

Regular Meeting of the Gaylord Downtown Development Authority, June 3, 2014

Chairman Seidell called the meeting to order at 7:30

Members Present: Burt, Edwards, Hofweber, Jenkins, Kersten, Marshall, Seidell, Sevenski and Thompson Members Absent: McNamara

Motion by Thompson, support by Sevenski, to approve minutes as written from the May 6, 2014 regular meeting.

Ayes: Unanimous

Finance Committee: Budget was approved by City Council.

Personnel Committee: No Report

Marketing Committee: Committee is exploring branding options. Once decided a new web page will be pursued. Friday Night Concerts are sponsored for \$11,025.that allows for stage set up and \$2500 for marketing. The permit for 50/50 drawing is \$40 for all concerts with a maximum of \$500 in prize money per night. Burchett is seeking volunteers from the board to sell tickets at the concerts.

Farmer's Market: Jamie Newhouse, Market Manager, reported a great start to the market with numbers up and many kids participating in the new activities. Double up Food bucks starts next week. The market was featured in Our Detroit magazine regarding the Farm to Fork program in conjunction with Treetops. Newhouse has a wine vendor, Seasons of the North, set up to start tasting at the June markets. All monitoring and insurance will be provided by the vendor in accordance with Michigan public Act 100 of 2013. Newhouse presented the Wine vendor Policy created by the market rules committee. Motion by Jenkins to approve the Wine Vendor Policy as amended. Second by Marshall. Motion carried.

Burchett is assisting Kym Narayana from the Gaylord Council for the Arts on a grant application for the National Endowment for the Arts. If obtained, we may have an art festival downtown next summer. It is a \$10,000 1:1 in-kind match.

Streetscape: Thompson reported he has collected about \$100,000 in donations. The Chemical Bank Foundation Grant and the Consumers Energy Foundation Grant are both in process.

DPW: After much discussion it was decided to turn off the tree lights for the summer and fix them up next fall. DPW will be fixing the receptacles prior to Alpenfest.

Rental of the PA system to Crossroads for their Saturday concerts at the Community Gardens was set at \$200 per concert with \$100 in-kind for pick-up of the system from the Friday Night Concerts and storage at the Crossroads facility. Motion by Kersten to approve the rental arrangement. Second by Burt. Marshall abstained. Motion carried.

Pam Greve and Joan Collik from the Edelweiss Garden Club presented their vision of Downtown Gaylord with the use of lots of flowers and greenery.

Gary Scott reported he has closed on the Phoenix building. He is looking to the DDA to assist in applying for an MEDC grant. Burchett can assist. An administrative fee will be charge, amount to be determined.

Burchett requested approval to attend an MEDA conference in Lansing, MI in September. Motion by Hofweber to approve the request. Second by Kersten. Motion carried.

Burchett reported there was a gas leak in the heat system under the pavilion. The gas has been turned off. Seidell will call installers, J & P Heating, and have them give an assessment.

Motion by Thompson to pay bills. Second by Hofweber. Motion carried

Dana Bensinger, executive director of the Otsego County Community Foundation, presented the board with a check for \$10,000. The funds were granted from the Patrick J. McNamara fund to assist with the DDA executive director salary.

Next meeting: Tuesday, July 1, 2014 in Council Chambers.

Meeting adjourned at 9:15

Respectfully submitted,

Candi Edwards, Secretary