

DOWNTOWN DEVELOPMENT AUTHORITY

September 16, 2010

Present – Chair Feigley, Vice-Chair Dierkes Board members Armstrong, Heyn, Horsley, Lamb, Nichols, Niebauer, Rivera, Rusas, Tyler, Weinbaum

Also present – DDA Director Barnette, Architect Grissim, Village Manager Shufflebarger, Nancy Scott

Approval of Minutes:

Nichols moved, Lamb seconded, to approve the minutes of the meeting of August 19, 2010 as corrected. Motion **Carried**.

Treasurer's Report:

Ms. Barnette suggested board members read all agenda info on line, but she will provide hard copies of the agenda, the minutes and the treasurer's report.

Business Recruitment and Retention includes monthly Franco payment, Chamber Milford Memories and the annual cost for the website management with Accunet.

Capital Outlay includes balance of Motley Lights Project, taxes on the Whitehead property.

Lamb moved, Tyler seconded, to accept the Treasurer's Report as presented. Motion **Carried**.

Call to the Public:

Nothing today

Unfinished Business:

1. Marketing.

Franco met with the downtown merchants. Had some positive reports.

Franco has submitted their marketing plan and the contract for next year, starting October 2010.

Dierkes moved, Lamb seconded, to renew the contract for Franco for \$3,000 per month, \$36,000 for the year. Motion **Carried**.

A smaller committee of downtown merchants will develop marketing ideas for the next year.

Ms. Barnette has offered DDA help.

The merchants have also decided the lighting downtown is too low; also asking about Christmas lighting. Ms. Barnette is asking to be allowed to make some executive decisions about these issues.

Market Study. Ms. Barnette said we should utilize the information from the Census rather than doing a market study at this time. And there are companies who do surveys all the time.

2. Sharrows.

Ms. Barnette made a presentation to Council at their last meeting. Council will hold a public hearing at their September 20 meeting.

Grayling, Kalamazoo, Frankenmuth and Marquette are all starting do use Sharrows.

Our Sharrows would connect the bike paths, from General Motors Road to Huron Street to Main Street, and on to Commerce.

Will advise the driver's education program about the sharrows.

New Business:

1. Capital Outlay: Projects under consideration

Ms. Barnette reviewed the projected revenues and expenses for the next five years. The bond payments go through 2017-2018.

Discussed the projects we have approved, considered and completed recently and their costs.

Brien's Lawn Service proposed doing the irrigation system in the tree beds for \$3,987.50. Will be sprinkler heads instead of a drip system. Ms. Lamb will work with Brien's.

Both Brien's and Chris from the village agree there is adequate water pressure.

The lighting between Commerce and Liberty is not adequate. The village won a grant to replace the bulbs in the downtown. Some of the globes need to be replaced; the plastic has discolored over the years. Discussed the businesses getting a retail lighting consultant to review their lighting.

Nancy Scott is working on the downtown map. Estimating the cost of redesigning the map to include information about the bike trail.

The HVCA is asking for help funding their Mona Gallery & Studio Tour. Ms. Barnette will get more information and go from there. Armstrong moved Nichols seconded approving \$100 for each village location included, up to a total of \$500. Motion **Carried**.

Ms. Barnette suggested we fund the downtown irrigation; the downtown lighting; the map this fall and winter; and discuss the hedgerow project as capital improvement projects in this budget. Lamb moved Tyler seconded to approve the irrigation, the lighting and the map projects for a total of \$17,500. Discussion: Ms. Rivera advised the board the \$2,500 for the map is only the design, not the printing. Ms. Lamb amended her motion to exclude the map; which can be addressed next month. Motion **Carried**.

Mr. Grissim is trying to contact Tony Ray to see if he might help with the cost of the hedgerow project. This would have to be done soon, or wait until spring. He will continue trying to contact him

Bill Hermann has asked for money for an easement from Proud Lake to Garden Road for mountain bikes. He is asking for someone to write the easement.

We still need signage at the end of the bike trail to get to the commercial district. Ms. Barnette will check into this. The trail committee will pay for this, but want to use the same sign people.

Director's Report:

Upcoming Events:

Board member Comments:

Adjourn:

Rivera moved, Lamb seconded, to adjourn at 9:00 a.m. Motion **Carried**

Respectfully submitted,

Phyllis Motley, Recording Secretary