parade (from 90-minutes to a more 'airable' 60-minute version) was provided all stations noted above, and delivered in under 7-days.

## **Why the Community Media Center**

**Cost!** As a not-for-profit organization, using both paid and volunteer production staff, the actual production costs were significantly less than using a 'commercial' broadcast entity.

**Control.** Because the complete broadcast was in the Sleighbell committee's control, we chose the content and 'owned' the rights to the telecast/production once completed. No one is technically able to profit from, nor use any scenes or segments in the broadcast.

**Convenience.** Being in Grand Rapids it was somewhat easy for the CMC to bring all the equipment necessary to literally 'build' a control room and do a 4-camera live broadcast in Manistee. Necessary pre-broadcast trips to Manistee by CMC paid staff were also more reasonable being fairly close.

**General production costs.** The Sleighbell parade committee eliminated having to pay a producer, writer or 'hosts' costs. (However, in the future the possibility exists that airfare costs may be required to bring in the celebrity co-host.)

## **What did it cost and why, and how was it paid for**

### **2013:**

A videographer was invited to Manistee to shoot scenes of the parade to determine IF it could be broadcast. Costs were under \$500 billed to and covered by a supporter

### **2014:**

CMC 'bare-bones' costs were initially estimated to be close to \$3800 several months prior to the event.

Final costs were just under \$5100. Increase was due to CMC needing to rent a truck (theirs had been stolen *after* their quote was provided); 2 additional trips to Manistee due to Charter cable not showing up; unanticipated extensive editing time by paid staff after the parade broadcast.

'Parade supporter' solicited friends and neighbors raising \$2000, and a friend who was marketing director at the casino assured a \$1500 commitment from the casino. After substantial discussion the DDA and Sleighbell committee paid the roughly \$1600 difference.

### **2015:**

Using 2014 as a barometer, total cost estimates were roughly \$5000. MiNews 26 offered CMC the use of their mobile unit, eliminating the need for CMC to bring up all necessary equipment for the telecast.

Ultimately the CMC cost was billed at \$3715 and MiNews 26 billed \$1000 for a \$4715 in total costs.

The relationship with the casino contact from 2014 still existed and the total cost was covered thru their support as the telecasts 'underwriter'.

### **2016:**

Early in 2016 the marketing department of the casino was contacted to determine if they chose to continue the support for the telecast. The initial contact was no longer employed by them and the eventual 'no' was received in September. CMC had quoted \$4235 however the committee decided that without funding, the telecast would not occur. Anticipating funding may not be received, a modicum of pre-production work had

occurred. In late October the DDA indicated they would pay for the telecast on a one-time basis. In roughly 40-days all aspects of the pending telecast were pulled together, including the celebrity co-host who initially was not planning to be in attendance that weekend.

The final invoice from CMC was \$3645, under their initial estimate. The DDA paid for the telecast.

#### **2017:**

The Sleighbell committee budget was assembled without costs for the telecast included. However, there was a feeling the telecasts were 'good' for the event and the community. After discussion and considerations of options, the committee agreed to have the CMC do editing of past telecasts and reissue that as the 'annual parade'. All cable stations cited above again broadcast the re-edited program.

CMC billed the Sleighbell committee \$1035 due to the extensive re-editing and re-structuring needed to eliminate dated references of previous years. The committee paid for the services from budget.

Without committed funding, no subsequent telecast have been seriously discussed or planned.

#### **Where do we go**

There has been no contact with former cable channel partners for over 2-years but it is assumed that can be revived.

There has been no further contact with CMC for over a year although, as former business contacts, it is assumed they would have interest in again supporting the project.

The CMC contact/videographer who was extremely helpful in guiding this project throughout it's 'nurturing' as well as contributing significant time that was not ultimately billed, has passed away. Others still at CMC and familiar with this project will likely not be as liberal with billable hours, and neither will new management now in place there.

It is likely an initial 2020 quote will be in the \$5000 range, but possible editing, internet connection and other costs from previous years will be realized. It would be recommended that a \$7500 figure would be a safer estimate for the committee to consider.

Finally, there may be other options. While very sketchy discussions have occurred with other commercial media outlets to televise the parade, there may be a lack of interest, the costs to televise (ie: you 'pay-to-play') may or may not be greater for the committee, no 'live' coverage may be available, commercials 'embedded' in a commercial station production will prevent the program from airing on our former partner cable access stations and possibly other considerations.

The committee may also want to discuss further the apparent option for greater community and event exposure with a national cable providers interest in packaging the event. While costs appear to be significantly greater and program control by the committee is not guaranteed, it could be an option.

Either way, it would be hoped that a decision and appropriate funding would be determined early enough so planning for a successful and impactful televised element can move forward.

**Manistee Downtown Development Authority Sponsored Events -- Draft**

**DRAFT MANISTEE DDA EVENT SPONSORSHIP REQUIREMENTS**

**Benefits of DDA Sponsorship of an Event**

Benefits for an event to be DDA Sponsored include: liability insurance provided, event liquor license availability, accounting including payment of invoices, deposits for sponsorship and event proceeds, event liquor license application fees and DDA board approval of the state application (subject to state requirements for events). The DDA funds the event and keeps the event profits.

**DDA Sponsorship Requirements**

Manistee Downtown Development Authority events are planned and executed by the event committees. DDA staff responsibilities include the communication for invoices and deposits to the accountant and event liquor license. The responsibility of the work plan and event operations are the responsibilities of the event committees, not the DDA staff. An event qualifies to be a downtown development authority event and be advertised and promoted as such, if the following requirements are met without exception:

<b>Event Requirement</b>	<b>Deadline</b>	<b>Other Conditions</b>
1. Approved Work Plan -- A Work plan for the Event must be submitted with a cost estimate list of supplies, costs and advertising dollars included in the plan.	No later than February 28 each year.	<ul style="list-style-type: none"> <li>• The format for the work plan must be followed.</li> <li>• Sample workplan documents are included.</li> <li>• The work plan must be completed with an estimate of the budget.</li> <li>• The completed work plan must be submitted to the DDA Executive Director by the February 28<sup>th</sup> deadline.</li> </ul>
2. Date of the Event --The Event Date must be submitted with the work plan.	No later than February 28 each year.	<ul style="list-style-type: none"> <li>• The date can <u>not</u> be changed once it is approved.</li> <li>• Approval is final once the annual budget has been approved by the DDA and the Manistee City Council.</li> <li>• The DDA annual calendar year begins in June through the end of May annually.</li> </ul>
3. Approved Event Chair	No later than February 28 each year.	<ul style="list-style-type: none"> <li>• The name of a volunteer event chair must be submitted with the work plan for the event sponsorship requirements to be met.</li> </ul>
4. Volunteer Requirement -- Every event must have a volunteer committee chair and a minimum of 3 volunteer committee members. The Manistee Sleigh bell and Hops and Props must have a minimum of 5 volunteer committee members.	No later than February 28 each year.	<ul style="list-style-type: none"> <li>• Should the volunteer event chair change after the event is approved, the new chair must be approved by the DDA.</li> <li>• Changes in the event chair should happen by exception and not occur often or the event will not be considered as a DDA event in future years.</li> <li>• The DDA Director is not responsible for the event and can only be used as an advisor; not the event chair.</li> <li>• The event chair will make every effort to manage the entire event. This includes but is not limited to developing a workplan, soliciting committee members, soliciting fliers and</li> </ul>

**Manistee Downtown Development Authority Sponsored Events -- Draft**

Event Requirement	Deadline	Other Conditions
		collecting from sponsors. Every effort should be made to ensure that the event stays within the budget workplan guidelines.
5. Updated Work Plan - An updated work plan and list of key committee members must be completed by the chair prior to the event.	An updated plan must be submitted no later than 60 – 90 days prior to the event depending on the event date and the board meeting schedule.	<ul style="list-style-type: none"> <li>Updated workplans must be submitted to the DDA Executive Director and approved by the Manistee DDA board at least 30 days prior to the event. This approval must be planned considering the DDA board annual meeting plan schedule.</li> </ul>
6. Sponsorships - Sponsorships must cover most of the cost of the event whenever possible.	<ul style="list-style-type: none"> <li>An event sponsor list submitted 90 prior to the event to the Executive Director.</li> <li>Sponsorships identified after 90 days should be communicated to the Executive Director in writing as soon as sponsorship details are finalized.</li> </ul>	<ul style="list-style-type: none"> <li>The Sponsorship list must include the following: Name of the Sponsor, address of the sponsor, amount of the sponsorship, what portion of the event the sponsorship is for, and when to expect sponsorship checks</li> <li>Sponsor list and late sponsorships dollars must be submitted to the Executive Director within the 90-day deadline and then as soon as possible when the sponsorships have been finalized.</li> <li>The event chair can request that sponsor invoices be mailed the sponsor list is sent the ED.</li> <li>Collecting sponsorship dollars is the responsibility of the event chair, not the Executive Director.</li> <li>All sponsor checks must be submitted to the Executive Director following the DDA Accounting procedures with instructions on the Deposit &amp; Payment Authorization Form.</li> </ul>
7. Accounting – Invoices and change orders should be submitted by the event chair three weeks prior to the event to the Executive Director in order to ensure timely payment.	<ul style="list-style-type: none"> <li>A list of vendors including name, address, phone number and key contact person should be submitted to the Executive Director three weeks before the event.</li> <li>An order for change needed for the event and any invoices must be submitted three weeks prior to the event to the Executive Director using the Pay Authorization form.</li> <li>Remaining invoices must be submitted within three weeks</li> </ul>	<ul style="list-style-type: none"> <li>All efforts should be made to follow the Manistee Downtown Development Authority DDA Policy 002 including selection and payment of vendors.</li> <li>The event chair must follow DDA accounting procedures. Directions for processing payments or invoices are included on the Deposit &amp; Payment Authorization form.</li> <li>Two weeks prior to the event and within two weeks after the event. The Volunteer Event Chairperson will be sent a final profit and loss statement to review by the Executive Director to note any payments or invoices that are not recorded.</li> <li>Any check requests shorter than the three week request will NOT receive special privilege for processing.</li> </ul>

**Manistee Downtown Development Authority Sponsored Events -- Draft**

Event Requirement	Deadline	Other Conditions
	<p>after the event to the Executive Director using the Pay Authorization form.</p>	
<p>8. Event Debrief with Updated Work Plan – This debrief should be scheduled with committee members and may also include interested sponsors and vendors.</p>	<ul style="list-style-type: none"> <li>• An event debrief should be held within two-weeks after the event.</li> <li>• A summary of recommended changes should be sent to the Executive Director and an updated work plan for the next year should be submitted within 30 days of the event.</li> </ul>	<ul style="list-style-type: none"> <li>• The debrief should focus on what went well and what needs to be reevaluated for future events.</li> <li>• Suggestions on how to improve the event should be encouraged and not minimized.</li> <li>• The goal of the events is to encourage the local community and outside visitors to have the best experience while attending an event and visiting the downtown.</li> <li>• Every effort should be made to improve the event each year including planning, organization, volunteer support, sponsorship and the event experience.</li> </ul>

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**

**DRAFT DEPOSIT & PAYMENT AUTHORIZATION FORM**

**DEPOSIT FORM**

INSTRUCTIONS: COMPLETE THE FORM BELOW AND ATTACH A COPY OF THIS FORM TO THE CHECK RECEIVED. THE DEPOSIT ACCOUNT NUMBER IS FOUND ON THE DDA CHART OF ACCOUNTS. CASH SHOULD BE ENCLOSED IN AN ENVELOP ALONG WITH THE FORM. MAKE A SEPARATE DEPOSIT FORM FOR EACH CHECK OR CASH PAYMENT RECEIVED. THE EVENT CHAIR WILL FORWARD THE COMPLETED FORM TO THE EXECUTIVE DIRECTOR WHO WILL SIGN THE AUTHORIZATION FORM, MAKE THE BANK DEPOSIT AND FORWARD A COPY OF THIS FORM AND THE BANK DEPOSIT SLIP TO THE ACCOUNTANT.

CHECK NUMBER OR CASH:	
AMOUNT:	
REASON:	
CHECK DATE:	
ACCOUNT NUMBER:	
EVENT CHAIR APPROVAL/DATE:	
EXECUTIVE DIRECTOR APPROVAL/DATE:	
RECEIVED DATE:	
DEPOSIT DATE:	

**PAYMENT AUTHORIZATION FORM**

INSTRUCTIONS: COMPLETE THE FOLLOWING FORM FOR EVERY INVOICE RECEIVED AND ATTACH A COPY OF THE COMPLETED FORM AND THE INVOICE. MAKE A SEPARATE FORM FOR EACH INVOICE. THE PAY AUTHORIZATION ACCOUNT NUMBER IS FOUND ON THE DDA CHART OF ACCOUNTS. NOTE ANY INSTRUCTIONS. THE EVENT CHAIR WILL SIGN TO AUTHORIZE PAYMENT AND WILL FORWARD THE FORM AND INVOICE TO THE ACCOUNTANT. IF NO INSTRUCTIONS ARE NOTED, THE CHECK WILL BE MAILED AFTER PROCESSED BY THE ACCOUNTANT AND OBTAINING TWO SIGNATURES TO THE COMPANY ADDRESS LISTED BELOW.

PAY TO THE ORDER OF:	
MAILING ADDRESS:	
ACCOUNT NUMBER:	
REASON REQUESTED:	
INVOICE NUMBER:	
INVOICE DATE:	
INSTRUCTIONS:	
EVENT CHAIR APPROVAL/DATE:	
EXECUTIVE DIRECTOR APPROVAL/DATE:	
RECEIVED DATE:	
DATE OF CHECK:	

Manistee Downtown Development Authority

ACCOUNT QUICKREPORT  
July 1, 2019 - February 5, 2020

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT	CLR	AMOUNT	BALANCE
Office Related Expenses								
248-858 Miscellaneous-Office Related								
07/19/2019	Bill	JULY 2019 STATEMENT	Cardmember Service		248-858 Office Related Expenses:Miscellaneous-Office Related		25.00	25.00
09/17/2019	Bill	446225-0	Jackpine Business Centers	Flash Drive for City Council presentation	248-858 Office Related Expenses:Miscellaneous-Office Related		6.99	31.99
09/27/2019	Bill	4892	Lucky Lizard Awards & Gifts	DIRECTOR NAME TAG	248-858 Office Related Expenses:Miscellaneous-Office Related		12.99	44.98
10/04/2019	Bill		Cardmember Service		248-858 Office Related Expenses:Miscellaneous-Office Related		164.00	208.98
11/15/2019	Bill		Cardmember Service		248-858 Office Related Expenses:Miscellaneous-Office Related		211.80	420.78
Total for 248-858 Miscellaneous-Office Related								420.78
Total for Office Related Expenses								420.78
TOTAL								420.78

misc: Budgeted at \$300-

Cardmember service included survey monthly contract and constant contract.

→ no longer in contracts

Manistee Downtown Development Authority

ACCOUNT QUICKREPORT

Since February 5, 2019

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT	CLR	AMOUNT	BALANCE
Office Related Expenses								
248-865 Training-Education-Conferences								
09/19/2019	Bill		Caitlyn Berard	Training & Conferences	248-865 Office Related Expenses:Training-Education-Conferences		85.00	85.00
09/19/2019	Bill		Caitlyn Berard	Training & Conferences	248-865 Office Related Expenses:Training-Education-Conferences		215.00	300.00
11/15/2019	Bill	Reimbursement	Caitlyn Berard	Northwest Michigan Housing Summit	248-865 Office Related Expenses:Training-Education-Conferences		55.00	355.00
12/26/2019	Bill	#30094	Manistee Area Chamber of Commerce	Leadership program registration #44301	248-865 Office Related Expenses:Training-Education-Conferences		1,200.00	1,555.00
Total for 248-865 Training-Education-Conferences							\$1,555.00	
Total for Office Related Expenses							\$1,555.00	
TOTAL							\$1,555.00	

2019-2020 Budgeted amount: \$1250-

1) 9/19/19 Bill: MSU connecting Entrepreneurial Cities in Lexington

2) 9/19/19 Bill: Downtown Association Annual Conference

Up-coming: Leadership Lab \$250-

8-month Leadership Development Course in Manistee Michigan with \$1250- worth of scholarships per participant

- IEDC Technology-Led Economic Development Course April 2nd-3rd \$500-

- MEDIA Spring Training: TOOLBOX X 2 STAFF \$85/person  
→ Leadership training and sessions on current funding, programs, partnerships  
April 23rd

- MDA Workshop Thursday, March 17th \$95/member

Free trainings have included:

- MS department of Treasury Local Government Summit (Sept 2019)
- SBDC Small Business Summit (Oct 30th) \$55 scholarship
- RRC Certification Training (Dec)
- Our Community Listens (Dec 3rd-5th) → \$2500- scholarship

- CEDAM 2020 Small Town & Rural Development Conference \$265 - April 20th-22nd

- CEDAM Real Estate Development Boot Camp \$899 w/ membership June 1-5 2020 (Attended by ED in 2013)



Manistee County  
community foundation

January 20, 2020

Caitlyn Berard  
Manistee Downtown Development Authority  
70 Maple Street  
Manistee, MI 49660

Dear Caitlyn:

I am pleased to extend an opportunity for you to apply for participation in the **2020 Leadership Learning Lab**, an innovative opportunity to explore your leadership style, become an adaptive leader and focus on facilitating positive change in your organization and your community. This eight-month program, meeting once per month, is designed for Executive Directors and emerging leaders in the nonprofit sector.

The Manistee County Community Foundation (MCCF) teamed up with other community foundations, the Frey Foundation, Rotary Charities of Traverse City and NorthSky Nonprofit Network in an effort to offer a leadership program to help build the capacity of local nonprofit organizations across northern Lower Michigan. The MCCF and the Community Foundation for Oceana County are working together to host a site that will include six participants from each community for a cohort of 12 leaders. The location of the workshops will be at the Lakeshore Resource Network at 920 E. Tinkham Ave. Ludington, MI 49431, a half-way meeting point between Manistee and Oceana counties. NorthSky Nonprofit Network will provide coordination of the Leadership Learning Lab and program facilitators. The eight sessions will take place from **April through December, 2020**. A detailed program outline is enclosed with this letter.

While this program costs \$1,500 per participant to provide, we are delighted to offer this series at a reduced price. The Frey Foundation will generously sponsor \$1,000 per participant and the Manistee County Community Foundation will sponsor \$250 per participant. The remaining \$250 is the program tuition.

**If you are interested in participating in this program, please email me at your earliest convenience to reserve your spot.** You must also complete the attached Application Form and return it to me via email **no later than Friday, January 31, 2020**. If you are unable to take advantage of this opportunity this year, please let us know as soon as possible so that we may invite another person to participate.

Feel free to contact me with any questions about the program at [laura@manisteefoundation.org](mailto:laura@manisteefoundation.org) or (231) 723-7269. Thank you for your consideration!

Sincerely,

Laura Heintzelman  
President & CEO

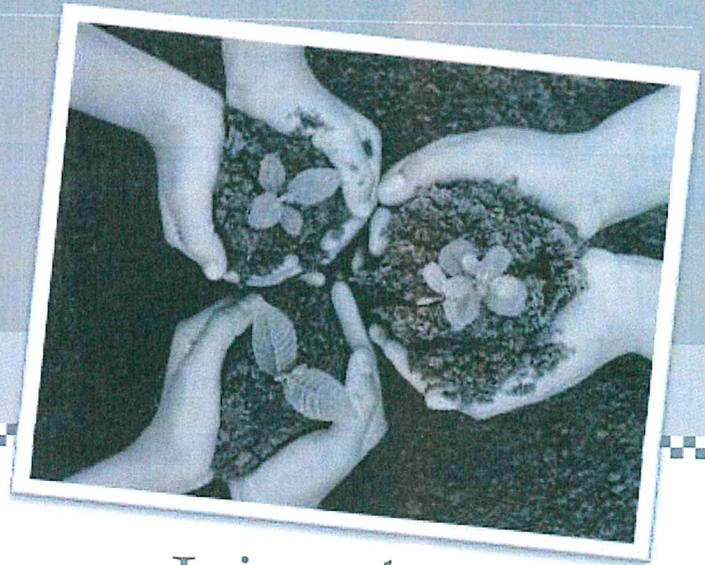
P: 231.723.7269 | F: 231.723.4983 | 395 Third Street | Manistee, MI 49660 | [manisteefoundation.org](http://manisteefoundation.org)

Enc.

# Leadership Learning Lab

Building Stronger Communities  
by Empowering Northern  
Michigan's Nonprofit Leaders

Learn. Grow. Adapt. Repeat.



## 2020 Schedule

Apr 14 9:30-12:30	Understanding Your Leadership Style
May 12 9:30-12:30	Time Management
Jun 9 9:30-12:30	Introduction to Adaptive Leadership
Aug 11 9:30-3:30	Mission-Driven Storytelling
Sept 8 9:30-12:30	Board Development
Oct 13 9:30-12:30	Fund Development
Nov 10 9:30-12:30	Adaptive Leadership II
Dec 8 9:30-1:30	Setting Goals for the Future & Celebratory Lunch

## Join us!

Are you interested in becoming a more effective leader? Would you like to have a bigger impact in your organization and community? Do you wish you had a circle of peers to support you through your biggest challenges? If so, join us for the **2020 Leadership Learning Lab!**

The Frey Foundation, ten Michigan Community Foundations and Rotary Charities have come together in this unique collaboration to support you and the work that you do. The Leadership Learning Lab is designed to empower and connect nonprofit leaders as a way to **strengthen your organizations and the communities you serve.**

In today's complex world, the conditions to be successful are constantly shifting, requiring people from all sectors to lead with a new kind of courage and skill. Explore how to become a more **adaptive leader** and take time to **learn, practice and experiment** with your new skills in areas like board development, fund development, storytelling, time management and more.

The Leadership Learning Lab is being offered at five northern Michigan sites for Executive Directors and emerging leaders. Cohort size is limited to **twelve participants** per site.

FREY FOUNDATION



Manistee County  
community foundation



community foundation  
Oceana County



ROTARY  
CHARITIES  
Resources for change



NORTHSKY  
NONPROFIT NETWORK  
A partnership of 14th & 15th streets

# Program Outline



## What is my commitment?

Participation in the Leadership Learning Lab requires the following commitment:

- Attendance at all 8 sessions
- 3-6 hours between sessions (homework, prep work and connecting with your learning pod with one meeting/call per month)
- Completion of a comprehensive pre-program survey
- Participation in program evaluations
- Signed confidentiality agreement

## How can I sign up?

Please complete the 2020 Leadership Learning Lab application form and return to your Community Foundation partner by **January 31**:

Manistee County  
Community Foundation  
Laura Heintzelman  
laura@manisteefoundation.org  
(231) 723-7269

Community Foundation  
For Oceana County  
Tammy Carey  
tcarey@cffmc.org  
(231) 861-8335

## Understanding Your Leadership Style

The Leadership Learning Lab will begin by having you explore your current leadership style and the styles of the other members of the cohort. You will use the DiSC assessment to understand your leadership style in the workplace and explore how this guides your interactions with staff, funders, volunteers and community members. You will learn how to improve communication by adapting to the needs of those with different DiSC styles.

## Time Management

Do you feel like you never have enough time for what is important? Are you overcommitted and overwhelmed by everything on your plate? Do you wish you had more time to focus on learning, collaboration and your long-term goals? In this session, you will explore your relationship with time, understand common time management myths and gain new tools to help you address your most pervasive time management challenges.

## Introduction to Adaptive Leadership

What is adaptive leadership and why is it critical for meeting the challenges of today and tomorrow? Problems in the nonprofit sector are increasingly complicated and complex, and require a new type of leader to address them. In this session, you will begin to gain an understanding of the mindsets and tools necessary for becoming an adaptive leader and explore how to use adaptive leadership to facilitate positive change.

## Storytelling, Board Development and Fund Development

Mission-driven storytelling, board development and fund development are common challenges for all nonprofit organizations. Based on your input in a pre-program survey, the Program Design Team will help address the needs of your cohort in each of these content areas. We will help you build concrete skills and practice applying these skills with an adaptive leadership mindset. Topics include the development of your core narrative, storytelling with impact, board recruitment, roles and responsibilities, board performance and fundraising, developing a case for support, gift tables, donor-centric fundraising and more.

## Adaptive Leadership II

You will take your adaptive leadership skills to the next level and learn how to increase your confidence as a leader in this session. Exploring common challenges, you will learn how to better understand the situations, identify your role and intervene skillfully. You will also practice coaching skills and gain tools to assist with difficult conversations.

## Bringing it all Together and Setting Goals for the Future

Our last learning session will walk you through a process to identify your core values, to align your work with your values, to bring together everything you have learned in the Leadership Learning Lab and to set SMART goals to carry you forward. You will also have an opportunity to co-design the future of the program in 2020 and beyond.

HOME



Search ...

*Michigan Economic Developers Association - Your Partner in Growing Your Community*

## IEDC's Technology-Led Economic Development

This course will be held on Thursday, April 2 - Friday, April 3, 2020, in the Hyatt Place in Lansing.

### Overview

This technical course focuses on the competitive advantage of regions and the role of economic developers and community stakeholders in building an innovation ecosystem. It is important to understand the process of technological commercialization. In this course, participants will be introduced to the legal and financial framework for bringing technology to market, including technology protection and product licensing. Learn how to partner with government, industry, higher education, and the private sector to create a network of technology and innovation. Multiple case studies will be presented to explain the role of business incubators, accelerators, venture capital, angel network and more.

This course is an elective in the Certified Economic Developer (CEdD) program from the International Economic Development Council (IEDC). You need two elective certification exam.

You do not have to be in pursuit of your CEdD in order to attend, however. Anyone with interest or a need for the training is welcome.

### Course Highlights

- Forming strategic alliances and technology clusters
- Building partnerships with higher education and technology councils
- Understanding technology transfer and commercialization
- Reviewing patent, copyright, trademark, and licensing terms
- Developing incubators, accelerators, and research parks
- Developing multiple financing mechanisms for technology businesses
- Debt vs. equity financing options for entrepreneurs and small businesses
- Rural technology-led economic development strategies

### Agenda\*

#### Day 1

**8:30 - 9:00 a.m. Registration**

**9:00 - 10:00 a.m. Introduction to Technology-Led Economic Development**

This session sets the context for the rest of the agenda topics. It will begin with definitions that describe the dynamics of the Global Knowledge Economy and why the future is not the same as the recent past. Questions to be discussed will include: What is technology? What is a technology company? What are the significant characteristics and dynamics that we need to take into account in economic development? What major changes does all of this imply for economic developers and for regional economies?

**10:15 - 11:15 a.m. How Incubators/Accelerators can evolve into the place for all things entrepreneurial, and how the development of a regional innovation ecosystem can drive the growth of technology and entrepreneurship**

For several years, economic developers and universities have focused on technology transfer. We now know that the process of creating successful technology enterprise clusters is more complex. It depends upon a whole "system" of resources - all working together. Many of the pieces include connecting research institutions with commercial critical entrepreneurial business skills, networking, and financing opportunities. There will be discussion of how the pieces work together to create the right environment for technology companies to grow and thrive.

**11:15 a.m. - 12:15 p.m. Case Study (Incubator/Research Park Focus)**

This session will highlight a few tested incubation models for innovation, education, and economic development that have been applied around the world. Participants will learn about innovation-centered economic and business development models and how EDOs can work with local and regional research facilities to facilitate job

**12:15 - 1:30 p.m. Lunch on your own**

FIND US ON:



**1:30 - 3:00 p.m. From Idea to Marketplace - Knowledge Management Processes**

Technology transfer and commercialization of intellectual property is one of the most difficult things for universities to do well. Some universities have "cracked the code." What differentiates the successful from the others? Those that have "cracked the code," in most instances have created a regional system of resources, working towards a common goal. The session will discuss how the various components can create a synergy leading to technology cluster development in which entrepreneurs can thrive.

**3:15 - 4:30 p.m. Engaged Research Institutions - at the Heart of TLED Strategies**

In this session, the participants will explore in greater depth all the ways in which community colleges, universities, medical and other research institutions are playing critical roles in any regional TLED strategy. This session will also address the issue of what to do in the absence of these types of institutions.

**Day 2****9:00 - 10:15 a.m. Tech-led Strategies for Rural Economies**

Rural-based economic developers can assist tech-based businesses by fostering strong networks of business service providers, improving telecommunications infrastructure, helping local firms access the most recent innovations in technology to help grow their businesses. This session will cover practical strategies that rural EDOs can incorporate into their robust technology-based economic development plan.

**10:30 a.m. - 12:00 p.m. Financing and Equity Options for Tech-based Businesses**

There are many viable options for tech-based businesses to acquire small business development funding such as commercial banks, angel investors and SBTDC programs. This session will help practitioners better understand the diverse set of funding sources available. Also, this session will improve the practitioner's understanding of what lenders are typically looking for in a start-up venture.

**12:00 - 1:30 p.m. Lunch on your own****1:30 - 3:00 p.m. The Knowledge Workforce**

We know that one of the hugely important factors to tech companies, when they decide where to be, is the availability of a suitably skilled local workforce. Indeed, workforce strategies has become an important part of the economic developer's job. In this session, we will address how to strategize for bringing together local/regional resources (Colleges, etc.) to be sure that your region can market its high-skilled workforce for tech companies.

**3:15 - 4:15 p.m. Defining Local/Regional Capacities and Industry Clusters, to Create a Tech-Led Market Strategy**

Once participants and a process are defined, the next step is to assess local/regional capacities and the assets on which to base a TLED strategy. This session will include an analysis, including economic assessment. It will address the assessment of education and workforce assets and requirements. It also will describe how to analyze the data base and define present and targeted clusters for market strategy.

**4:15 - 4:35 p.m. Putting it All Together**

Now that you have heard about the pieces, how do you put it all together? This session will summarize the information covered in the course, provide a few mini case studies, and engage participants in discussing how they would apply what they have learned in their regions.

**4:35 - 4:45 p.m. Wrap-up and Certificates**

\*Agenda subject to change

## Attendance Policy

In order to receive full IEDC certification credit for this course and a certificate indicating course completion, participants must attend the entire course and stay through the last day. Please make travel plans accordingly.

## Instructors

Visit this page to learn about the course instructors.

## Registration Fees

You must pay before the course in order to attend.

- MEDA will email invoices approximately 2 months before the course to anyone that has not paid by then via check or credit card.
- If you need an invoice before that, you can request one by contacting [cjrae@medaweb.org](mailto:cjrae@medaweb.org).
- If you register within the 2-month timeframe, you will receive an invoice in about 1 week via email.

**IEDC/MEDA Members Non-Members Date Ranges**

\$490	\$640	By C.O.B. February 20
\$630	\$780	February 21 - March 19
\$650	\$800	After March 19

## Cancellation Policy

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## Hotel Reservations

For a group rate of \$125+/-/night at Hyatt Place, make your reservation by March 6, 2020. To reserve online, visit [www.hyatt.com](http://www.hyatt.com) and enter code **G-MEDA**. You may call 8847.

## Recertification Credits

For currently Certified Economic Developers (CEcD's), this program qualifies for (3) Level 1 Recertification Points from the International Economic Development Co

This event has been approved for (2) continuing education credits for Economic Development Finance Professional (EDFP) certification from the National Developm

Use the form on this page to claim your credit.

## Registration

[Register](#)

### ABOUT

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- BOARD OF DIRECTORS
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## Contact Us

Michigan Economic  
Developers Association  
P.O. Box 15096  
Lansing, MI 48901-5096  
PH: 517-241-0011  
[meda@medaweb.org](mailto:meda@medaweb.org)

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Michigan Economic Developers Association - Your Partner in Growing Your Community

MEDA Home > EVENTS > EDUCATION & NETWORKING > Inside the Economic Development Toolbox

## MEDA Emerging Leaders Spring Training

This yearly event will be held on Thursday, April 23, 2020, at the Michigan Municipal League's Lansing Offices.

This special half-day is created by emerging leaders in economic development for their peers. Sessions will let you to better understand core areas of economic development down to the terminology used by the well-versed.

In order to develop the best conference, a volunteer committee of MEDA members meets regularly to plan this event and other programs and services for emerging leaders in economic development. Click here to learn more about the Emerging Leaders Committee.



Member Lo

Username

Password

Log in

Forgot Login?

## Sponsor This Event

Get in touch with tomorrow's leading economic developers by supporting the Emerging Leaders.

See Emerging Leaders Sponsorship on our Sponsor MEDA page.

## Agenda

The agenda is typically available in early March.

## Cost

**Early Registration:** MEDA Members \$60/Non-Members \$70

**Regular Registration (starts at midnight one week before the program):** MEDA Members \$75/Non-Members \$85

## Recertification Credits

This event has been approved for (1) continuing education credit for Economic Development Finance Professional (EDFP) certification from the National Development Council (NDC). Use the form on this page to claim your credit.

## Register

Registration is typically available in early March.

**\*\*Please note that while the content of this program is geared toward emerging leaders, anyone that feels a need for this training can attend.**

FIND US ON:   



## Downtown Lansing

Downtown Lansing is proud to be the Capital of our great lakes state. Nestled along the banks of the Grand River, downtown Lansing serves as a hub for business as well as a center for educational activity. From the Stadium District, Capital Complex, Riverfront District, or Washington Square - opportunities abound as visitors and residents alike find a natural escape, cultural center, and an entertaining destination when exploring any of the four districts that connect the downtown and Capital City. Whether you are into craft breweries, local coffee shops, kayaking, galleries, museums and more - downtown Lansing is a place worth taking in!

## Hotel

MDA members and guest may reserve rooms at Kellogg Hotel & Conference Center for a special rate of \$130.00 plus tax until February 11, 2020. Please call 800-875-5090 and refer to the Group Code: 2003MICHUY or Block Name: Michigan Downtown Assn. Room Block. Reservations can also be made by visiting [www.kelloggcenter.com](http://www.kelloggcenter.com) and clicking on the "Reservations" link and applying the Group Code: 2003MICHUY.

## Program:

### Lansing Day

#### Wednesday, March 11, 2020

Michigan Municipal League, Training Room  
208 North Capitol Avenue, Lansing MI

10:30 am - 11:00 am

#### Registration

11:00 am - 12:00 pm

#### Welcome & Introductions

*Cristina Sheppard-Decius, Chair,  
Michigan Downtown Association*

#### Legislative Update

*Molly Lalone, Chair MDA Legislative and  
Advocacy Committee*

#### Key Messages to Share with Lawmakers

*MDA Legislative Committee*

12:00 pm - 1:15 pm

#### Luncheon Reception with Legislators

*MML Training Room*

1:30 pm - 2:30 pm

#### Meetings with Legislators

2:45 pm - 3:30 pm

#### Mandatory Meeting for Participants of the MIPDM Certificate Program

*MML Training Room*

5:30 pm - 7:30 pm

#### MDA Meet & Greet

*HopCat, 300 Grove Street, East Lansing  
Join us as we enjoy good company, complimentary  
appetizers, and a cash bar.*

*Sponsored by Adkison, Need, Allen & Rentrop, PLLC*

## Workshop: Downtown Management Never Ends: Sustaining Success With A Professional Management Strategy

### Thursday, March 12, 2020

*Cooley Law School Stadium*

*The View*

*505 E. Michigan Avenue, Lansing, MI*

Please park in lot #37 located on Cedar Street between Shiawassee Street and Michigan Avenue. Parking is \$2.00 per hour with a 24-hour maximum stay and a maximum charge of \$10.00.

8:30 am - 9:00 am

#### Registration

*Continental Breakfast Sponsored by  
Downtown Lansing, Inc.*

9:00 am - 9:10 am

#### Welcome

*Cristina Sheppard-Decius, Chair,  
Michigan Downtown Association*

9:10 am - 9:20 am

#### Welcome to Downtown Lansing

*Deputy Mayor, Samantha Harkins*

9:20 am - 9:30 am

#### Attendee Introductions

9:30 am - 9:40 am

#### Vendor & Sponsor Introductions

9:40 am - 10:15 am

#### Why We Still Need Downtown Management

We still hear people say, "Downtown is all finished and we can now put our money elsewhere. We don't need to spend money on management of the DDA and we may not need the DDA anymore because all of the buildings are filled and the buildings all look good." These statements are extremely inaccurate and misleading and absolutely false. This session will revisit and clearly establish why comprehensive Downtown Management is a forever thing and, if not, why failure is a sure thing.

*Bob Donohue, DDA Director, City of South Lyon*

10:15 am - 10:30 am

#### Networking Break

10:30 am - 11:15 am

#### Downtown Management Budgets to Impress: Simple Details, Easy to Understand

This session will bring clarity to DDA and other Downtown Management Organization (PSD, BID, BIZ, etc) budgets and will provide ideas for simplified, easy to understand organization for official budget documents. Attendees will leave with a process for greater understanding by Board Members and anyone who has a role in review and use of the Downtown Management Budget. This is also a direct positive response to the requirements of Michigan PA 57 which stresses more transparency. A win/win for everyone!

*Gordon Fernetto, Owner, G Fernetto Accounting*

*Thomas Gerdon, Owner,  
Gerdon Management Group*

11:15 am - 11:45 am

#### Lessons Learned, Year One of PA 57

In 2019, new reporting requirements for DDAs went into effect under PA 57. Is your community compliant? What questions do you have regarding the new reporting form, website requirements, and public information meetings? A member of the Treasury Department will answer your questions and share insights gained from one year of collecting PA 57 data and reports.

*Troyis Bukowick, Michigan Department of Treasury*

11:45 am - 12:45 pm

#### Lunch on Site

*Sponsored by Lake Trust Credit Union*

#### Legislative Update

*Molly Lalone, Chair MDA Legislative and  
Advocacy Committee*

12:45 pm - 1:20 pm

#### Communication, Communication, Communication

You have heard many times constituents and business owners complaining that they were not aware of key developments or plans for upcoming downtown projects. There are multiple ways to communicate a weekly, monthly, and annual report. Learn techniques to inform, educate, engage, and excite your merchants and the entire community about everything downtown. Whether using email blasts, surveys, Instagram, or elaborate presentations, your DDA can produce a "State of the Downtown" annual report to fit your needs. The presenters will outline techniques for budgeting, creating content, and staffing reports that will get attention and motivate your community.

*Steve Diester, Member, MDA Board of Directors  
Lindsay Dotson, Executive Director,  
Charlevoix Main Street DDA  
Sean Kammer, Downtown Manager,  
Royal Oak DDA*

1:20 pm - 1:50 pm

#### Leveraging MEDC Assistance to Create a Vibrant Downtown

Adam Cummins will present strategies downtown managers can use to best take advantage of CATeam support. He will cover topics such as: familiarization with MEDC tools and incentive programs, connecting building and small business owners with their regional CATeam specialist, and information sharing.

*Adam Cummins, MEDC, CATeam Specialist  
for the Michigan Economic Development  
Corporation*

1:50 pm - 2:05 pm

#### Networking Break

2:05 pm - 2:35 pm

#### GOT BLIGHT?

Is blight an issue in your community? Are junk cars and trash piling up and homes looking run-down? Do failed businesses and industry stick out like sore thumbs? Don't let blight define the character of your community, take action! Join us in this interactive discussion on what blight is, how it affects communities across Michigan, and what can be done about it. These topics and more will be discussed in a step-by-step story on how one Upper Peninsula community is tackling this very issue.

*Nate Héffron, City Manager, Negaunee*

2:35 pm - 3:15 pm

#### Q + A + Peers = Success

Downtown Management brings new challenges every day. Being prepared is half the battle and being able to find the answers you need is the other half. This session is all about what is on your mind. Bring your questions and pose them to the group and our panel. We promise amazing answers and stunning solutions, directly from your peers.

*Panel:  
Rob Backgalupi, Principal, Mission North  
Cristina Sheppard-Decius, President and Owner,  
POWI Strategies, Inc.  
Jerry Detloff, Owner,  
Downtown Management Strategies  
Moderator-  
Dana Walker, Director, MDA  
Closing Remarks  
Cristina Sheppard-Decius, Chair,  
Michigan Downtown Association*

3:15 pm

[Back](#)

## 2020 Small Town and Rural Development Conference

### Start

April 20, 2020

4:00 PM

### End

April 22, 2020

12:00 PM

### Location

Crystal Mountain, Thompsonville, MI

### Registration

(depends on selected options)

### Base fee:

- Consumers Energy Guest 
- General – \$265.00

The **15th annual Michigan Small Town & Rural Development Conference** is April 20-22, 2020 will begin Monday evening with a welcoming reception, continue all day on Tuesday and conclude The conference is geared toward those working in and on behalf of small or rural communities in N the [Rural Partners of Michigan](#).

View the [Draft Agenda](#).

For lodging information please visit our dedicated reservation site for conference pricing. Please no special pricing is only available until April 6, 2020. To see rates and terms click [here](#).

Registration includes dinner on Tuesday evening. You will be prompted to enter which entree you r the following choices:

Beef, Fish, or Vegetarian

[Register](#)

**Early registration closes on March 27;** payment must be received or postmarked by March 27, if the late rate.



## 2020 Small Town & Rural Development Conference

April 20 - 22, 2020  
Crystal Mountain

### *Draft Agenda*

#### **Monday**

1:00 - 3:00 pm

**Board of Directors meeting**

*Location: Arctic Bay*

3:00 - 5:00 pm

**Registration**

*Location: Foyer*

5:00 - 7:00 pm

**Networking reception**

*Location: Iron Fish Distillery*

*14234 Dzuibanek Rd,  
Thompsonville, MI 49683*

*Shuttles will leave from Crystal Mountain starting at  
5pm. Directions will be available at the registration  
table.*

#### **Tuesday**

7:30 - 8:30 am

**Registration & breakfast**

*Location: Foyer*

8:30 - 8:45 am

**Welcoming remarks**

*Location: James Bay*

Jessica AcMoody, Rural Partners of Michigan

8:45 - 9:45 am

***Keynote: A Bright Future Begins Here:  
Michigan's Clean Energy Plan***

*Location: James Bay*

*Brian Rich, Consumers Energy*

In 2019, with input from our customers and other stakeholders, Consumers Energy launched its Clean Energy Plan for Michigan.

The plan will eliminate coal and meet 90 percent of our state's energy needs with clean resources by 2040 – and we need your help!

Join Brian Rich, Consumers Energy's Senior Vice President and Chief Customer Officer, for a conversation about Michigan's Clean Energy Plan. You'll learn about the clean and lean energy future we're building, and the solutions we offer residents and businesses in Michigan's rural communities to help us realize it.

10:00 - 11:00 am

***Grow Benzie: How one community converted  
an abandoned plant nursery into a thriving  
community center***

*Location: Northwest A*

*Speaker: Josh Stoltz, Grow Benzie*

Twelve years ago, Grow Benzie was just the idea of some folks in a community organizing to build gardens and teach kids where their food comes from. Within 90 days, the group formed a nonprofit and purchased an abandoned, 4-acre, commercial plant nursery. Today, the nonprofit's facilities include an incubator kitchen and hoop houses leased to new farmers as an incubator opportunity. Join us to learn about the support and mentorship Grow Benzie provides, how we generate earned income, and more.

***Senior housing***

*Location: Northwest BC*

*Speakers: Nicholas Groenleer, FHLBI; Brittney M. Williams, LLMSW; Matthew Cremin, LLMSW*

***What to do with your town's empty school  
building***

*Location: Hudson Bay*

*Speakers: Scott Govitz Beaverton Activity Center;  
Aileen Waldron, USDA Rural Development*

Does your town have an empty school building? The Beaverton Activity Center is a great example of what a former school can be transformed into. Join

us to review the success story of the center, and learn about other ways to retrofit an empty school building into a beneficial structure in your community.

**Fix it up, pay it up, or give it up: Michigan code enforcement tools to improve vacant, abandoned, and deteriorated properties**

*Location: Arctic Bay*

*Speakers: Payton Heins, Center for Community Progress; Cathy Lunsford, Midland County Treasurer*

Responsible property ownership and maintenance is at the heart of community stability. A vacant home, deteriorated downtown commercial property or overgrown, trash-ridden lot can impact the physical appearance, health, and safety of the community. Local government has the task of encouraging owners to carry out their responsibilities and take action to minimize these potential harms. The Center for Community Progress has developed a guide to help community leaders across Michigan understand how to use code enforcement to address common problem property concerns. Presenters will walk through a variety of code enforcement tools that are available to Michigan communities, and discuss how they apply to different property scenarios. Attendees will hear how one Michigan community has effectively applied one of these tools to address vacant, tax delinquent properties using an accelerated process.

11:15 - 12:15 pm

**Strengthening rural communities through commercial corridor development**

*Location: Northwest A*

*Speakers: Nicholas Pohl, Capital Impact Partners; Mary Donnell, Michigan Good Food Fund, Capital Impact Partners; Steve Fernandez, Country Style Marketplace; Charles Donaldson, Michigan Economic Development Corporation (MEDC)*

A new grocery store in downtown Port Huron has helped to strengthen a rural commercial corridor. Funders including Capital Impact Partners, the Michigan Good Food Fund, and the Michigan Economic Development Corporation will share how they worked together with the developer to provide access to healthy food and support the revitalization of a commercial corridor.

### **Let's get RAAD: Advocating for a rural cabinet level position in Michigan**

*Location: Northwest BC*

*Speakers: Kent Wood, Borealis Strategic, LLC; Amy Clickner, Lake Superior Community Partnership; Marty Fittante, InvestUP*

Despite Michigan's economic comeback over the last decade, rural Michigan counties and communities continue to see a decline in population and sustainable economic vitality. As a state, Michigan still lacks a coordinated rural approach to policy and governing. To change this narrative, a diverse coalition of stakeholders has started to form to make Michigan a national leader in approaching rural development. We will provide education and a call to action for a campaign to develop and create a rural cabinet level position within the Governor's administration in Michigan.

### **The Business of Marijuana**

*Location: Hudson Bay*

*Speaker:*

With voter approval of both medical and recreational marijuana in Michigan, hear how one community is working through issues around marijuana industry development

### **Expanding support to small businesses**

*Location: Arctic Bay*

*Speakers: Jennifer Bruen, MSU EDA University Center for Regional Economic Innovation; Dennis West, Northern Initiatives*

Join Michigan State University's EDA University Center for Regional Economic Innovation (REI) and Northern Initiatives, a nonprofit Community Development Financial Institution (CDFI), to learn about an innovative program designed to deliver quality knowledge for small business owners and entrepreneurs over a large geographic area.

This session will talk about the successful collaboration between REI and Northern Initiatives which developed small business training videos for loan applicants and awardees. The videos helped promote fundamental business practices, using topics such as banking services, branding, common errors in financial statements, credit reporting, and finding customers.

**Lunch & Keynote Address:**

*Location: James Bay*

**Senate office updates:** Senator Debbie Stabenow's office and Senator Gary Peters' office

**Keynote Speaker:**

**Whitney Kimball Coe, Director, National Programs, Center for Rural Strategies**

Rural communities and small towns are a proving ground for what it looks like to work together for a vibrant future. In this moment of hyper-partisanship and polarization, we should turn our gaze to small places where local leaders—especially women—are pursuing big ideas about how we make sure everyone has a place at the table. Whitney Kimball Coe will share stories of hope, practice, and breakthroughs from the Rural Assembly network.

2:00 - 3:00 pm

**Positioning small towns to help small businesses succeed**

*Location: Northwest A*

*Speaker: Suzanne Perreault, Michigan Economic Development Corporation (MEDC)*

Small businesses are the cornerstone of Michigan downtowns, contributing to the unique and authentic place that make our community's special. As part of the MEDC's Community Development Team, additional resources, programming, and tools that support the creation, retention, and growth of businesses on main street have been developed. Learn more about these programs, framed through an understanding of your local entrepreneurial ecosystem. This includes information on access to capital, education, technical assistance, and the entrepreneurial culture in Michigan.

**Before you dig: Preparing your community for housing development**

*Location: Northwest BC*

*Speakers: C.J. Felton, Community Housing Network; Eric Hanna, Michigan Community Capital; Nathan Keup, Ginosko Development Company*  
Housing is the talk of the town as communities across the country struggle to find affordable

housing for their constituents and workforce. While we would like to rush development to bring people in now, there are careful steps that must be taken to prepare your community for development before the shovel can go in the ground. These three skilled developers will share their experiences and tips on navigating through the waves to get to the point that development can begin.

**Re-imagining Charlevoix's alleys: Adaptive reuse, youth engagement, & placemaking**

*Location: Hudson Bay*

*Speaker: Lindsey Dotson, Charlevoix Main Street DDA; Sean Bradley, Junior Main Street Committee Chair*

Learn how Charlevoix transformed two underutilized areas of their downtown into thriving centers of activity and the different incentives, partnerships, and investments that made it all possible.

**ALICE Report**

*Location: Arctic Bay*

*Speaker:*

3:15 - 4:15 pm

**Brownfields to solar brightfields**

*Location: Northwest A*

*Speaker: Sarah Mills, University of Michigan*

The energy landscape is quickly transitioning in Michigan, with solar developers in particular looking for land to lease (or buy) for solar energy projects. In this session, we'll discuss which sorts of properties might be ideally positioned for solar development, how to market your properties to solar developers, and also provide some examples of solar projects on brownfield sites. Learn about a project that University of Michigan students are working on with the State Land Bank to help them understand opportunities on their properties, and how you might undergo something similar in your community.

**Quality of life in a rural community:  
Perceptions of the role and contribution of the  
small, rural community college**

*Location: Northwest BC*

*Speakers: Dr. Jared Reed, Southeastern Community College, West Burlington, IA; Dr. Jan Friedel, Iowa State University, Ames, IA*  
In this session, we'll present and discuss the findings of a recent (2019) doctoral dissertation study that explored rural community leaders' perceptions of the role and contributions of a small, rural community college contributing to rural quality of life. This session will offer rural community leaders the opportunity to explore their understanding of the terms rural, rural community, and quality of life using insights from rural Iowa community leaders. We'll discuss the implications for the small, rural community college and rural communities, and opportunities for partnership and growth.

**Rural broadband**

*Location: Hudson Bay*

*Speaker:*

**PowerMiDrive - Electric Vehicle Infrastructure program**

*Location: Arctic Bay*

*Speaker: Scott Weber, Consumers Energy*

Consumers Energy will provide an overview of the "PowerMiDrive" Electric Vehicle infrastructure program with focus on charging infrastructure in rural communities. We'll discuss the current Plug-in vehicle market and operational considerations within rural communities. Attendees will have the opportunity to raise questions and address concerns or benefits surrounding Plug-In electric vehicles.

5:30 - 7:30pm

**Pairing dinner with North Channel Brewing Co.**

*Location: Northwest A & B/C*

Enjoy a fantastic meal with expertly paired beers from North Channel Brewing and the chef at Crystal Mountain. You will have a choice of beef, fish or vegetarian dishes when you complete your registration.

**Wednesday**

7:30 - 9:00am

**Continental breakfast**

*Locations: Foyer of Hudson Bay and St. James Bay*

9:00 - 12:00pm

### **Consumers Energy Pitch Competition**

*Location: James Bay*

Consumers Energy Foundation is hosting a session for communities to pitch ideas that will help put their community on the map. We are seeking innovative ideas that will help energize your town and create momentum that builds a stronger sense of community. If your submitted idea is selected you will be invited to present your idea to a panel of judges during the Wednesday morning session. The top three presentations will be awarded one of three Consumers Energy Foundation grants: \$25,000 for first, \$15,000 for second and \$10,000 for third.



## Attended by Manistee DDA Exec Dir 2013

# REAL ESTATE DEVELOPMENT BOOT CAMP

Real Estate Development Boot Camp will help you learn the fundamentals of developing **affordable housing** in Michigan, equipping you with the tools you need to transform your community. Whether you are new to the industry or could use a refresher in current trends and standards, learning the fundamentals of this complex industry can play a major role in the success of a project.

## 2020 Training

*\*Individual members are not eligible for the member rate on trainings. Learn more about the different levels of a CEDAM membership and the benefits associated with them [here](#).*

- **When:** June 1-5, 2020
  - **Where:** [Kettunen Center](#) in Tustin, Michigan
  - View the [draft agenda](#)
  - Member rate: \$899 early, \$999 late
  - Non-member rate: \$1,399 early, \$1,499 late
- Interested in becoming a member? [Learn more](#).*

Register

## Curriculum

### Development Process

- Explore the order of activities in which real estate development usually occurs

- Understand basic pro forma development and how affordable housing real estate finance works, including tax credits
- Understand at which points decisions must be made in order to move forward on a project
- Provide a flow chart of the CD real estate development process

### **Market Identification**

- Explore the necessity of market knowledge in the real estate development process
- Understand the components of a housing market study
- Identify ways of gaining marketing information at little or no cost to the organization

### **Site Selection & Control**

- Gain an understanding of the site characteristics that are notable when selecting a site for development
- Understand the site control process
- Review methods of site control and receive model site control documents

### **Final Project**

- Apply concepts learned at training to create a project plan for a potential development
- Present (with a group) to a funding panel comprised of professionals from MSHDA and several funders who review and finance projects

### **View Past Boot Camp Photos**

Manistee City  
DDA 2018-2019 Proposed Budget

	2016-2017 Budget	2017-2018 Budget	2018-2019 Budget	2019-2020 Budget	2020-2021 Budget	2020-2021 Notes
<b>TIF Revenue</b>						
Delinquent Personal Property Taxes	\$ 271,622.00	\$ 259,077.00	\$ 262,667.00	\$ 251,884.00		
Total TIF Revenue	\$ 271,622.00	\$ 259,077.00	\$ 262,667.00	\$ 251,884.00		
<b>Small Taxpayer Exemption on Personal Property</b>	\$ 18,560.00	\$ 18,000.00	\$ 20,000.00	\$ 20,000.00		
<b>Misc. Rev</b>						
Interest Income	\$ 115.00	\$ 100.00	\$ 100.00	\$ 500.00		
Event Merchandise	\$ -	\$ -	\$ -	\$ -		
Misc. Income	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00		
Loan Application Fees	\$ -	\$ -	\$ -	\$ -		
Hanging Baskets Sponsors	\$ -	\$ -	\$ -	\$ -		
Tree Sponsors	\$ -	\$ -	\$ -	\$ -		
Holiday Decoration Sponsors	\$ -	\$ -	\$ -	\$ -		
Grants	\$ -	\$ -	\$ -	\$ -		
Fund Balance	\$ -	\$ -	\$ -	\$ -		
Total Misc. Revenue	\$ 115.00	\$ 100.00	\$ 2,100.00	\$ 2,500.00		
<b>Total Revenue</b>	<b>\$ 290,297.00</b>	<b>\$ 277,177.00</b>	<b>\$ 284,767.00</b>	<b>\$ 274,384.00</b>		

	2016-2017 Budget	2017-2018 Budget	2018-2019 Budget	2019-2020 Budget	2020-2021 Budget
<b>Required Expenditures</b>					
Payroll	\$ (80,655.00)	\$ 65,000.00	\$ 65,000.00	\$ 110,000.00	\$ 110,000.00
Relocation	\$ -	\$ -	\$ -	\$ -	\$ -
Admin	\$ -	\$ -	\$ -	\$ -	\$ -
Bond Payment	\$ (139,750.00)	\$ 140,000.00	\$ 140,000.00	\$ 137,700.00	\$ -
Insurance	\$ (1,800.00)	\$ 1,800.00	\$ 1,800.00	\$ 2,350.00	\$ 2,350.00
Bank Service Charge	\$ -	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
<b>Total Required</b>	<b>\$ (222,205.00)</b>	<b>\$ 206,900.00</b>	<b>\$ 206,900.00</b>	<b>\$ 250,150.00</b>	<b>\$ 112,450.00</b>

	2016-2017 Budget	2017-2018 Budget	2018-2019 Budget	2019-2020 Budget	2020-2021 Budget
<b>Office Related</b>					
Phone	\$ (1,200.00)	\$ -	\$ -	\$ 300.00	\$ -
Meeting Refreshment	\$ -	\$ -	\$ -	\$ 300.00	\$ -
Credit Card	\$ (200.00)	\$ 200.00	\$ 200.00	\$ -	\$ -
Training	\$ (500.00)	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 2,000.00
Printing & Reproduc	\$ (250.00)	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00
Misc	\$ (300.00)	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00
Membership due	\$ (750.00)	\$ 430.00	\$ 430.00	\$ 600.00	\$ 900.00
Advertising	\$ (300.00)	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00
Rent	\$ (6,000.00)	\$ -	\$ -	\$ -	\$ -
Postage	\$ (350.00)	\$ 350.00	\$ 350.00	\$ 300.00	\$ 100.00
Office Supplies / Equip	\$ (1,500.00)	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,500.00
Travel	\$ (1,000.00)	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Business Expo	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Office Expenditures</b>	<b>\$ (12,350.00)</b>	<b>\$ 5,080.00</b>	<b>\$ 5,080.00</b>	<b>\$ 5,600.00</b>	<b>\$ 6,350.00</b>
<b>Prof. Services</b>					
Accounting	\$ -	\$ 3,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00

To include Exec. Director and Admin Toolbox sessions, summits, leadership, courses

To include: Manistee Area Chamber of Commerce, MEDA, CEDDEM

To include: New laptop, Filing System, Office Supplies

Manistee City  
DDA 2018-2019 Proposed Budget

	2016-2017 Budget	2017-2018 Budget	2018-2019 Budget	2019-2020 Budget	2020-2021 Budget	2020-2021 Notes
<b>TIF Plan Redevelop</b>						
Annual Audit	\$ (1,500.00)	\$ 500.00	\$ -	\$ -	\$ -	
Local Banks (\$25,000 Loan)	\$ -	\$ 1,750.00	\$ 1,500.00	\$ 2,500.00	\$ 2,500.00	
IRP Loan Program	\$ -	\$ -	\$ -	\$ -	\$ -	
Revolving loan Fund	\$ (250.00)	\$ -	\$ -	\$ -	\$ -	
Legal Fees	\$ (750.00)	\$ 1,000.00	\$ 750.00	\$ 1,000.00	\$ 1,500.00	
<b>Total Professional Services</b>	<b>\$ (2,500.00)</b>	<b>\$ 6,250.00</b>	<b>\$ 7,250.00</b>	<b>\$ 8,500.00</b>	<b>\$ 9,000.00</b>	
<b>Maintenance</b>						
City Allocation	\$ (10,000.00)	\$ 22,000.00	\$ 22,000.00	\$ 22,000.00	\$ 65,000.00	
Cross Walks	\$ -	\$ -	\$ -	\$ -	\$ -	
Downtown Maint	\$ -	\$ -	\$ -	\$ 28,400.00	\$ 43,000.00	
<b>Total Maintenance</b>	<b>\$ (10,000.00)</b>	<b>\$ 22,000.00</b>	<b>\$ 22,000.00</b>	<b>\$ 50,400.00</b>	<b>\$ 108,000.00</b>	To include: Paverwork \$40,000, painting \$3,000
<b>Beautification</b>						
Trees	\$ -	\$ -	\$ -	\$ -	\$ -	
Hanging Baskets + Watering	\$ (8,000.00)	\$ 13,000.00	\$ 13,000.00	\$ 13,000.00	\$ 4,000.00	Includes Hanging Baskets. Watering now included in City Service Agreement
Landscaping	\$ (18,000.00)	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ -	Within City Service Agreement
Holiday Decorations	\$ (10,000.00)	\$ 8,000.00	\$ 8,000.00	\$ 8,500.00	\$ -	
Facade Grant	\$ (8,000.00)	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 30,000.00	
Flowers (2019-2020 budget is transfer to property acquisition)	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00	As indicated in TIF admendment
<b>Total Beautification</b>	<b>\$ (44,000.00)</b>	<b>\$ 49,000.00</b>	<b>\$ 49,000.00</b>	<b>\$ 74,500.00</b>	<b>\$ 67,500.00</b>	
<b>Projects</b>						
Loop Signage	\$ -	\$ -	\$ -	\$ -	\$ -	
Parking Signage	\$ -	\$ -	\$ 800.00	\$ -	\$ -	
Downtown Map	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	PR Goal?
Window Wraps	\$ (3,000.00)	\$ -	\$ -	\$ -	\$ -	
Historic Tour Plaques	\$ -	\$ -	\$ -	\$ -	\$ -	
Redevelopment Liquor Licenses	\$ (375.00)	\$ -	\$ -	\$ -	\$ -	
Marketing & Incentivizing Residential Space	\$ (500.00)	\$ 500.00	\$ -	\$ -	\$ -	
Educational Series	\$ (500.00)	\$ 500.00	\$ -	\$ -	\$ -	
Recruitment Team	\$ (1,000.00)	\$ -	\$ -	\$ -	\$ -	
Business Assistance - other	\$ -	\$ -	\$ -	\$ -	\$ -	
Property Acquisitions	\$ -	\$ -	\$ -	\$ 78,000.00	\$ -	
Contribution Farmer's Market	\$ -	\$ -	\$ -	\$ -	\$ -	
Downtown Dollars	\$ (900.00)	\$ 900.00	\$ 400.00	\$ 500.00	\$ 500.00	
<b>Total Projects</b>	<b>\$ (6,275.00)</b>	<b>\$ 1,900.00</b>	<b>\$ 3,200.00</b>	<b>\$ 78,500.00</b>	<b>\$ 500.00</b>	
<b>Volunteers</b>						
Volunteer Appreciation	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	
Volunteer Recruitment	\$ -	\$ -	\$ -	\$ -	\$ -	
<b>Total Volunteer Expenditures</b>	<b>\$ 1,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Advertising</b>						
Revenue Co-Op	\$ -	\$ -	\$ -	\$ -	\$ -	
Promo Expense Pass Through	\$ -	\$ -	\$ -	\$ -	\$ -	
Co-Op Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	
Database	\$ -	\$ -	\$ -	\$ -	\$ -	

Manistee City  
DDA 2018-2019 Proposed Budget

	2016-2017 Budget	2017-2018 Budget	2018-2019 Budget	2019-2020 Budget	2020-2021 Budget	2020-2021 Notes
Promotions PSA's	\$ -	\$ -	\$ -	\$ -	\$ -	
PR	\$ -	\$ -	\$ -	\$ -	\$ -	
Advertising	\$ (4,000.00)	\$ 3,100.00	\$ 7,500.00	\$ 5,000.00	\$ 5,000.00	
Newsletter + Mailing	\$ (1,300.00)	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	
Retainer for Rightside Design (promotions)	\$ (5,000.00)	\$ -	\$ -	\$ -	\$ -	
Website Redevelopment	\$ (500.00)	\$ 1,000.00	\$ -	\$ 500.00	\$ 500.00	
MSDDA Website (hosting)	\$ (100.00)	\$ -	\$ -	\$ -	\$ -	
Downtown Brochure	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Advertising	\$ (10,900.00)	\$ 4,400.00	\$ 7,800.00	\$ 5,800.00	\$ -	
<b>Total Expenditures</b>	<b>\$ (307,230.00)</b>	<b>\$ 295,530.00</b>	<b>\$ 301,230.00</b>	<b>\$ 473,450.00</b>	<b>\$ 303,800.00</b>	
<b>Income/Loss before Events</b>	<b>\$ (16,933.00)</b>	<b>\$ (18,353.00)</b>	<b>\$ (16,463.00)</b>	<b>\$ (199,066.00)</b>	<b>\$ (303,800.00)</b>	
<b>Events</b>						
Wine & Chocolate Walk Rev	\$ 8,500.00	\$ 6,300.00	\$ 6,300.00	\$ -	\$ -	
Wine & Chocolate Walk Exp	\$ (5,700.00)	\$ (4,329.00)	\$ (4,300.00)	\$ -	\$ -	
	\$ 2,800.00	\$ 1,971.00	\$ 2,000.00	\$ -	\$ -	
Frostbite Sponsorships	\$ 1,500.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	
Frostbite Saturday Exp	\$ (2,500.00)	\$ (660.00)	\$ (1,000.00)	\$ -	\$ -	
	\$ (1,000.00)	\$ 340.00	\$ -	\$ -	\$ -	
Side Walk Sales Rev	\$ -	\$ -	\$ -	\$ -	\$ -	
Sidewalk Sales Exp	\$ (500.00)	\$ (500.00)	\$ (500.00)	\$ -	\$ -	
	\$ (500.00)	\$ (500.00)	\$ (500.00)	\$ -	\$ -	
Hops & Props Rev	\$ 33,000.00	\$ 33,500.00	\$ 33,500.00	\$ 33,500.00	\$ 46,671.67	
Hops & Props Exp	\$ (25,000.00)	\$ (21,500.00)	\$ (21,500.00)	\$ 21,500.00	\$ (31,463.19)	
	\$ 8,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 15,208.48	
Boos, Brews & Brats Rev	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00	\$ -	\$ -	
Boos, Brews & Brats Exp	\$ (6,500.00)	\$ (6,500.00)	\$ (6,500.00)	\$ -	\$ -	
	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -	\$ -	
Sleighbell Weekend Rev	\$ 21,500.00	\$ 21,500.00	\$ 21,500.00	\$ 15,000.00	\$ 12,144.00	
Sleighbell Weekend Exp	\$ (20,000.00)	\$ (20,000.00)	\$ (21,500.00)	\$ (15,000.00)	\$ (16,765.66)	
	\$ 1,500.00	\$ 1,500.00	\$ -	\$ -	\$ (4,621.66)	
Red White & Blue Rev	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	
Red White & Blue Exp	\$ (5,000.00)	\$ -	\$ -	\$ -	\$ -	
	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	
GIF Manistee Rev	\$ -	\$ 650.00	\$ 5,000.00	\$ -	\$ -	
GIF Manistee Exp	\$ -	\$ (700.00)	\$ (5,000.00)	\$ -	\$ -	
	\$ -	\$ (50.00)	\$ -	\$ -	\$ -	
Men's & Ladies Night Rev	\$ (1,700.00)	\$ 500.00	\$ 1,100.00	\$ -	\$ -	

Manistee City  
DDA 2018-2019 Proposed Budget

	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2020-2021
	Budget	Budget	Budget	Budget	Budget	Notes
Men's & Ladies Night Exp	\$ -	\$ (300.00)	\$ (1,100.00)	\$ -	\$ -	
Other Event	\$ (1,700.00)	\$ 200.00	\$ -	\$ -	\$ -	
Spark Rev	\$ -	\$ -	\$ -	\$ -	\$ 6,475.00	\$ 2,500.00
Spark Exp	\$ -	\$ -	\$ -	\$ -	\$ (6,347.99)	\$ (2,634.53)
Event Income/(Loss)	\$ 17,100.00	\$ 18,511.00	\$ 16,500.00	\$ 12,127.01	\$ 10,452.29	
<b>Total Income/(Loss)</b>	<b>\$ 167.00</b>	<b>\$ 158.00</b>	<b>\$ 37.00</b>	<b>\$ (186,938.99)</b>		

Manistee City  
DDA 2018-2019 Proposed Budget

	2016-2017 Budget	2017-2018 Budget	2018-2019 Budget	2019-2020 Budget	2020-2021 Budget	2020-2021 Notes
<b>TIF Revenue</b>						
Delinquent Personal Property Taxes	\$ 271,622.00	\$ 259,077.00	\$ 262,667.00	\$ 251,884.00		
Total TIF Revenue	\$ 271,622.00	\$ 259,077.00	\$ 262,667.00	\$ 251,884.00		
<b>Small Taxpayer Exemption on Personal Property</b>	\$ 18,560.00	\$ 18,000.00	\$ 20,000.00	\$ 20,000.00		
<b>Misc. Rev</b>						
Interest Income	\$ 115.00	\$ 100.00	\$ 100.00	\$ 500.00		
Event Merchandise	\$ -	\$ -	\$ -	\$ -		
Misc. Income	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00		
Loan Application Fees	\$ -	\$ -	\$ -	\$ -		
Hanging Baskets Sponsors	\$ -	\$ -	\$ -	\$ -		
Tree Sponsors	\$ -	\$ -	\$ -	\$ -		
Holiday Decoration Sponsors	\$ -	\$ -	\$ -	\$ -		
Grants	\$ -	\$ -	\$ -	\$ -		
Fund Balance	\$ -	\$ -	\$ -	\$ -		
Total Misc. Revenue	\$ 115.00	\$ 100.00	\$ 2,100.00	\$ 2,500.00		
<b>Total Revenue</b>	<b>\$ 290,297.00</b>	<b>\$ 277,177.00</b>	<b>\$ 284,767.00</b>	<b>\$ 274,384.00</b>		

	2016-2017 Budget	2017-2018 Budget	2018-2019 Budget	2019-2020 Budget	2020-2021 Budget
<b>Required Expenditures</b>					
Payroll	\$ (80,655.00)	\$ 65,000.00	\$ 65,000.00	\$ 110,000.00	\$ 110,000.00
Relocation	\$ -	\$ -	\$ -	\$ -	\$ -
Admin	\$ -	\$ -	\$ -	\$ -	\$ -
Bond Payment	\$ (139,750.00)	\$ 140,000.00	\$ 140,000.00	\$ 137,700.00	\$ -
Insurance	\$ (1,800.00)	\$ 1,800.00	\$ 1,800.00	\$ 2,350.00	\$ 2,350.00
Bank Service Charge	\$ -	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
<b>Total Required</b>	<b>\$ (222,205.00)</b>	<b>\$ 206,900.00</b>	<b>\$ 206,900.00</b>	<b>\$ 250,150.00</b>	<b>\$ 112,450.00</b>

	2016-2017 Budget	2017-2018 Budget	2018-2019 Budget	2019-2020 Budget	2020-2021 Budget
<b>Office Related</b>					
Phone	\$ (1,200.00)	\$ -	\$ -	\$ 300.00	\$ -
Meeting Refreshment	\$ -	\$ -	\$ -	\$ 300.00	\$ -
Credit Card	\$ (200.00)	\$ 200.00	\$ 200.00	\$ -	\$ -
Training	\$ (500.00)	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 2,000.00
Printing & Reproduc	\$ (250.00)	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00
Misc	\$ (300.00)	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00
Membership due	\$ (750.00)	\$ 430.00	\$ 430.00	\$ 600.00	\$ 900.00
Advertising	\$ (300.00)	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00
Rent	\$ (6,000.00)	\$ -	\$ -	\$ -	\$ -
Postage	\$ (350.00)	\$ 350.00	\$ 350.00	\$ 300.00	\$ 100.00
Office Supplies / Equip	\$ (1,500.00)	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,500.00
Travel	\$ (1,000.00)	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Business Expo	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Office Expenditures</b>	<b>\$ (12,350.00)</b>	<b>\$ 5,080.00</b>	<b>\$ 5,080.00</b>	<b>\$ 5,600.00</b>	<b>\$ 6,350.00</b>
<b>Prof. Services</b>					
Accounting	\$ -	\$ 3,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00

To include Exec. Director and Admin Toolbox sessions, summits, leadership, courses

To include: Manistee Area Chamber of Commerce, MEDA, CEDEM

To include: New laptop, Filing System, Office Supplies

Manistee City  
DBA 2018-2019 Proposed Budget

	2016-2017 Budget	2017-2018 Budget	2018-2019 Budget	2019-2020 Budget	2020-2021 Budget	2020-2021 Notes
<b>TIF Plan Redevelop</b>						
Annual Audit	\$ (1,500.00)	\$ 500.00	\$ -	\$ -	\$ -	
Local Banks (\$25,000 Loan)	\$ -	\$ 1,750.00	\$ 1,500.00	\$ 2,500.00	\$ 2,500.00	
IRP Loan Program	\$ -	\$ -	\$ -	\$ -	\$ -	
Revolving Loan Fund	\$ (250.00)	\$ -	\$ -	\$ -	\$ -	
Legal Fees	\$ (750.00)	\$ 1,000.00	\$ 750.00	\$ 1,000.00	\$ 1,500.00	
<b>Total Professional Services</b>	<b>\$ (2,500.00)</b>	<b>\$ 6,250.00</b>	<b>\$ 7,250.00</b>	<b>\$ 8,500.00</b>	<b>\$ 9,000.00</b>	
<b>Maintenance</b>						
City Allocation	\$ (10,000.00)	\$ 22,000.00	\$ 22,000.00	\$ 22,000.00	\$ 65,000.00	
Cross Walks	\$ -	\$ -	\$ -	\$ -	\$ -	
Downtown Maint	\$ -	\$ -	\$ -	\$ 28,400.00	\$ 43,000.00	
<b>Total Maintenance</b>	<b>\$ (10,000.00)</b>	<b>\$ 22,000.00</b>	<b>\$ 22,000.00</b>	<b>\$ 50,400.00</b>	<b>\$ 108,000.00</b>	To include: Pavework \$40,000, painting \$3,000
<b>Beautification</b>						
Trees	\$ -	\$ -	\$ -	\$ -	\$ -	
Hanging Baskets + Watering	\$ (8,000.00)	\$ 13,000.00	\$ 13,000.00	\$ 13,000.00	\$ 4,000.00	Includes Hanging Baskets. Watering now included in City Service Agreement
Landscaping	\$ (18,000.00)	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ -	Within City Service Agreement
Holiday Decorations	\$ (10,000.00)	\$ 8,000.00	\$ 8,000.00	\$ 8,500.00	\$ 8,500.00	
Façade Grant	\$ (8,000.00)	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 30,000.00	As indicated in TIF amendment
Flowers (2019-2020 budget is transfer to property acquisition)	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00	
<b>Total Beautification</b>	<b>\$ (44,000.00)</b>	<b>\$ 49,000.00</b>	<b>\$ 49,000.00</b>	<b>\$ 74,500.00</b>	<b>\$ 67,500.00</b>	
<b>Projects</b>						
Loop Signage	\$ -	\$ -	\$ -	\$ -	\$ -	
Parking Signage	\$ -	\$ -	\$ 800.00	\$ -	\$ -	
Downtown Map	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	PR Goal?
Window Wraps	\$ (3,000.00)	\$ -	\$ -	\$ -	\$ -	
Historic Tour Plaques	\$ -	\$ -	\$ -	\$ -	\$ -	
Redevelopment Liquor Licenses	\$ (375.00)	\$ -	\$ -	\$ -	\$ -	
Marketing & Incentivizing Residential Space	\$ (500.00)	\$ 5,000.00	\$ -	\$ -	\$ -	
Educational Series	\$ (500.00)	\$ 500.00	\$ -	\$ -	\$ -	
Recruitment Team	\$ (1,000.00)	\$ -	\$ -	\$ -	\$ -	
Business Assistance - other	\$ -	\$ -	\$ -	\$ -	\$ -	
Property Acquisitions	\$ -	\$ -	\$ -	\$ 78,000.00	\$ -	
Contribution Farmer's Market	\$ -	\$ -	\$ -	\$ -	\$ -	
Downtown Dollars	\$ (900.00)	\$ 900.00	\$ 400.00	\$ 500.00	\$ 500.00	
<b>Total Projects</b>	<b>\$ (6,275.00)</b>	<b>\$ 1,900.00</b>	<b>\$ 3,200.00</b>	<b>\$ 78,500.00</b>	<b>\$ 500.00</b>	
<b>Volunteers</b>						
Volunteer Appreciation	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	
Volunteer Recruitment	\$ -	\$ -	\$ -	\$ -	\$ -	
<b>Total Volunteer Expenditures</b>	<b>\$ 1,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Advertising</b>						
Revenue Co-Op	\$ -	\$ -	\$ -	\$ -	\$ -	
Promo Expense Pass Through	\$ -	\$ -	\$ -	\$ -	\$ -	
Co-Op Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	
Database	\$ -	\$ -	\$ -	\$ -	\$ -	

Manistee City  
DDA 2018-2019 Proposed Budget

	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2020-2021
	Budget	Budget	Budget	Budget	Budget	Notes
Promotions PSA's	\$ -	\$ -	\$ -	\$ -	\$ -	
PR	\$ -	\$ -	\$ -	\$ -	\$ -	
Advertising	\$ (4,000.00)	\$ 3,100.00	\$ 7,500.00	\$ 5,000.00	\$ -	
Newletter + Mailing	\$ (1,300.00)	\$ 300.00	\$ 300.00	\$ 300.00	\$ -	
Retainer for Rightside Design (promotions)	\$ (5,000.00)	\$ -	\$ -	\$ -	\$ -	
Website Redevelopment	\$ (500.00)	\$ 1,000.00	\$ -	\$ 500.00	\$ -	
MSDDA Website (hosting)	\$ (100.00)	\$ -	\$ -	\$ -	\$ -	
Downtown brochure	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Advertising	\$ (10,900.00)	\$ 4,400.00	\$ 7,800.00	\$ 5,800.00	\$ -	
<b>Total Expenditures</b>	<b>\$ (307,230.00)</b>	<b>\$ 295,530.00</b>	<b>\$ 301,230.00</b>	<b>\$ 473,450.00</b>	<b>\$ 303,800.00</b>	
<b>Income/loss before Events</b>	<b>\$ (16,933.00)</b>	<b>\$ (18,353.00)</b>	<b>\$ (16,463.00)</b>	<b>\$ (199,066.00)</b>	<b>\$ (303,800.00)</b>	
<b>Events</b>						
Wine & Chocolate Walk Rev	\$ 8,500.00	\$ 6,300.00	\$ 6,300.00	\$ -	\$ -	
Wine & Chocolate Walk Exp	\$ (5,700.00)	\$ (4,329.00)	\$ (4,300.00)	\$ -	\$ -	
	\$ 2,800.00	\$ 1,971.00	\$ 2,000.00	\$ -	\$ -	
Frostbite Sponsorships	\$ 1,500.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	
Frostbite Saturday Exp	\$ (2,500.00)	\$ (660.00)	\$ (1,000.00)	\$ -	\$ -	
	\$ (1,000.00)	\$ 340.00	\$ -	\$ -	\$ -	
Side Walk Sales Rev	\$ -	\$ -	\$ -	\$ -	\$ -	
Sidewalk Sales Exp	\$ (500.00)	\$ (500.00)	\$ (500.00)	\$ -	\$ -	
	\$ (500.00)	\$ (500.00)	\$ (500.00)	\$ -	\$ -	
Hops & Props Rev	\$ 33,000.00	\$ 33,500.00	\$ 33,500.00	\$ 33,500.00	\$ 46,671.67	
Hops & Props Exp	\$ (25,000.00)	\$ (21,500.00)	\$ (21,500.00)	\$ 21,500.00	\$ (31,463.19)	
	\$ 8,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 15,208.48	
Boos, Brews & Brats Rev	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00	\$ -	\$ -	
Boos, Brews & Brats Exp	\$ (6,500.00)	\$ (6,500.00)	\$ (6,500.00)	\$ -	\$ -	
	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -	\$ -	
Sleighbell Weekend Rev	\$ 21,500.00	\$ 21,500.00	\$ 21,500.00	\$ 15,000.00	\$ 12,144.00	
Sleighbell Weekend Exp	\$ (20,000.00)	\$ (20,000.00)	\$ (21,500.00)	\$ (15,000.00)	\$ (16,765.66)	
	\$ 1,500.00	\$ 1,500.00	\$ -	\$ -	\$ (4,621.66)	
Red White & Blue Rev	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	
Red White & Blue Exp	\$ (5,000.00)	\$ -	\$ -	\$ -	\$ -	
	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	
GIF Manistee Rev	\$ -	\$ 650.00	\$ 5,000.00	\$ -	\$ -	
GIF Manistee Exp	\$ -	\$ (700.00)	\$ (5,000.00)	\$ -	\$ -	
	\$ -	\$ (50.00)	\$ -	\$ -	\$ -	
Men's & Ladies Night Rev	\$ (1,700.00)	\$ 500.00	\$ 1,100.00	\$ -	\$ -	

*For Reference in Budget Discussion*

**DDA TIF PROJECTS BUDGET**

PROJECT CATEGORY	PRIORITY/ALLOCATION				TOTAL BUDGET (25 yr plan)
	High (1-5 yrs)	Medium (6-10 yrs)	Low (11-20 yrs)	(21-25 yrs)	
Riverwalk	\$ 550,000	\$ 400,000	\$ 550,000	\$ 50,000	\$ 1,550,000
River Facade & Deck Grants	\$ 100,000	\$ 100,000	\$ 200,000	\$ -	\$ 400,000
Dock Install/Maintain	\$ -	\$ 50,000	\$ 50,000	\$ -	\$ 100,000
Concept Plans	\$ -	\$ 50,000	\$ -	\$ -	\$ 50,000
Riverwalk Capital Improvements	\$ 200,000	\$ 200,000	\$ 300,000	\$ 50,000	\$ 750,000
WSCC Riverwalk Plaza	\$ 250,000	\$ -	\$ -	\$ -	\$ 250,000
Gateway to Downtown	\$ 100,000	\$ 100,000	\$ 100,000	\$ -	\$ 200,000
Intersection Enhancem.	\$ 100,000	\$ 100,000	\$ -	\$ -	\$ 200,000
Streetscape	\$ 200,000	\$ 400,000	\$ 800,000	\$ 50,000	\$ 1,450,000
Update & Refurbishment	\$ 200,000	\$ 400,000	\$ 800,000	\$ 50,000	\$ 1,450,000
Redevelopment	\$ 100,000	\$ 100,000	\$ 200,000	\$ 100,000	\$ 500,000
Property Acquisition	\$ 100,000	\$ 100,000	\$ 200,000	\$ 100,000	\$ 500,000
Downtown Bldgs	\$ 800,000	\$ 300,000	\$ 500,000	\$ 100,000	\$ 1,700,000
Facade Program	\$ 150,000	\$ 150,000	\$ 200,000	\$ 100,000	\$ 600,000
WSCC Facade Enhancements	\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000
Rental Rehab Program	\$ 150,000	\$ 150,000	\$ 300,000	\$ -	\$ 600,000
Promotion, Marketing & Events	\$ 75,000	\$ 75,000	\$ 150,000	\$ 75,000	\$ 375,000
Marketing	\$ 50,000	\$ 50,000	\$ 100,000	\$ 50,000	\$ 250,000
Events	\$ 25,000	\$ 25,000	\$ 50,000	\$ 25,000	\$ 125,000
ADMIN	\$ 735,000	\$ 735,000	\$ 1,570,000	\$ 735,000	\$ 3,775,000
Downtown Decorations	\$ 110,000	\$ 110,000	\$ 220,000	\$ 110,000	\$ 550,000
Parking Management	\$ -	\$ -	\$ 100,000	\$ -	\$ 100,000
DDA Admin Expenses	\$ 75,000	\$ 75,000	\$ 150,000	\$ 75,000	\$ 375,000
DDA Admin Payroll & Services	\$ 550,000	\$ 550,000	\$ 1,100,000	\$ 550,000	\$ 2,750,000
<b>TOTALS</b>	\$ 2,560,000	\$ 2,110,000	\$ 3,770,000	\$ 1,110,000	\$ 9,550,000
October 24, 2019					
Projected TIF Revenue \$ 6,346,678					
Projected Deficit \$ (3,203,322)					

**2F. Parts of the Development Area to be Left as Open Space and Contemplated Use.**

In reference to the public improvements outlined, open space within the DDA District and Development Area will be confined to rights-of-way, plazas, and parks within the District. Additional properties may be acquired by the DDA in the future to be developed to and used as "open" spaces. To increase engagement and activation of spaces if not already stimulated.

**2G. Portions of the Development Area which the Authority desires to Sell, Donate, Exchange, or Lease to or From the Municipality and the Proposed Terms.**

There are no parcels currently that the DDA plans to acquire, sell, donate, exchange, or lease from/to the Municipality, as part of this Development Plan.

**2H. Desired Zoning Changes and Changes in Streets, Street Levels, Intersections and Utilities.**

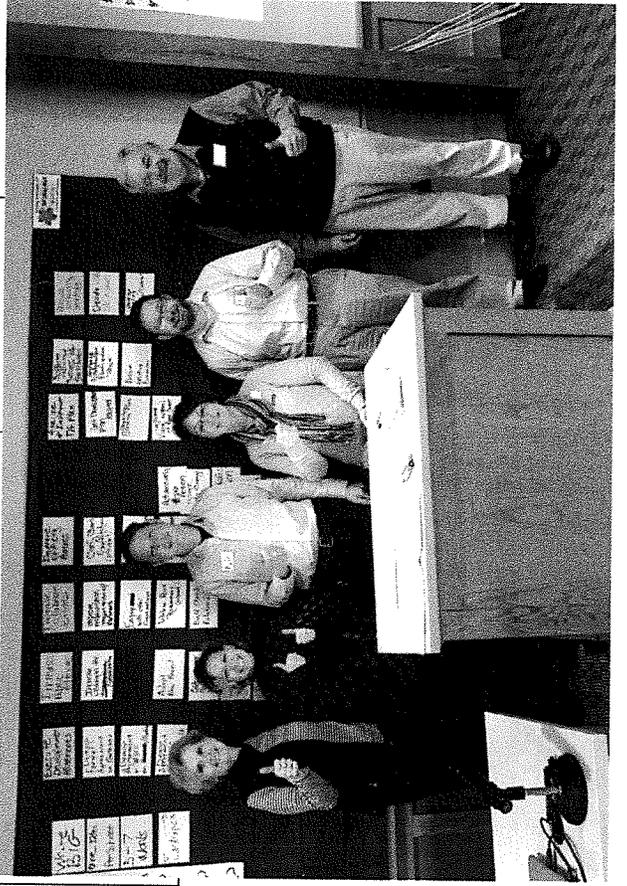
The Development Plan proposes no zoning changes proposed within the Development Area. The current zoning of "commercial" and "office" accommodates existing and future land uses in the subject area.

**2I. An Estimate of the Cost of the Development, Proposed Method of Financing and Ability of the Authority to Arrange the Financing.**

**Strategic Planning Workshop—January 8, 2020**

*“What actions does the Manistee DDA need to take in the next 12-18 months to move the DDA forward?”*

EXECUTE DEVELOPMENT AGREEMENTS	IMPROVE DDA ORGANIZATIONAL PROCESSES	INCREASE PUBLIC RELATIONS	INCREASE COLLABORATIVE EFFORTS	FINALIZE AND IMPLEMENT TIF PLAN	SUPPORT VIABILITY AND SUCCESS OF STAKEHOLDERS	DECIDE OUTSOURCING STRATEGY	
<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> <li>• Develop Formal Agreement on Gateway</li> <li>• Develop Agreement with WSCC on Parking</li> <li>• Develop Agreement with WSCC on Riverwalk</li> </ul>	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> <li>• Clarify Board Expectations (internal)</li> <li>• Clarify External Board Expectation</li> <li>• Prioritize and/or eliminate tasks or programs not covered today</li> <li>• Empower staff to promote success</li> <li>• Hold work sessions for discussion</li> <li>• Seat 2 new board members</li> <li>• Finalize Organization Structure</li> </ul>	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> <li>• Act decisively &amp; take action</li> <li>• Adapt to Change</li> <li>• Laser Focus on Mission</li> <li>• Prioritize our Resources (tasks)</li> <li>• Give Direction to resources</li> <li>• Empower the Exec. Director</li> <li>• Resolve Committee Structure</li> </ul>	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> <li>• Increase visibility in the community</li> <li>• Adopt New Brand</li> <li>• Celebrate our successes &amp; strengths</li> <li>• Develop PR Campaign</li> <li>• Build Pride in the DDA</li> </ul>	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> <li>• Improve relationships &amp; regain trust with partners</li> <li>• Engage with other organizations</li> <li>• Utilize other Resources (external)</li> <li>• Build Chamber Relationship</li> </ul>	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> <li>• Get Development Plan adopted</li> <li>• Develop Bonding Plan</li> <li>• Improve visual appeal of River Street</li> </ul>	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> <li>• Increase stakeholder participation</li> <li>• Retain existing Businesses</li> </ul>	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> <li>• Decide DDAs role in events</li> <li>• Develop Housing Strategy/Contract</li> </ul>



**Facilitators:** Mary Reilly, Educator (reillym8@msu.edu)  
 Bethany Prykucki, Educator (prykucki@msu.edu)

Michigan State University Extension | [www.canr.msu.edu/outreach](http://www.canr.msu.edu/outreach)

**MICHIGAN STATE UNIVERSITY** | **Extension**

**Manistee Downtown Development Authority**  
**2020 Strategic Planning Session**

**January 8, 2020**

**With Assistance from Michigan State University Extension**

Mary Reilly, Manistee County, Educator [reillym8@msu.edu](mailto:reillym8@msu.edu)

Bethany Prykucki, Kalkaska County, Educator, [prykucki@msu.ed](mailto:prykucki@msu.ed)

**MICHIGAN STATE** | **Extension**  
**UNIVERSITY**

On January 8, the Manistee DDA board and Executive Director gathered at the Manistee City Hall to prepare for the year ahead. As a part of the strategic planning process, Michigan State University Extension facilitated exercises to consider the past, present and future actions of the Manistee DDA. The responses from those exercises are below.

The resulting 2020 “strategic plan” is a simple, one-page document that the board can refer to throughout the year that answers the question “what actions does the Manistee DDA need to take in the next 12-18 months to move the needed to move the DDA forward”.

## **1. Thinking back over the last few years, what opportunities for improvement exist?**

- Ebb and flow of responsibilities between staff and board
- Organizational structure and support for the position
- Expectations for the director-
  - Checks, meetings?
  - Feeling behind/not aware
- Board support of the Director
- “Shadow Board” – Exec. Committee
- Main Street legacy issues
  - Committee Structure
- Committees – unrelated and outside of staff
- Committees operate with a lack of board education
  - Long lists
  - What role does staff have?
- Inefficient board meetings- in relation to legacy committee structure
- Fundamentals- Events? Fundraising? Marketing? Bricks & Mortar
- Board tendency to “get in the weeds”
- Committee roles, staff support (or not), direction from DDA
- City Council direction to the DDA (lack of input from council)
  - Events? Bricks & Mortar
- Public Relations with the community about the DDA
  - Positive news/involvement
- Being more visible- attending events, “community partner”
- Demonstrate the Value of the DDA/“the heart and soul of our community”
- Strengthen the function of the DDA
- Dysfunction in the DDA
  - Turnover of directors
  - Management by the board (micro-managing)
- Empowering the director
- “Minutia” on agenda- what can the director do?
- Longer tenure of director
- Guard against burn-out or overload of the director

## 2. If the next 12-18 months are wildly successful, what have we accomplished?

- Building relationships with businesses/community
  - ◊ Engagement
- Demonstrate DDA is moving forward & impacting Manistee positively
- Board growth
- Continuing to deal with conflict in a healthy way as a board
- Allow DDA director to be successful/independent
- Better community partner
- 2 Anchor projects completed (opposite ends)
- 2 new members
- New ideas/input
- More TIF collected
- More successful small business owners (3-5)
- Help DDA be more informed & efficient
- Accountability
- Highly functional partners, getting things done, etc.
- Rebuilding trust

## 3. In what ways will you contribute to the success and momentum of these actions?

Kyle

- Recruit potential board members
- Meet with council members and chamber board members & collaborative efforts
- Support Executive Director

Thad

- TIF Agreement- Advocate with council members
- Board Members- review apps & make recommendation to council on 2/4
- Collaborative efforts- schedule meetings with DDA, CVB, COC, County, City
- Budget process- CFO as resource for DDA ED

Barry

- I will work with Caitlyn to help her develop her first DDA budget
- I will try to identify potential board members

Caitlyn

- Develop budget process- meet with committee chairs, meet with Tom (interim) on last year's process, provide board with adjusted budget

- WSCC parking- meet with Crystal for updates & negotiations
- TIF- physical locations, attend public hearing
- New board members- binder, tour with partners

Valarie

- Work with Caitlyn on budgeting process
- List day to day responsibilities of DDA, give to Caitlyn
- Contact accountant to detail expenditures from prior year

Karen

- Meet with city staff & city council for TIF (be available for questions at meeting. Promote approval of TIF- talk with city council members
- Agreements- provide outlines of "other" agreements established by DDA to build templates
- Participate in work sessions- help to support & bring new members to board
- Increase collaboration- Ongoing promotion of DDA & practicing with a collaborative manner and building trusting relationships with current and potential partners

# Downtown Development Authority (DDA) Agreement with the Economic Development Council (EDC)

This agreement is made with an effective date of \_\_\_\_\_, by and between the Manistee Area Chamber of Commerce, a Michigan non-profit trade organization, a 501 (c) 6 organization (hereinafter "Contractor") of 11 Cypress Street, Manistee, MI and the Manistee **Downtown Development Authority (DDA)**, of 70 Maple Street, Manistee, MI.

**Whereas**, the DDA desires to contract for certain economic development services and the Contractor desires to provide the service to the DDA; and

**Whereas**, the DDA and the Contractor desire to specify and define the scope of work to be completed, reporting requirements, and the compensation to be paid by the DDA to the Contractor for the agreed upon services.

Scope and expectations of services and collaboration with the EDC includes, all items in this contract.

**A. Economic Development Activities:** *Activities correspond with the Manistee Economic Development Strategy outline page 17; Place, Downtown.*

## **1. Market and develop large downtown properties/parcels**

- Develop strategies and implement recruitment and development of Downtown Real estate projects and potential developments that exceed over 750,000.00. Such properties as:
  - Gateway project corner of River Street and US 31
  - Vacant Restaurant, 440 West River Street
  - Hotel Northern, 147 Washington Street
  - Amor building and property 443 Water Street
  - Jones Building 453 West River Street
  - Senior Center 457 West River Street
  - Vacant Mercantile/apartment building 319 River Street

## **2. Develop Entrepreneur Day (Small and large investors) and tasks associated with this event may include:**

- Develop and implement a collaborative event to promote growth, investment and opportunities within the downtown district.
  - Education and opportunity loans
  - Property redevelopment opportunities
  - Developing a feasibility study
  - How to develop and present a business plan for investors
  - Marketing

## **3. Annual Review and update of Economic Development Activities.**

### **a. Reporting:**

- The DDA Director will meet with the contractor and set specific goals and outcomes for projects.

Added to the website & shared with the board 1/27/20

**City of Manistee  
and  
Manistee Downtown Development Authority  
Service Agreement**

THIS AGREEMENT is entered into this 21<sup>st</sup> day of January, 2020, by and between the MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY (DDA), a component unit of the City of Manistee of 70 Maple Street, Manistee, MI 49660 and the CITY OF MANISTEE (City), a Michigan municipal corporation, (City) of 70 Maple Street, Manistee, Michigan 49660;

**1. Preamble**

The City works together with the DDA to provide a safe, clean, appealing, and efficient Downtown Development District (Downtown) to support objectives such as quality of life, placemaking, tourism, economic and business growth, resident retention and recruitment and community pride and identity.

Meeting these objectives requires a collaborative effort and fluid, consistent communication between the City and DDA to assure the Downtown remains both viable and vibrant.

Accordingly, the City and DDA desire to document various understandings and commitments relating to the Downtown and the City's and DDA's ongoing relationship. The inherent communication, planning and cooperative nature of this agreement will ensure future success.

**2. DDA Office Space**

The City will provide suitable office space to the DDA in City Hall should the DDA need such space. It will also provide scheduled access to meeting rooms and provide IT service and support; including tech support, internet, phone and file server resources. This space and services will be provided at no charge to the DDA as an in-kind contribution.

The DDA will be responsible to pay all bills incurred from using the printer (.05 cent a copy) and the postage meter (actual cost). The DDA Director will use the codes assigned by the City to meet this need.

**3. Joint Planning for Infrastructure and Capital Improvements**

The DDA (through the Executive Director) will work in collaboration with the City (through the City Manager or designees) to discuss plans for infrastructure and capital improvements in the Downtown. These should generally fall within the categories and projects identified in the Amended and Restated Development and Tax Increment Financing Plan. Attendance at the

DDA Design Committee and/or Board meetings by a City representative will help facilitate these discussions and assist in planning and budgeting for any improvements and their ongoing maintenance.

#### **4. Infrastructure**

Infrastructure is defined as streets, sidewalks, crosswalks, the Riverwalk and appurtenances, public restrooms, water mains, sewer mains, light poles, streetlights, signs, parking lots, fountain, and other items commonly referred to as infrastructure.

The City owns the infrastructure in the Downtown, whether paid for by the City or the DDA, and is responsible for its repair and maintenance. In practice, the City "takes over" the assets developed by the DDA and incorporates them into its maintenance and asset management plans.

New infrastructure requested or proposed by the DDA will require collaboration and joint planning with the City, to promote specific outcomes jointly developed between the two organizations. The initial cost of new infrastructure will be paid for by the DDA unless a written agreement specifies otherwise. The design of new infrastructure will be a collaboration between the City and DDA and meet City guidelines. The procurement of new infrastructure shall follow the DDA and/or City purchasing requirements as jointly agreed to.

The installation or construction of new infrastructure will be managed by the City in close collaboration with the DDA Director. All approved agreements and guidelines developed between the City and DDA will be followed.

#### **5. City Services in the Downtown**

The City provides a wide variety of services in the DDA District.

##### Basic Services:

Basic services are comprised of maintenance and standard municipal services in the DDA District.

This basic list of services is not all inclusive as there are numerous items that are "just managed" by the City to ensure the Downtown is visually appealing, safe, and provides a pleasant environment for citizens and tourists alike.

##### Enhanced Service

Enhanced services are those that go beyond Basic service and require additional time, staffing, expertise or materials to complete an activity; or assure a task, repair or maintenance can be scheduled and completed. These are typically requests made by the DDA that go beyond Basic Service including all DDA requests for support for special events, beautification, and those occasions that citizens and tourists may utilize our downtown area more than normal.

Examples of Enhanced Services include, by way of example but not limitation:

- Flower baskets hung, watered and cared for in Spring and Fall.
- Putting up special signage or banners.
- Decorating both bridges and Downtown for Christmas Holiday events with lights and garland, bows and ribbons (all materials paid for by DDA).
- Taking down all DDA decorations, special signage and banners and storing them.
- Repairs to benches, flower boxes, lampposts, sidewalks and roadway and sidewalk brickwork and waste receptacles for public use.
- Removal of snow and salting of the sidewalks in the DDA District (River Street)
- Repair and maintenance of the historical clock and water fountain.
- Basic services provided more frequently, as agreed to.

### Accelerated Services

Accelerated Services include repairs and maintenance required earlier than normal or planned.

Assets in the Downtown may require repair, replacement, updating or removal at a time sooner than planned by the City (such as in the capital improvement plan or budget) due to unexpected or extraordinary circumstances.

There may also be requests by the DDA through its various planning processes for asset service or maintenance on an expedited basis to support a project or initiative. For example, the DDA may want to switch out traditional streetlights to LED; or replace Streetscape pavers in a condensed time frame.

The Accelerated Service need will be discussed and coordinated between the City and DDA. These tasks and projects are often time sensitive and require a rapid response to planning and funding. The parties will discuss the plan for repair, replacement or removal; a review of costs to be provided along with the funding plan required to meet the planned outcome.

## **6. Review of and Requested Changes to City Services**

The DDA shall periodically meet with the City to complete walkthroughs of the Downtown to review how Basic and/or Enhanced services are being provided and discuss any concerns or issues.

Proposed changes to the general scope of services or baseline maintenance shall be discussed by the DDA and City and the proposing party will provide a well-developed outline of the specifics of the requested change. Any such changes must be mutually agreed to.

As an example; to paint and update flower boxes and garbage cans the DPW department may choose to apply basic black, however if the DDA want to have these items painted another color, that plan will be provided to the DPW director with enough time to cost the supplies needed for the change.

## **7. DDA Budget**

The DDA will participate in the overall City budget process working collaboratively with the City in development and completion of an annual budget for presentation to the City Council. All budgeting practices follow the DDA bylaws and observe City Charter requirements. The DDA Director will work with City personnel in submitting a budget proposal that is supportive of all current and projected projects and plans within the DDA district.

#### **8. Payment for Services**

The DDA will pay the City for Enhanced Services identified in this contract for the period of July 1 to June 30. Payments will be made quarterly by the end of September, December, March and June of each year. The total amount to be paid for fiscal year 2021 will be \$65,000. This amount shall increase annually thereafter by the State of Michigan Proposal A inflation rate but shall not be less than 0% nor more than 3% in any year.

The DDA will also pay the City for Accelerated services on a case by case basis. All Accelerated services require prior discussion, a review of the estimated costs and approval by the DDA Director and/or DDA Board. Accelerated services will be paid on a case by case basis.

#### **9. Notices**

Any notices regarding this agreement shall be directed to:

City of Manistee  
Attention: City Manager  
70 Maple Street  
Manistee, Michigan 49660

Manistee Downtown Development Authority  
Attention: Executive Director  
70 Maple Street  
Manistee, MI 49660

#### **10. Applicable Law & Dispute Resolution**

This Agreement shall be interpreted in accordance with the laws of the State of Michigan.

#### **11. Modification of Agreement**

This Agreement may be modified only in writing signed by the Parties.

#### **12. Entire Understanding**

The Parties acknowledge that this is the entire understanding between them as to the subject matter hereof and that there are no other provisions or agreements, either express or implied, that have not been incorporated into this agreement.

#### **13. Effective Date of Agreement and Term**

It is expected that this agreement will be signed in multiple parts and at different times by the Parties. The agreement will be effective starting July 1, 2020 when representatives of both Parties have executed the agreement and dated the same. This agreement shall be for the period of July 1, 2020 to June 30, 2021 and shall extend for additional one (1) year terms, unless terminated by the mutual agreement of the parties or as provided herein.

**14. Termination**

This contract may be terminated with or without cause as of June 30 of each year provided the terminating party provide not less than 180 days written notice. Payment shall be made up to the point of termination.

**15. Authorization**

The individuals signing this Agreement represent that they have been duly authorized to execute the Agreement for and on behalf of their principal.

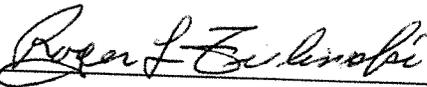
IN WITNESS WHEREOF, the Parties execute this agreement on the date denoted next to their respective signatures.

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY

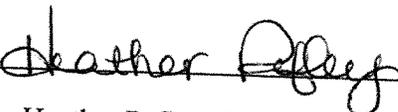
By:  Date: 1/27/2020

DDA Chairperson

CITY OF MANISTEE

By:  Date: 1/21/2020

Roger Zielinski, Mayor

By:  Date: 1/21/2020

Heather Pefley, Clerk

# DOWNTOWN MANISTEE

— michigan —

*The Mission of the Manistee Downtown Development Authority is to foster the development and promotion of an identifiable and attractive downtown area that will strengthen business and a sense of community ownership.*

January 27<sup>th</sup>, 2020

To: Mayor Zielinski and City Council

From: Manistee Downtown Development Authority, Manistee DDA

Subject: Consideration of adoption of the Manistee Downtown Development Authority Development and Tax Increment Financing Plan amendments to the ordinance adopted April 2<sup>nd</sup>, 1985, amended April 3<sup>rd</sup>, 1989 and amended September 16<sup>th</sup>, 2008.

Mayor Zielinski and City Council ,

On November 20<sup>th</sup>, 2019, the Manistee Downtown Development Authority, Manistee DDA, approved the proposed amendments to the City of Manistee Downtown Development Authority Development and TIF Plan. The Board additionally approved the City Service Agreement and Economic Development Agreement as additional attachments to the amendment, per City Council request, at the Board meeting on January 8<sup>th</sup>. Since the approval of these documents on the Manistee DDA Board level, the following timeline has been fulfilled to meet the requirements of approval with public hearing at the City Council level.

- City Council reviews Development and TIP Plan – January 7<sup>th</sup>
- City Council authorizes Public Hearing Dates – January 7<sup>th</sup>
- Public Hearing Notice mailed to residents - January 8<sup>th</sup>
- Public Hearing posted on the City of Manistee Website – January 8<sup>th</sup>
- Public Hearing posted on the Manistee DDA website – January 10<sup>th</sup>
- Hard Copies posted in the Lobby of City Hall, 70 Maple St – January 10<sup>th</sup>
- Public Hearing posted in the News Advocate – January 10<sup>th</sup>
- Public Hearing copies physically posted in twenty (20) locations in the Manistee DDA District – January 10<sup>th</sup> -14<sup>th</sup>
- Public Hearing posted in the News Advocate January 24<sup>th</sup>

I am requesting that the City of Manistee City Council approve of the proposed amendments to the Manistee DDA Development and TIF Plan for the purposes of establishing an organization for another twenty-five (25) years to the focus on engagement and activation in the Manistee Downtown District.

Thank you.

Caitlyn M Berard  
Executive Director  
Manistee Downtown Development Authority

CITY OF MANISTEE  
MANISTEE COUNTY  
\*\*\*\*\*

NOTICE OF PUBLIC HEARING ON PROPOSED AMENDMENTS TO THE CITY OF MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY DEVELOPMENT PLAN AND TAX INCREMENT FINANCING PLAN ORDINANCE ADOPTED APRIL 2, 1985, AMENDED APRIL 3, 1989 AND AMENDED SEPTEMBER 16, 2008

TO WHOM IT MAY CONCERN:

Please take notice that the Manistee City Council has received a recommendation from the City of Manistee Downtown Development Authority ("DDA") to amend the City of Manistee Downtown Development Authority Development Plan and Tax Increment Financing Plan (the "Plan") adopted April 2, 1985, amended April 3, 1989 and amended September 16, 2008 by extending the Plan for 25 years.

Please take further notice that a public hearing will be held on Tuesday, the 4th day of February, 2020, at 7:00 o'clock p.m., in the Council Chambers of the City of Manistee City Hall at 70 Maple Street, Manistee, Michigan 49660, for the purpose of informing members of the public and receiving comments therefrom, regarding the proposed amendments to the Plans.

Please take further notice that the Development Area as described in the Plan is not being amended and is described as follows:

Filer and Tyson's Addition, Block 1, 2, 3, 5, 9, and Island. Filer and Tyson's Addition, Block 7, except Lots 5, 6 and 7. Delo's Filer Subdivision, Block 6. All of Green and Milmo's Addition. All of George Willard Addition. Holden and Green Addition, Block 1, 2, 3, 6 and 7. Filer and Smith Addition, Block 7 and 8, Lots 3, 4, 5, 6, 7, 8, 9, 12 and 13, except Lots 9, 10, 11 and 12, Block 13. Filer and Smith Addition, Blocks 11, Lots 3, 4, 5, 6, 12, 11, 10 and part of Lot 9. Metes and bounds, part of gov't. Lot 2, Sec. 12. Filer and Smith Addition, Block 6, Lots 1, 2, 3, 4, 5 and 6. M. S. Tyson and Co. New Addition, Lots 1 through 7. Filer and Smith Addition, Block 1. Filer and Smith Addition, Block 14, Lots 5, 6, 11 and 12 and part of Lots 4, 10, 9 and Lot 8. Englemann's Addition, Block 8, Lots 1 and 19. Englemann's Addition, Block 9, except Lots 9 through 14. Englemann's Addition, Blocks 10 and 16. Englemann's Addition, Block 14, Lots 1, 2, 3 and 4. Englemann's Addition, Block 15, Lots 1, 2, 3 and 4. Metes and bounds, Lot 5, Sec. 12. Ramsdell and Benedicts Addition, Block 3, Lots 1, 2, and 3. Ramsdell and Benedicts Addition, Block 5. Filer and Smith Addition, part of Res., Lots 7, 6 and 8. Smith St. to Division St. and River St. to the middle of River. Metes and bounds, Section 12. Metes and bounds, part of gov't. Lot 1, Sec. 11, between Short St. and Washington St. and Fifth Ave. and River St. M. S. Tyson's Addition, Lot 1, Block 3; excepting therefrom Lot 1, Block 14, and Lots 3 and 4, Block 15, Englemann's Addition, to the City.

Please take further notice that maps, plats, and a description of the Development Plan are available for public inspection at the City of Manistee City Hall, City Clerk's Office, located at the address stated above.

Please take further notice that all aspects of the proposed amendments to the Development Plan and Tax Increment Financing Plan will be open for discussion at the public hearing and at the time set for hearing, the City Council shall provide an opportunity for interested persons to be heard and shall receive and consider communications in writing in reference thereto.

**THIS NOTICE IS GIVEN BY AUTHORITY OF THE CITY OF MANISTEE CITY COUNCIL.**

Dated: January 8, 2020

/s/ Heather Pefley  
City Clerk

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Publish two (2) times in the Manistee News Advocate: January 10th and 24th, 2020  
Affidavits and invoice to Mika Meyers, PLC, 414 Water Street, Manistee, MI 49660

City of Manistee, Manistee County, Manistee DDA

NOTICE OF PUBLIC HEARING ON PROPOSED AMENDMENTS TO THE CITY OF MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY DEVELOPMENT PLAN AND TAX INCREMENT FINANCING PLAN ORDINANCE ADOPTED APRIL 2<sup>ND</sup>, 1985, AMENDED APRIL 3<sup>RD</sup> 1989 AND AMENDED SEPTEMBER 16<sup>TH</sup>, 2008.

20 PUBLIC LOCATIONS FOR POSTING

	Location	Date	Signature
1	<del>CC</del> Ramsdell Inn	1/10/20	[Signature]
2	CC Jewelers of Manistee	1/10/2020	[Signature]
3	Surroundings	1-13-2020	[Signature]
4	The Ideal Kitchen	1-13-2020	[Signature]
5	Lighthouse Group	1-13-2020	[Signature]
6	Manistee Beverage Co	1/13/2020	[Signature]
7	Keleher Law Office	1-13-20	[Signature]
8	Manistee News Advocate	1-13-2020	[Signature]
9	Manistee County Library	1-13-2020	[Signature]
10	Duckin Insurance	1-13-20	[Signature]
11	Manistee County Visitors Center	1-13-20	[Signature]
12	Mike Myers LLC	1-14-2020	[Signature]
13	Jamie A. Helt	1-14-2020	[Signature]
14	R. A. P. Edwards Jones	1/14/2020	[Signature]
15	Third Coast Notary	1/14/2020	[Signature]
16	Gately C. Br. North Street	1/14/2020	[Signature]
17	Dale Mahon Construction Design	1/14/2020	[Signature]
18	Vogue Theatre	1/14/2020	[Signature]
19	PNC Bank	1/14/2020	[Signature]
20	The Outpost	1/14/2020	[Signature]

ADDITIONAL LOCATIONS RECEIVED

	City Hall Lobby	1/10/20	CMB
	Lady of Shore	1/14/2020	CMB
	Unsubscribed Living	1/14/2020	CMB

Ed Krusky

Added to the website (manisteedowntown.com) 1/10/20  
@ 12:26pm

Hard copies printed and available in City Hall lobby  
1/10/20 @ 12:30pm