

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
MEETING MINUTES OF MARCH 11, 2020
8:00 A.M., MANISTEE CITY HALL**

PRESENT: Tamara DePonio, Barry Lind (arrived at 8:20 a.m.), Kyle Mosher, Thad Taylor, Jodi Walter, James Beaudrie, Bruce Allen

EXCUSED ABSENCE: Karen Goodman

ALSO PRESENT: Caitlyn Berard, James Grabowski, Kelly Greve – Manistee Magic, Kathryn Levy – Manistee Magic, Arielle Breen – Manistee News Advocate.

CALL TO ORDER.

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

APPROVAL OF AGENDA.

MOTION by Thad Taylor, second by James Beaudrie to adopt the agenda with the addition of New Business items: d.) West Shore Community College building, e.) 440 W. River Street property, and f.) Reallocation of funds from refuse to ornamental ironwork painting.

Voice vote—Motion approved.

PUBLIC COMMENT.

Kyle Mosher shared that Valarie Bergstrom has resigned from the DDA Board. The position for *at large member* will be advertised as soon as possible.

Kathryn Levy, 361 Second Street – Reported on the progress of Manistee Magic.

- Shared results of the questionnaire that was taken by Downtown Merchants. Items identified in the questionnaire are a starting point for Manistee Magic going forward.
- Trees were a high desire of the merchants. Twelve flowering, non-fruit producing pear trees ordered (were donated). Trees will be lighted and potted. There are still details to be hammered out about care, placement and storage of trees.
- Attended meeting at Ramsdell for the Mural Project headed up by Al Frye. They will be attending future meetings.
- Merchants have indicated a desire for a Friday Night Lights comeback. Planning to organize a last weekend of the month, May through August calendar. Events would include dining, music, art—provide forum to bring people Downtown and create community.
- Manistee Magic is now 100 volunteers strong and 2 additional core members have been added besides Kelly and herself.
- Spoke with deli/bakery from another small community. There is interest in opening business in Manistee now that West Shore Community College is coming in (suggestion

was made that they reach out to Marc Miller, Economic Development Director for assistance).

- Recently reached out to Morton Salt through email to introduce Manistee Magic and request permission to use trademark, Morton Salt Girl, in the Art Park design. Was also suggested by board that they reach out to the LRBOI as they may be interested in adding historical input and resources to the project.

APPROVAL OF MINUTES.

MOTION by Thad Taylor, second by James Beaudrie to approve the minutes from the regular meeting on February 12, 2020.

Voice vote—Motion approved.

MOTION by Thad Taylor, second by Tamara DePonio to approve the minutes from the special meeting on March 2, 2020.

Voice vote—Motion approved.

APPROVAL OF FINANCIAL REPORTS.

MOTION by James Beaudrie, second by Thad Taylor to approve the February 2020 Financial Reports.

Voice vote—Motion approved.

DIRECTOR’S REPORT.

Highlights:

- City of Manistee led by DDA and partners is one of ten finalists in the Consumers Energy Foundation Pitch Competition with the trailhead/pathway to the downtown design which includes murals, lighting, plantings and possibly bike racks. Prizes include 1st—\$25,000, 2nd—\$15,000, 3rd—\$10,000. Presentation is due at the end of the month and attending conference with partners in April.
- Discussed RFPs for ornamental ironwork painting, pavers and refuse corrals.

COMMITTEE REPORTS.

a.) Design—B. Lind

- Last meeting was March 10.
- Mentioned status of RFPs. Ornamental ironwork painting had a budget of \$3,500. Bids came in \$8,000 - \$9,600. Will discuss later in meeting.
- Parking signage is beginning to go up but the plan and implementation of plan differ—City and DDA working this out.
- Street pavers from Division Street to Greenbush Street will be going in and should be complete by summer. Quote for \$200,000 to accomplish all paver work.
- Crystal Young from West Shore Community College did a presentation of their Riverwalk plans. Positive dramatic changes.
- Working on typical seasonal preparations.

- b.) Business Development—C. Berard
Refocusing direction of committee. Established four goals:
- Look at the current Business Development programs.
 - Business retention.
 - Entrepreneurship.
 - Public Relations.

OLD BUSINESS.

- a.) ALLOCATING LEGAL TIME FOR PROJECT BLOOM AGREEMENT FOR CLEAN UP, PLACEMAKING AND COMMUNITY ENGAGEMENT SUMMER 2020.

Manistee Magic is leading the conversation for cleanup, placemaking and community engagement initiatives on the Project Bloom sites for Summer 2020. With the DDA support, Manistee Magic would like a legal document addressing the expectations of the summer projects and the responsibilities of the property owners.

Discussion included:

- Manistee Magic’s letter to owner of Art Park.
- Need for legal document to owner with approachable language.
- Keeping the Design Committee apprised of their plans. Private property so may not be necessary.
- Involving the Historic District Committee in conversation.
- Private property may pose liability issue. Staff to look into renewing a previous agreement that covered this.
- Involving the LRBOI in the conversation.

Staff was instructed to draft an appropriate document to send out to the property owner, using approachable language and have George Saylor look over it before it is sent out.

NEW BUSINESS.

- a.) PRESENTATION OF EVENT WORKPLANS. – C. BERARD

For this round of the event proposals, the following have submitted up-dated plans for the Executive Director’s communication and review. Each work plan includes the chairperson, committee members, event date and anticipated expenses. 2020 Events include: Hops and Props (Carrie Mosher, September 21, 2020) and Victorian Sleighbell Parade and Old Christmas Weekend (Kendra Remai, December 3– 6, 2020). 2021 Events include: Spark Manistee.

Staff highlighted:

- In the past workplans were updated in February.
- New process to standardize throughout the different committees/events.
- Spark doesn’t have a 2021 date set and needs chair and committee members.

Barry Lind thanked Caitlyn for her work in streamlining the process and updating the Board.

b.) **APPROVAL OF DRAFT MANISTEE DDA BUDGET PLAN, MEETING THE CITY OF MANISTEE DEADLINE OF MARCH 24, 2020, FOR INCLUSION INTO THE CITY BUDGET.**

The Manistee DDA has prepared a draft budget, including projects from the City of Manistee Economic Development Strategy, City of Manistee Housing Plan, Development and TIF plan amendment and the Strategic Planning Meeting from January 8, 2020 goals. This budget communicates to City Council the Manistee DDA's participation in their upcoming budgets and support the initiatives written out in the dedicated plans.

Discussion included:

- Decrease in revenue.
- Budget shows a \$150,000 deficit, spending down fund balance to \$0 is not sustainable.
- Including bonding projects in this budget—need to find out fees (\$40,000 – \$50,000).
- Cut from budget and include in bonding unless otherwise noted:
 - ✓ WSCC (currently included in the façade grant line item and Barry Lind asked that it have its own category)—\$50,000.
 - ✓ Riverwalk Capital Improvement Plan—\$40,000.
 - ✓ Keep Downtown Maintenance flat at \$20,000 for the time being—not including it in the bond financing but instead working toward the \$40,000 outlined in the TIF plan.
 - ✓ Intersection Enhancements, which would be part of the Gateway Project and so could wait for the bonding—\$20,000.
- Relying on fund balance for \$57,000 – \$65,000.
- Looking at what we are going to spend this fiscal year to forecast where we will be to begin the next.
- Policy to have 20% of scheduled projects in fund balance. Has not been followed in previous years. Need to follow or change.

Consensus: Staff to adjust budget to reflect the discussed changes and present to Chair Mosher for his approval. Budget to include footnote explanations of cuts to avoid later confusion.

c.) **LETTER OF SUPPORT: SUPPORT LETTER FOR THE CITY OF MANISTEE APPLICATION FOR THE MICHIGAN DEPARTMENT OF NATURAL RESOURCES TRUST GRANT (DNR GRANT) FOR THE NORTH RIVERWALK PARK.**

The City of Manistee is applying for a grant to support the development and infrastructure improvements of the North Riverwalk Park. The project will support the goals and objectives of City of Manistee's Five-Year Park and Recreation Plan and will

have public comment during the public hearing at the City Council meeting on March 17, 2020. The City of Manistee has committed matching funds in cash and/or force account for the local match of \$123,000 (30%) for the grant for the project estimated to cost \$287,000. A support letter from the Manistee DDA supports our efforts to Increase Public Relations and Increase Collaborative Efforts discussed at the January 8, 2020 Strategic Planning Workshop.

MOTION by Thad Taylor, second by Barry Lind to submit letter of support for the City of Manistee application for Michigan Department of Natural Resources Trust Fund Grant for the renovation of the North Riverwalk Park.

Voice vote—Motion approved.

d.) WEST SHORE COMMUNITY COLLEGE (WSCC) BUILDING (FORMERLY GLIKS) POSSIBILITY OF STATE SUPPLEMENTAL FUNDING OF PROJECT.

\$1,000,000 supplemental funding for the WSCC downtown project may be available from the State of Michigan. Thad Taylor spoke with Crystal Young from WSCC about the desire of the DDA to withdrawal financial funding if these dollars are granted. DDA supports this project but if the State is putting this money in, the DDA would be able to put their money into other projects. Thad will keep the Board apprised of the situation.

e.) 440 RIVER STREET BUILDING BANK OWNED PROPERTY BEING PROMOTED BY THE ECONOMIC DEVELOPMENT DIRECTOR.

Good potential property that will require lots of work—continuing to be a restaurant would be the ideal use for this property. May be a good candidate for the DDA to acquire—multiple purchasing ideas to consider.

Discussion included:

- Deck lease/purchase.
- Manistee Municipal Marina accommodating transient boater dockage. Better signage.
- Approaching bank.
- Property acquisition fund—possibility of \$87,000/\$100,000, though currently part of fund balance.
- DDA bylaws require 10% of TIF revenue kept in fund for property acquisition. Haven't followed this in years. Should follow or change in future.

f.) BIDS FOR ORNAMENTAL IRONWORK CAME IN HIGH. POSSIBLE REALLOCATION OF FUNDS.

Discussion included:

- Amend current year budget of \$3,500 to \$10,000 by moving money from other line item.
- Garbage corrals look like they will come in for less than budgeted—reallocate \$6,500 from that project.

MOTION by Barry Lind, second by Thad Taylor to reallocate money from refuse to cover the ornamental ironwork painting but waiting until bids come in for the corrals to confirm there will be surplus to reallocate.

Voice vote—Motion approved.

BOARD COMMENT.

Welcomed Bruce Allen to the Board.

PUBLIC COMMENT.

None

ADJOURN.

Next meeting is scheduled for Wednesday, April 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 9:32 a.m.**

Kelly McColl
Acting Recording Secretary