

Regular Meeting of the Gaylord Downtown Development Authority, March 4, 2014

Chairman Seidell called the meeting to order at 7:34am

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

Members Absent: McNamara

DDA Executive Director, Justin Burchett

Minutes: Motion by Marshall, support by Sevenski to approve minutes of the February 4, 2014 regular meeting.

Ayes: Unanimous

Public Hearing: Chairman Seidell opened the public hearing regarding the Downtown Gaylord Renaissance Streetscape Plan.

DDA Executive Director Burchett presented a power point presentation on the subject.

The floor was open for public comment. The following citizens commented on their views of the project:

Paul Sopsich, Amy Correll, Kathy MacDonald, Shiela Simpson, Sue Nowak, Bob Doumas, Tom Kellogg, Jill Miner, Jim Akans, Larry Correll, Stacy Shafto, Tony Sharkey, Tammy LaBeof, Abby Hamilton, Chad Edwards, Christy Perdue, Ron Smith, Brian Aimsbury, James Flint, Larry Edwards, Mike Perdue and Jackie Smith.

Apologies for any misspelled names.

Public hearing was closed at 9:15am followed by a ten minute break.

Chairman Seidell re-opened the meeting at 9:25am

Financial Report: Burchett presented the financial report. Move to approve: Kersten. Support: Thompson.

Ayes: Unanimous

Farmer's Market (GDFM) Manager Report:

Burchett presented the report for Jamie Newhouse, Market Manager, as she is attending a Market Manager Boot Camp on March 4 and 5.

He presented the 2014 Code of Conduct, Waiver and Release and Vendor Application forms.

The market has decided the logo previously presented is too busy and they will be re-designing.

There is a possibility of the addition of a fish vendor from a trout farm in Bellaire.

Personnel/Policy Committee: The personnel committee has met twice since the last meeting.

Burt presented the revised by-laws for the GDFM. Motion to approve: Burt. Support: Thompson.

Marketing Committee: Marshall and Burchett picked up the sound system for the Friday Night Concerts.

Burchett announced the \$7000 + needed to pay for the concerts has been raised through private donations led by Walmart and the Siddock Group, each contributing \$1500. He is seeking additional funds for marketing and promotion.

Old Business:

We are reminded of the Strategic Planning Session scheduled for April 21, 2014 at 9am at the University Center.

The Placemaking Trainings are March 4 and April 1 from 6 – 9:30pm at the City Hall, second floor.

Burchett is still working with Otsego Tomorrow on attracting new businesses to the downtown.

New Business:

Burchett presented opportunities to join the following downtown organizations and attend the following conferences:

National Main Street Program - \$250

Michigan Downtown Association - \$200

National Main Street Conference May 18-20 in Detroit- \$355 early bird rate

2014 Small town and Rural Development Conference - \$105 hotel plus free registration

On Burchett's recommendation, the first three were approved and the funds are allocated in the budget.

Requests for the use of the Pavilion at no charge include:

GHS Girl's Track Team May 3rd 10am – noon

Burchett agreed to set the barriers for the events.

Motion by Jenkins, second by Hoffweber to approve request. Ayes: Unanimous

Gaylord Strong Leadership Otsego County Project September 11th, 5 – 7pm.

Motion by Hoffweber, second by Marshall to approve request. Ayes: Unanimous

The contract was presented for the maintenance of the restrooms for 2014.

Public Comment:

GDFM vendor Sue Nowak expressed her desire to see dogs kept out of the Farmer's Market.

GDFM vendor Charlotte Rovenko did not see a problem with allowing dogs.

GDFM vendor Chad Edwards thought the dogs created a friendly atmosphere.

Motion by Hoffweber to approve the Gaylord Downtown Development Authority Resolution supporting the Gaylord Downtown Renaissance Project. Second: Marshall. Ayes: Unanimous.

Next meeting Tuesday April 1, 2014 7:30am.

Meeting Adjourned: 10:06 am

Respectfully submitted, Candi Edwards, Secretary