

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
MEETING MINUTES OF NOVEMBER 18, 2020
8:00 A.M., VIRTUAL MEETING**

PRESENT: Tamara DePonio, Barry Lind, Kyle Mosher, Jodi Walter, James Beaudrie,
Bruce Allen (8:17 a.m.), Kenneth Urban

EXCUSED ABSENCE: Karen Goodman, Thad Taylor

ALSO PRESENT: Stacie Bytwork, Marc Miller, Kristina Bajtka

CALL TO ORDER.

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

APPROVAL OF AGENDA.

MOTION by James Beaudrie, second by Tamara DePonio to adopt the agenda as presented.

With Roll Call vote this motion passed 6 to 0.

Yes: Tamara DePonio, Barry Lind, Kyle Mosher, Jodi Walter, James Beaudrie,
Kenneth Urban

No: None

PUBLIC COMMENT.

None

APPROVAL OF MINUTES.

MOTION by Kenneth Urban, second by Barry Lind to approve the minutes from the October 14, 2020 regular meeting.

With Roll Call vote this motion passed 6 to 0.

Yes: Tamara DePonio, Barry Lind, Kyle Mosher, Jodi Walter, James Beaudrie,
Kenneth Urban

No: None

APPROVAL OF FINANCIAL REPORTS.

MOTION by Barry Lind, second by James Beaudrie to approve the October financials and approve disbursements.

With Roll Call vote this motion passed 6 to 0.

Yes: Tamara DePonio, Barry Lind, Kyle Mosher, Jodi Walter, James Beaudrie, Kenneth Urban

No: None

Discussion included:

- Concern over timely payments being made.
- Staff working to streamline process and gain access to QuickBooks through accountant for the DDA.
- Staff still exploring options for alternative accountant services – City or local accountant?
- Staff to provide an RFP for accounting services.
- Revolving loan funds available for Downtown businesses.
- Marc Miller suggested the Business Development Committee handle the loan program – board agreed.

COMMITTEE REPORTS.

Business Development – Marc Miller

Last meeting discussed Spark timeline:

March 2021 – Virtual Entrepreneurial Day

September 2021 – Virtual Spark Lite: Proposals

Spring 2022 – Live Event (timing to coincide with Career Expo)

Discussion included:

- Spring is late kickoff for Summer Season.
- Gearing Spark for Riverwalk businesses.

Design Committee – Barry Lind

Met last week. Jeff Mikula was unable to attend; he typically updates the committee. Though he did provide an update regarding the changes to the refuse ordinance to include the downtown corrals. This will be presented at a Council Work Session – progress is being made.

DPW put up holiday decorations downtown.

New member of the Design Committee, Mike Szokola, needs to be formally appointed by DDA Chair, Kyle Mosher. Chair Mosher appointed Mike Szokola, Interim Manistee County Planning Director, as a member of the DDA Design Committee.

DIRECTOR'S REPORT – Stacie Bytwork

A. DDA Audit

- a.) DDA Financial Statement
- b.) DDA Representation Letter

Staff resending information to Board. Will revisit this at a later meeting – Board needs to approve audit documents and letter must be signed by Chair Mosher.

B. Manistee County Cash Program

Discussion included:

- Manistee County Cash Program compared to Downtown Dollars program.
- Countywide program has 2% fees for merchants but has tracking, reporting, and marketing capabilities that are lacking in Downtown Dollars program.
- Countywide program has 22 businesses participating, 16 of those are Downtown Merchants.
- Chamber does receive percentage of fees for administering program.
- Revisit this next meeting. Staff to gather Downtown Merchant’s opinions and report back to Board.

OLD BUSINESS.

A. Laskey Sculpture – Marc Miller

Discussion included:

- Meeting with West Shore Community College today at 1:00 p.m. Will be deciding where to place the sculpture, who owns the property, and who will place it and maintain it.

B. DDA Development Plan – Barry Lind

Discussion included:

- Regularly meeting with the Gateway Project developers. Continuing to discuss TIF capture and Brownfield plans, as pertaining to this project

NEW BUSINESS.

A. DDA Strategic Planning Session

Discussion included:

- Virtual meeting to be held in January 2021.
- Staff to plan for facilitator.
- Add to next month’s agenda to decide on goals.
- Facilitator should “overprovide” premeeting materials and Board should come very prepared. Virtual trainings can be successful with proper preparation.

PUBLIC COMMENT.

None

BOARD COMMENT.

James Beaudrie – Downtown Dollar program is antiquated. If DDA decides to move forward with it, there should be a committee to take it on to bring it into 2021. Chamber did nothing intentional to DDA, only encouraging merchants countywide.

Kenneth Urban – If DDA continues to use Downtown Dollars it must be updated. DDA needs to decide if they want something other than what the County is using through the Chamber. Chamber did nothing deliberate but does need to consider perception – DDA needs to be transparent.

Kyle Mosher – Looks forward to the input from other merchants on the Cash Program and Downtown Dollars.

ADJOURN.

Next meeting is scheduled for Wednesday, December 9, 2020 at 8 a.m. – Virtual Meeting.

MOTION by Kenneth Urban, second by James Beaudrie **to adjourn at 8:55 a.m.**

Kelly McColl
Acting Recording Secretary