

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING MINUTES OF FEBRUARY 12, 2020**  
**8:00 A.M., MANISTEE CITY HALL**

PRESENT: Tamara DePonio, Kyle Mosher, Thad Taylor, Karen Goodman, James Beaudrie

EXCUSED ABSENCE: Barry Lind, Valarie Bergstrom, Jodi Walter, Bruce Allen

ALSO PRESENT: Caitlyn Berard, Roger Zielinski, Kendra Remai – Sleighbell Committee Chair, Katherine Levy – Manistee Magic, Kelly Greve – Manistee Magic, and others.

**CALL TO ORDER.**

Meeting called to order by the Chair at ~~8:59~~ 7:59 a.m.

**APPROVAL OF AGENDA.**

*MOTION* by Thad Taylor, second by Karen Goodman to adopt the agenda with addition of, 12. (Old Business) f.) Process for handling invoices during shared projects with the City of Manistee DPW.

Voice vote—Motion approved.

**PUBLIC COMMENT.**

Kathryn Levy, 361 Second Street – Introduced group she represented, Manistee Magic, as a group of volunteers working on clean-up and beatification of River Street and the Riverwalk. The group is talking to merchants in the Downtown finding out their needs. They are here to help the DDA in anyway they can. Manistee Magic will hold an open meeting at the Manistee Library on Friday 21 at 2:00 p.m. Their goal is to improve, attract others to and better Manistee.

**WELCOME NEW BOARD MEMBERS.**

Chair Mosher welcomed the new members, expressing his appreciation for the time they will be giving. Asked that they feel free to stop the meeting at any time and ask questions and add to the discussion.

Thad Taylor said he was very pleased at the response to these vacancies.

Bruce Allen: resident member.

James Beaudrie: interest member as he owns the property and businesses, Manistee Beverage Company and Manistee Media, at 401 River Street.

**ELECTION OF OFFICERS:**

a.) Vice Chair

In the absence of Secretary Barry Lind, Chair Mosher asked for nominations for Vice Chair. Thad Taylor nominated Karen Goodman, second by James Beaudrie.

With Roll Call vote this nomination passed 5 to 0.

Yes: Tamara DePonio, James Beaudrie, Karen Goodman, Kyle Mosher, Thad Taylor

No: None

Staff stated the current list of the Executive Committee for the minutes:

Kyle Mosher – Chair

Karen Goodman – Vice-Chair

Valerie Bergstrom – Treasurer

Barry Lind – Secretary

**APPROVAL OF MINUTES.**

*MOTION* by Karen Goodman, second by Thad Taylor to approve the minutes from the December 30, 2019 special meeting.

Voice vote—Motion approved.

*MOTION* by Thad Taylor, second by Karen Goodman to approve the minutes from the

January 8, 2020 meeting.

Voice vote—Motion approved.

*MOTION* by Karen Goodman, second by Thad Taylor to approve the minutes from the January 27, 2020 special meeting.

Voice vote—Motion approved.

Chair Mosher thanked Kelly McColl, recording secretary for the work she performs.

**APPROVAL OF FINANCIAL REPORTS.**

*MOTION* by Thad Taylor, second by Karen Goodman to approve the January Financial Report.

Voice vote—Motion approved.

**COMMITTEE REPORTS.**

a.) Design—B. Lind (absent)

Staff spoke briefly on meeting in Barry Lind’s absence. Mentioned Consumers Energy pitch presentation and CEDUM presentation.

**DIRECTOR’S REPORT.**

(Complete written report included in agenda packet)

Highlights mentioned:

- Housing conversation with multiple community organizations, each has a task(s) within the housing focus and have agreed to contribute funding to a community housing position.
- Received a scholarship for training from Consumers Energy.
- Looking forward to Leadership Learning Lab through the Manistee Community Foundation; received scholarship.
- Will be partnering with Filer Township in presenting to the Library on the importance of their continued contribution to both DDAs. The Library Act 57 allows for libraries to opt out of paying taxes into a DDA.
- DDA Charter and City ordinance require the DDA Director be bonded. Will be looking into this and will advise.
- North Channel Brewery received a \$100,000 grant from the State – DDA had written a letter of support. Very excited for them.
- Please provide input to Kyle Storey from the Planning & Zoning Department regarding short-term rentals and first floor rentals, as this department begins to address these topics.
- No drafts for employment contracts.

**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, 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.

*MOTION* by Thad Taylor, second by Karen Goodman to approve budget amendment for 248-902 legal fees from \$1,000 to \$2,500 for current fiscal year.  
Voice vote—Motion approved.

- b.) CONSIDERATION OF APPROVAL FOR \$5,000.00 TO \$7,500.00 FOR SLEIGHBELL TELEVISION PRDOUCTION 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 broadcast productions have shown parade footage for seventy-five 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 year's production, will help continue the tradition of sharing throughout Michigan. Please see David Mix's memo titled "Televised Sleighbell Parade History" for additional information.

Kendra Remai, Sleighbell Committee Chair, discussed with Board.

Discussion included:

- Sleighbell Weekend has a higher visitation in year(s) following televised event.
- Visitors Center involvement.
- Budget deficit and sponsorships.
- Issues with the last televised event going Live (Kendra will investigate this).

Staff pointed out memo from David Mix in the packet, which included information on using a not-for-profit organization the dollars spent go further. Live broadcasting does bring people back year after year. The Board had decided to focus on PR this year—this is a good first step.

*MOTION* by Thad Taylor, second by Karen Goodman to commit up to \$5,000 with the stipulation that the Sleighbell committee will reach out to the Visitors Bureau and other organizations for funding.

Voice vote—Motion approved.

c.) **CONSIDERATION OF APPROVAL OF THE EVENT SPONSORSHIPS 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.

Discussion included:

- February 28 as deadline for workplans for events. This is for DDA committee events only, not insurance covered events, which will come up at different times of the year.
- Staff was asked to incorporate the City Special Event form as part of process, as it is required by the City.

Board will implement the use of event sponsorship requirements and accounting forms immediately.

d.) DISCUSSION: 2018-2019 AUDIT – B. LIND

*MOTION* by Thad Taylor, second by Karen Goodman to table discussion until the March 11, 2020 meeting in the absence of Barry Lind.  
Voice vote—Motion approved.

e.) DISCUSSION: NEED FOR OFFICE SUPPORT – C. BERARD

Per the request of the past director, interim 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.

Discussion included:

- Staff worked on drafts and sent to the attorney. Office support's contract was much more complicated than the Executive Director contract. Attorney felt a contract for the office support position was unnecessary.
- Staff asked for volunteers to form a committee to work with attorney and contracts and hiring practices before the office staff position is opened for hiring.
- Thad Taylor and Kyle Mosher volunteered for this committee.

f.) CONSIDERATION OF PROCESS FOR HANDLING INVOICES DURING SHARED PROJECTS WITH THE CITY OF MANISTEE DPW.

Discussion included:

- Concerned about receiving invoices without detail.
- DPW Director, Jeff Mikula provided DDA minutes, City contracts, RFP, and invoice—signed and noted with approved plans. Is this our expectation with all invoices?
- Paying City, not contractor as the City is the one contracting work.
- Preference for handling this in Design Committee.
- Staff to evaluate Master Service Agreement with City to see if this is addressed adequately in agreement.

*MOTION* by Thad Taylor, second by Karen Goodman to authorize up to \$8,500 payment to Spicer for work completed on the garbage corrals located in the DDA district.

With Roll Call vote this motion passed 5 to 0.

Yes: Tamara DePonio, James Beaudrie, Karen Goodman, Kyle Mosher,  
Thad Taylor

No: None

**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.

*MOTION* by Thad Taylor, second by Karen Goodman to approve the budget amendment for 248-858 miscellaneous office related from \$300.00 to \$500.00 for the current fiscal year.

With Roll Call vote this motion passed 5 to 0.

Yes: Tamara DePonio, James Beaudrie, Karen Goodman, Kyle Mosher,  
Thad Taylor

No: None

- 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, 2020 is \$1,555.00. The trainings originally requested at the September 11, 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.

*MOTION* by Thad Taylor, second by Karen Goodman to amend budget to \$2,500 for training for the current fiscal year.

Voice vote—Motion approved.

c.) **REQUEST FOR COMMITTEE CREATION FOR THE PARTICIPATION INVOLVED IN THE CONTRACT REVIEW OF THE EXECUTIVE DIRECTOR AND FUTURE MANISTEE DDA STAFF – 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.

Finished in under Old Business, e.). No action necessary.

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, 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.

Discussion included:

- Heavy in the first 5-years of TIF.
- Revenue numbers are not yet included.
- Focus on PR is important—budget in \$15,000.
- Staff to set up special meeting(s) to discuss further.
- Due to City staff by mid-March.

**BOARD COMMENT.**

Thad Taylor shared the outcome of the City Council special meeting where the first reading of the TIF ordinance was approved. Second reading will be done on at the February 18, 2020 City Council Meeting. Thanked Board for their preparation for the meeting today.

Chair Mosher thanked Caitlyn for the time she put into the agenda; really likes new format with more information included.

Tamara DePonio advised Board of the new business going in Downtown, Northern Spice. She paid the owner a visit and would like to see Caitlyn do the same.

James Beaudrie said he was glad to be here.

**PUBLIC COMMENT.**

None

**ADJOURN.**

Next meeting is scheduled for Wednesday, March 11, 2020 at 8 a.m. in the City Council Chambers, City Hall, 70 Maple Street, Manistee, Michigan.

*MOTION* by Thad Taylor **to adjourn at 9:10 a.m.**

Kelly McColl  
Acting Recording Secretary