

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

Chairman McNamara called the meeting to order at 7:30 am.

Members Present: Burns, Burt, Hofweber, McNamara, Shafto, and Thompson

Members Absent: Church, Edwards, Jenkins, Reynolds, Sevenski

Others Present: DDA Manager, Jamie Korona

Minutes: Motion by Thompson, support by Shafto, to approve minutes of the February 3, 2015 regular meeting with the correction of removing the name Seidell from Members Present. Motion approved unanimously.

Motion by Hofweber, support by Burns, to approve minutes of the February 16, 2015 special meeting with the correction of removing the name Seidell from Members Present. Motion approved unanimously.

Correspondence:

1. Bond Payment Letter –from City Manager Joe Duff to Bonnie Vance.
2. Alpenfest Sponsorship Request Letter – the request was referred to the Finance Committee.
3. Alpenfrost Thank You Letter

Financial Report: Thompson reported that the Finance Committee recommended approval of a request for sponsorships for the downtown flower baskets. Motion by Thompson, support by Shafto, to approve the solicitation of sponsorships for the downtown flower baskets. Motion approved unanimously.

Personnel/Policy Committee: No report

Marketing Committee: No report

DDA Manager Report:

a. Events

i. Indoor Farmers Market

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

b. Upcoming Special Events

i. St. Patrick's Day Parade/Pub Crawl

Korona updated the Board on the St. Patrick's Day Parade/Pub Crawl.

ii. Color 5k Run

Korona updated the Board on the Color 5k Run

iii. Farmers Market

Korona presented changes to the Gaylord Downtown Farmers Market Rules and Regulations. Motion by Burt, support by Hofweber, to approve the changes to the Farmers Market Rules and Regulations as presented. Motion approved unanimously.

City Managers Report: Duff reported that he attended a Farmers Market Committee meeting to discuss changes in the program including the City no longer being able to accept cards for State food programs. Rates for the Farmers Market space rental will stay the same for 2015.

DPW: Tholl reported that the light pole that was knocked over due to a car accident will be replaced soon. There is also a lights outage from Shannon Park to Elm that they are working on fixing.

Old Business:

a. PA System

Korona indicated that Total Audio fixed the PA system at a cost of \$213.55. The Board discussed the possibility of selling the system but did not take any action.

New Business:

a. Alpenfrost Bill

Paul Beachnau, Chamber/Tourism Bureau Director, asked that a bill for \$ 2,945.04 to Alpenfrost be waived since there was no advance notice of the bill. The bill was due to City DPW work in conjunction with the event. The matter has been referred to the Finance Committee for consideration.

b. Resignation of DDA Manager

Korona tendered her resignation as DDA Manager. She is taking a position with Eagle Radio but will continue to serve as the Farmer's Market Manager. Motion by Thompson, support by Burns, to accept the resignation of Korona as DDA Manager. Motion approved unanimously.

c. Plan for Downtown Events

The Board discussed a proposal with Eagle Radio to have them take over the DDA's events including Friday Night Concert Series, Car Tour, Sidewalk Sales, Otsego County Strong 9/11, Moonlight Madness, Trick or Treating, Shop Local Win Big, Shop and Stroll, Santa Parade, and the New Year's Eve Ball Drop at an annual cost of \$6,000. The cost to put on these events is estimated at \$12,940. Korona and Kari Jo Stefanski would share the work on these events. The City Attorney, Steve DuBois, is drafting an agreement to be presented to the DDA Board at their next meeting.

d. Pavilion Rental Request

The Board received a pavilion rental request form from the Seventh Day Adventist Church for a Gaylord Kid's Triathlon. Each kid participating would get a free bicycle. They would like fees associated with the setup/takedown of the stage to be waived. The basic rental of the pavilion is \$250, and the stage costs are \$350. Motion by Hofweber, support by Burns, to waive the \$250 rental fee with all other costs being the responsibility of the applicant. Motion approved unanimously.

Public Comment by Citizens:

1. Tammy LaBouef – presented questions concerning DDA funding to the Board. DDA Board and City Staff responded to questions.
2. James Flint – informed the Board that he is working on a petition to hold a referendum vote on the

Payment of Bills: Motion by Hofweber, support by Burns, to pay bills as presented. Ayes: Unanimous

January		Total Audio	213.55
		Northern Broadcast Inc.	12.00
		Consumers Energy	53.16
		Consumers Energy	324.46
		City of Gaylord	1,726.46
		Total	\$2,329.63

Next Regular Meeting: Tuesday, April 7, 2015 at 7:30 am.

Meeting Adjourned: 8:45 am.

Respectfully submitted, John Burt