

Regular Meeting of the Gaylord Downtown Development Authority, April 1, 2014

Chairman Seidell called the meeting to order at 7:32

Members Present: Burt, Edwards, Marshall, Seidell, Sevenski

Members Absent: Hoffweber, Jenkins, Kersten, McNamara, Thompson

Also present DDA Executive Director, Justin Burchett, Economic Alliance Director' Lisa McComb

Motion by Burt, supported by Sevenski, to approve minutes as written from the March 4, 2014 regular meeting.

Ayes: Unanimous

Correspondence: No action needed.

Finance Report: Sevenski reviewed the financial report. Nothing has changed since last meeting. Sevenski reported a projected reduction in revenue for the 2014-2015 year of approximately \$30,000. Prospect of going to a purchase order system has been shelved for 12-18 months due to cost.

The DDA credit card was requested to have a \$500 limit. When it arrived it had a \$2500 limit. Since we monitor it carefully, the board was comfortable leaving it where it is. Edwards will send an email relaying this information to City Treasurer Travis Hewitt for distribution to the City Council requesting their approval.

Farmer's Market Report.

Jamie Newhouse, Farmer's Market Manager requested the following people be appointed to the Farmer's Market Advisory Board (FMAB): Abby Hamilton, Stacy Shafto, Amanda Reed, Mike Burzinski, Theresa Splan and Sharon Wegemeyer.

Request was approved.

Justin will send out an email to all board members asking for a volunteer to serve as DDA representative to the FMAB. The FMAB meets the 4th Wednesday of the month at 6:30 pm in City Council Chambers.

Approval was given for Newhouse and Burchett to make the decision on which of the new logos to use.

Newhouse reviewed some of the many activities the Market has planned for this year. She also informed us they are searching for a coffee vendor, small (5000 gallon or less) wine producer and possibly a craft beer maker to participate in the market. Burchett will take this proposal to the city council for approval.

DDA Director Report:

Streetscape: Committee will be shifting focus to capital campaign and creating a construction mitigation team.

The DDA Breakfast was held the 4th Thursday of March. The Main Street program was presented.

The next step in preparing for the application to the select level of the Michigan Main Street Program is to form a steering committee of 10-12 people. Proving the legitimacy of the Alpine theme to the selection committee will be essential.

Friday night concerts are fully sponsored. Burchett is still looking for about \$2000 for promotion.

Progress is being made in creating the trail head and connecting the sections of the rails-to-trails project.

Personnel and Policy Committee

The committee has not met since the last since the last DDA meeting. Burt reported evaluations for Director Burchett were sent out to all board members and should be returned by April 11.

Marketing Committee

Marshall reported the committee met this week and discussed Farmer's Market logos, Friday night concerts, raising concert funds thru the sale of 50/50 tickets at the concerts, Renting the PA system, and a program called First Impressions where communities evaluate each other.

It was decided to rent the PA system on a case-by-case basis. We will rent the system to Art in the Garden for \$350 for the entire day and evening. There will be no Friday night concert on July 4th.

Old Business

The Municipal Bonding workshop sponsored by Chemical Bank will be held Wednesday, April 9 at noon at City Hall. Lunch will be provided. Please RSVP to Justin this week.

The Strategic Planning session will be April 21 from 9-1 at the University Center.

The second session of the MSU placemaking seminar is tonight from 6-9:30 at City Hall.

The restroom maintenance contract was clarified. No change in cost.

New Business

Request by DPW for five additional flag poles was denied.

The \$600 for the renewal of the liquor license for 143 West Main was discussed. Burchett will check in to what would be the DDA's advantage to renewing with the hope of having someone purchase it as opposed to having a new owner apply for a new DDA license. The payment is due by the 15th. Burchett will let us know the outcome of the inquiries.

Motion by Marshall, support by Sevenski, to give \$500 to Alpenfest. Ayes: Unanimous

The number of residents in the DDA district is not known. According to City Clerk, Becky Curtis, the only way to get an accurate count would be to go door-to-door and ask how many people live there. There is no plan to do this at this time.

Approval of Bills

Motion to approve bills: Edwards. Second: Sevenski. Ayes: Unanimous.

Next meeting will be Tuesday, May 6, 2014 upstairs.

Meeting adjourned at 8:51

Respectfully submitted,
Candi Edwards, Secretary

