

Regular Meeting of the Gaylord Downtown Development Authority, January 21, 2014

Chairman Seidell called the meeting to order at 7:42pm

Members Present: Burt, Edwards, Hoffweber, Jenkins, Kersten, Marshall, Seidell, Sevenski and Thompson

Members Absent: McNamara

DDA Executive Director, Justin Burchett

Minutes: Motion by Thompson, support by Kersten to approve minutes of the December 3, 2013 regular meeting.

Ayes: Unanimous

Financial Report: Burchett and Sevenski presented the financial report. Move to approve: Kersten. Support: Hoffweber. Ayes: Unanimous

Farmer's Market Manager Report:

Jamie Newhouse reported she would be attending a Market Manager Boot Camp on March 4 and 5.

She presented the new logo which the Farmer's Market Committee (FMC) recommended for adoption. Motion by Edwards, support by Jenkins to adopt new logo. Ayes: Unanimous

The FMC requested approval to add two new non-vendor members to the committee. Motion by Thompson, Support by Hoffweber to add Sharon Wegmeyer and Judy Wagley to the FMC. Ayes: Unanimous

Market will accept Double-up Bucks in conjunction with the Bridge Card next season.

It was requested we review the method of payment for the use of the pavilion. The FMC would like to increase fees in order to be able to do some events and promotions. As things are now set up, those fees would come to the DDA. The Finance Committee will review and come up with a plan.

Old Business:

Personnel/Policy Committee: No Report

Marketing Committee: Chairperson Marshall reported the committee met earlier today. Events in the works or under consideration include:

- Downtown Open House involving building owners and realtors to attempt to fill some empty store fronts.
- Tentative schedule for Friday night concerts. Several bands are on hold pending financing. We must raise \$6000 - \$7000 to go forward with this schedule. It is also a probability we will start at 6:00pm and have local talent do a crowd warm up for an hour which will also increase attendance with friends and family coming down.
- Suds and Sales: A men's shopping night
- Resurrecting a Downtown Gift Certificate

Burchett proposed we purchase a more powerful sound system for under the pavilion. The system he proposed is a used system for \$1800 (if new \$7000) and we could rent it out for events under the pavilion and sell some of the components to recoup our investment. We may also be able to negotiate with the bands for a lower rate if they don't have to bring their own systems and allow us to have more local talent.

Motion by Marshall to pre-approve Burchett \$1800 to purchase the system. Support: Burt. Ayes: Unanimous
Burchett will examine the system and present a purchase order.

The New Year's Eve event sold 130 passports and saw 75 participants complete the passport. Burchett said Otsego Tomorrow has met and reviewed things to improve for next year. They will begin planning next year's event in April. Board members suggested an Otsego Tomorrow person at each location to direct guests.

New Business:

Dana Bensinger, OCCF executive director, submitted a memorandum of understanding between the City of Gaylord DDA and the Otsego County Community Foundation regarding the GFM Creating Places grant for signatures of Seidell and Burchett.

Revisions to the contract with the Farmer's Market Manager to read \$9.37/hour up to 16 hours /week not to exceed allotted budget. Motion by Jenkins, Support by Kersten to approve. Ayes: Unanimous

Requests for pavilion use:

- Jeff Morey requested use of the pavilion at no charge on Friday, May 23, 2014 to bring to town a Hearse Cruise. Motion by Burt, Support by Sevenski. Ayes: Unanimous
- Request by Leah Beal to use the pavilion for her wedding on September 27, 2014 from 2:30pm – 4:30pm. They require nothing on our part. Charlotte Rovenko and Jamie Newhouse did not see a conflict with the farmer's market. Rental cost: \$250.00. Motion to approve by Hoffweber. Second by Sevenski. Ayes: Unanimous

Strategic Planning Session:

It was reaffirmed we all think the session is important. Motion by Burt. Support by Thompson to hire Phil Alexander as facilitator at the cost of \$100.00 in the form of a donation to the Otsego County Historical Society. Ayes: Unanimous Date to be determined.

Budget amendments:

Motion by Sevenski to amend the budget amendment increasing the contractual line to \$20,000 and increase education by \$500 to \$3650. Support: Jenkins Ayes: Unanimous

Proposal will be sent to City Council for approval. The change is proposed to cover cost of education for Burchett and assure we have enough on the contractual line to cover snow removal

Burchett announced Gaylord has been chosen to participate in a place making workshop for public officials to be held in Gaylord on March 4, 2014 and April 1, 2014.

Motion by Sevenski, Support by Marshall to allow Burchett to apply for a credit card with a \$500 limit. Ayes: Unanimous

Motion by Kersten, Second by Jenkins to pay bills. Ayes: Unanimous

Meeting Adjourned: 9:18pm

Respectfully submitted, Candi Edwards, Secretary