

Regular Meeting of the Gaylord Downtown Development Authority, February 3, 2015, Council Chambers

Chairman McNamara called the meeting to order at 7:34 am.

Members Present: Burt, Church, Hofweber, Jenkins, McNamara, Reynolds, Seidell, Sevenski, Shafto, and Thompson

Members Absent: Burns, Edwards

Others Present: DDA Manager, Jamie Newhouse

Minutes: Motion by Hofweber, support by Reynolds, to approve minutes of the January 6, 2015 regular meeting.

Ayes: Unanimous

Correspondence: None

Financial Report: Reynolds presented the latest financial reports. He indicated that he and Jamie are working on a better format for the financial statements.

Reynolds also reported that the Finance Committee discussed the bridge card payments at the Farmers Market. There is a lot of staff time involved with the programs associated with the bridge cards. The vendors can process their own bridge card payments if they want to. Mayor Jenkins indicated that the intent of the bridge cards was to bring in a different segment of the community to the Farmers Market. There will need to be more discussion on the program in the future.

Personnel/Policy Committee: No report

Marketing Committee: Newhouse presented the Marketing Committee report. They worked on a list of bands for the Friday Night Concerts, as well as sponsorship forms.

They are also looking to put on a potluck with the downtown merchants on April 1.

DDA Manager Report:

- a. Events
 - i. Indoor Farmers Market

Newhouse reported that the indoor farmers market is going very well.

- ii. New Year's Eve Ball Drop

The New Year's Eve event was successful in terms of covering the costs.

- b. Upcoming Special Events
 - i. Alpenfrost

Newhouse reminded the Board that Alpenfrost is this weekend.

City Managers Report: Duff reviewed the budget for the Streetscape project. There is a shortfall of \$700,763 due to the expected MEDC Grant no longer being available. The only viable option is for the DDA through the City to sell bonds to cover the cost. The DDA would have to transition from funding staff and activities to the bricks and mortar aspects of the downtown, at least until tax revenues begin to rise sufficiently to transition back. Many of the activities of the DDA would have to be moved to another entity

with potentially a partnership of several agencies with the Chamber of Commerce to run the Farmer’s Market and pay for staff to run the Farmer’s Market and coordinate downtown activities.

Duff presented a draft bond payment schedule. Payments would be approximately \$58,000 per year for 15 years. Duff suggested a joint meeting of the DDA and City Council on Monday, February 16 at 7:00 pm to discuss the potential bonds. The downtown business owners would also be invited to attend to weigh in on the issue.

Duff also updated the Board on the Streetscape Design Committee meeting. At that meeting the Committee picked out covered stations for the entertainment nodes, trash cans, benches, and watering stations. These will be presented to the DDA Board for approval once the costs are received.

Duff also indicated that the Low-Mod Income Survey was completed and has been certified. The City continues to fall under that classification.

DPW: Tholl indicated that he had nothing to report. Hofweber thanked Tholl for his efforts to create pathways open in front of his business.

Old Business:

a. PA System

Newhouse indicated that Total Audio can fix the PA system for \$250. Motion by Burt, seconded by Church, to approve Newhouse to get the PA system repaired for \$250. Ayes: Unanimous

New Business:

a. Email Database

Thompson indicated that he has had an email database created for the DDA.

b. Agreement Regarding Grant Matching Funds

An agreement is needed to allow OCEA to release funds to the City as needed for the Streetscape project. Motion by Thompson, seconded by Reynolds, to approve the Agreement Regarding Grant Matching Funds as presented. Ayes: Unanimous

c. Amended DDA Manager Contract

Burt indicated that Newhouse’s employment agreement needed to be updated to reflect the change to a salaried position at a salary of \$23,400. Motion by Reynolds, second by Hofweber, to approve the Memorandum of Understanding as presented. Ayes: Unanimous

Public Comment by Citizens: None

Payment of Bills: Motion by Thompson, support by Shafto, to pay bills as presented with the original check to Bayside Beverage in the amount of \$649.38 to be voided. Ayes: Unanimous

January		Mid-North Printing Inc.	Holiday Flyers (Rotary Paid Half), Holiday Merchant Postcard	308.85
		PAKMAIL	Return LED Streetlight	23.33
		Lowe’s	Santa Parade	22.68
		Work Camp	Snow Removal	520.00
		5/3 Master Card	Constant Contact	55.00
	11-Dec	Consumers Energy	Automatic Withdrawal	45.24
	11-Dec	Consumers Energy	Automatic Withdrawal	47.04

	11-Dec	Consumers Energy	Automatic Withdrawal	253.96
	11-Dec	Consumers Energy	Automatic Withdrawal	1,134.79
	11-Dec	City of Gaylord	Equipment Rental	635.96
	11-Dec	City of Gaylord	Payroll	1,625.04
	23-Dec	City of Gaylord	Equipment Rental	64.92
	23-Dec	City of Gaylord	Payroll	1,572.42
		Total		6,309.23
NYE		Spartan Sewer & Septic Tank Services LLC		85.00
		North Central Security, Ltd.	Security	374.00
		North Central Security	Security	356.00
		BJ's Rentals	Tent	2,432.44
		Temp-Air, Inc.	Heater	641.30
		Great Lakes Wine & Spirits	Beer and Wine	649.38
		Eagle Radio Group		500.00
		Total		11,347.35

Next Regular Meeting: Tuesday, March 3, 2015.

Motion by Reynolds, support by Jenkins, to adjourn.
Ayes: Unanimous.

Meeting Adjourned: 8:48 am.

Respectfully submitted, John Burt