

ITHACA DDA  
REGULAR MEETING  
MINUTES FROM TUESDAY JANUARY 13, 2015

Called to order at 12:05 PM. by Chairman Liz Dudek

**Members present:** Chairman Liz Dudek; Members: Marci Browne; Kim Hodge; Lilly Smith; Dave Weber; Kevin Collison; Shelly Betancourt; Aaron Hale

**Members Absent:** Mayor Tim Palmer; Janet Strong & Tony Duplesis

**Staff present:** City Manager, Bill Cousins; Jennifer Reed

**Public present:** None

**Public comment:**  
None

**Approval of Minutes:**

Moved by Collison, second by Browne to approve minutes from the Regular Meeting on December 09, 2014. Motion carried.

**Roundtable:**

Shelly Betancourt stated that Center for Women's Health Care is now open in their new location and things are going well. They are hoping hold a "Let's Do Lunch!" event there next month.

Liz informed us that she is expanding her business into the building where Merchants was. She is planning on having group fitness classes, ab classes, yoga classes, etc. that the community can get involved in. Also, Stay Fit Gratiot was approved by Healthways 65+, which under certain health plans, will pay for gym membership for those who are 65 and older.

Marci let us know that she also expanded her business, and has opened up an office in St. Louis. She is not moving out of Ithaca, just opening another location.

**Old Business**

**US 127 Billboard**

Reed touched base on the billboard and the reason for so many wrinkles. Apparently, the billboard has not had any maintenance in quite some time, and therefore is in need of some repair. DPW should be able to make the repairs to it this spring/summer.

**Rest Stop Booklets**

We will move forward with the rest area booklets. Reed got a quote from Karen Weller on her charge for the work for the ads that she does and from E & S Graphics on their price quote for quantity of booklets. Weller will charge the same rate as the previous year we did them at \$30/hour. Last time her total charge was \$630. E & S Graphics gave us a quote of \$2,500 for 2,000 booklets and \$2,990 for 3,000 booklets. Last time we produced the booklets, we charged \$45 for a half-page ad, and \$95 for a full-page ad.

Moved by Collison, second by Betancourt to charge \$50 for half-page ad and \$100 for full-page ad.

**Website enhanced business listing**

Reed will put together a letter to go out with the enhanced listing form to all of our Ithaca businesses letting them know this is available and what it includes. She will also include it in the DDA newsletter for a round or two as well.

**New Business:****Financials**

The Board reviewed the December financial file; it had no questions.

**Farm Market Pavilion**

Reed informed the Board that there have been several people questioning why there are people parking under the pavilion, and if we want to continue to allow this to happen during the farm market's off season. The Board all agreed that during the off season it is okay if people park under the pavilion.

Meeting adjourned at 12:55 PM

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Dave Weber, Secretary/Treasurer

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Jennifer Reed, Recording Secretary

**ITHACA DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES OF MEETING  
DATED FEBRUARY 10, 2015 @ 12:00 NOON**

**PRESENT:** Liz Dudek, Dave Weber, Janet Strong, Kim Hodge, Lilly Smith, Tony DuPlesiss

- **Call to Order:** The meeting was called to order 12:00pm by chairperson Liz Dudek
- **Public Comments:** None
- **Approval of Minutes:** Motion made to approve the January 13, 2015 Meeting Minutes by Janet Strong, second Lily Smith, motion carried.
- **Round Table Discussion:** None
- **Old Business:** Jen is putting together the details for the local business pamphlet for MDOT Rest Areas
- **New Business:**
  - Financials- discussed and clarified
  - TSC scheduled to open March 14<sup>th</sup>, 2015
  - Stay Fit Gratiot is opening group classes across the street from current location on March 2<sup>nd</sup> 2015
- **Adjournment:** Motion made by Tony DuPlesis to adjourn the meeting at 12:20pm, second by Janet Strong, motion carried.

ITHACA DDA  
REGULAR MEETING  
MINUTES FROM TUESDAY APRIL 14, 2015

Called to order at 12:20 PM. by Chairman Liz Dudek

**Members present:** Chairman Liz Dudek; Members: Marci Browne; Kim Hodge; Lilly Smith; Shelly Betancourt; Aaron Hale

**Members Absent:** Mayor Tim Palmer; Janet Strong & Tony Duplesis, Dave Weber; Kevin Collison

**Staff present:** City Manager, Chris Yonker; DDA Coordinator, Jennifer Reed; Clerk/Treasurer Barb Fandell

**Public present:** None

**Public comment:**

None

**Approval of Minutes:**

Moved by Browne, second by Hale to approve minutes from the Regular Meeting on February 10, 2015. Motion carried.

**Roundtable:**

Shelly Betancourt stated that Center for Women's Health Care is currently open 3 days a week full time for health care, and 2 days a week for Spa. Building renovations are coming along great and going well.

Liz stated that Stay Fit+ is going great and the community is attending and enjoying classes. She has been seeing a lot of new faces and more class options are being added. She also shared that a new photography business is coming to our downtown where Simply Savings used to be located.

Aaron stated that the winery put out their outdoor seating and that the nice weather we have been having has been great.

**Old Business**

**Rest Stop Booklets**

We are officially moving forward with the rest area booklets. Reed figured out the actual figures, and it came down to the fact that with the fees that the board adopted at the January 13, 2015 meeting, the DDA was standing to lose around \$1000.00. In order to break even on the project, we would need to charge a minimum of \$60.00 for a half page ad and \$120.00 for a full page ad.

Moved by Betancourt, second by Browne to charge \$60 for half page ad and \$120 for full page ad. Motion carried.

**New Businesses:**

**Financials**

The board looked over the December financial file. They had no questions.

Moved by Hale, second by Browne to accept financials and place on record for audit. Motion carried.

**Past Due Invoices**

Clerk/Treasurer Fandell reported on seven delinquent invoices for the DDA from 2013 for advertising and/or promotions. She recommended for the board move to write the following off as uncollectible: The Curious Candle Botique (\$45), Back in the Saddle (\$70), Cartridge Express (\$45), Curves (\$25), Simply Savings (\$45).

Moved by Browne, second by Hale to write off as uncollectible the above mentioned delinquent invoices. Motion Carried.

There were two additional delinquent invoices on the Clerk/Treasurer Fandell's report, and they are still in business in the City. The Doggy Mat (\$45) and Courtney's Barber Shop (\$45). At this time, the City along with the board will still make efforts to collect these debts which are owed.

**2015-16 Fiscal Year Budget**

The Board reviewed and discussed the proposed budget for 2015-16. They had no questions.

Moved by Betancourt, second by Hale to accept the proposed budget for the 2015-16 fiscal year and send to Ways & Means committee as reported. Motion carried.

**DDA Coordinator Position**

The board went over DDA Coordinator Jennifer Reed's position and duties. A copy of the past DDA Director's job description was presented. Because there is no longer a director, it helped to guide the Board as to what the coordinator will be spending her time on and their duties as the coordinator.

**Farm Market**

Reed informed the board that one of our Farm Market vendors has requested that we open up the market on a weekday evening, such as 3-6 or 4-7. She is really excited and thinks that it will help bring attention to our Farm Market and bring in more customers as well. Reed mentioned that she has had several residents mention that if we had it on a weekday, they would be more willing to stop at the market after work then to come in on a Saturday morning and visit. Reed will communicate with other vendors and get more details for the next meeting.

Meeting adjourned at 1:15 PM

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Dave Weber, Secretary/Treasurer

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Jennifer Reed, Recording Secretary

**City of Ithaca**  
**Downtown Development Authority**  
**Meeting Minutes**  
**June 2, 2015; 12:00 PM**

Called to order at 12:05 p.m. by Chairman Liz Dudek.

**Members present:** Chairman Liz Dudek and Members Marci Browne, Kim Hodge, Kevin Collision, Lillian Smith, Shelly Betancourt and Janet Strong

**Members Absent:** Mayor Tim Palmer, Dave Weber, Tony Duplesis, Aaron Hale and DDA Coordinator Jennifer Reed

**City Staff present:** Clerk-Treasurer Barbara Fandell

**Public present:** None

**Public comment:**

Chairman Dudek asked for public comment; none was offered.

**Approval of Minutes:**

Motion by Browne, second by Collision to approve minutes from the Regular Meeting on April 14, 2015; motion carried.

**Roundtable:**

Shelly Betancourt stated that Center for Womens Health Care spa is currently open on Thursdays and now the center is open to the community four days a week.

Janet Strong asked when the decision was made not to plant flowers. Marci Browne shared that the planting was cut back due to the lack of volunteers to plant and weed. The IPC and City made the decision together. Marci Browne said a donation was made by Mr. Bauer toward the flowers to be planted in front of the fire hall.

Barb Fandell updated members on the Center Street paving project, the MDEQ Scrap Tire paving grant and current DDA Board appointments. Tony Duplesis is not remaining on the board and that leaves a vacancy to be filled.

**Old Business:**

Barb Fandell informed the Authority that a request was received from the vendors of the Farmers Market for a portable restroom to be installed. The cost would be \$85.00 per month if serviced once per week. There was a discussion on the availability of public restrooms in the downtown and it is limited. Kevin Collision suggested the DDA not bear the cost, but could allow them to place one at their cost this season. The DDA could look at financing one next season and build the cost into the vendors' rate.

Motion by Collision, second by Betancourt to defer the expense of a portable restroom for the Farmers Market for this year and provide one next season with the cost built in to the vendor fees; motion carried.

Barb Fandell updated members on the promotional booklet ads. Response from the businesses is slow, but staff will be continue making contact to get the books into production with Karen Weller.

**New Businesses:**

Barb Fandell reviewed the April financials. Motion by Browne, second by Smith to receive the April financials and place on file for audit; motion carried.

The Chairman asked for discussion and review of the DDA By-Laws and Board member participation. She suggested an attendance policy be adopted as the board has struggled with a quorum and members are not providing adequate notice if unable to attend. A sample policy was reviewed.

Motion by Smith, second by Collison to draft a Board Attendance Policy for review and adoption at the September meeting; motion carried.

Chairman Dudek discussed possible changes to the current By-Laws. Barb Fandell suggested that City Manager Yonker be consulted as that is one of his areas of expertise. The board concurred and asked that samples and suggested changes be drafted for review at the September meeting.

The Chairman asked if a change in meeting time or date should be considered because there are new members on the board and perhaps that would help with the attendance issues. Discussion was held.

Motion by Collison, second by Betancourt to change the regular meetings to the second Thursday of each month at noon; motion carried.

Chairman Dudek asked for additional comments or business to come before the board; none was offered.

The Chairman adjourned the meeting at 12:45 p.m.

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Dave Weber, Secretary/Treasurer

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Barbara Fandell, Recording Secretary

**City of Ithaca**  
**Downtown Development Authority**  
**Meeting Minutes**  
**September 10, 2015; 12:00 PM**

Called to order at 12:05 p.m. by Chair Liz Dudek.

**Members Present:** Chair Liz Dudek and Members Marci Browne, Kim Hodges, Kevin Collision, Lillian Smith, Shelly Betancourt and Janet Strong

**Members Absent:** Mayor Tim Palmer, Dave Weber and Aaron Hale

**City Staff Present:** DDA Coordinator Jennifer Reed, City Manager Chris Yonker

**Public Present:** None

**Public Comment:**

Chair Dudek asked for public comment; none was offered.

**Approval of Minutes:**

Motion by Browne, second by Strong to approve the minutes from the Regular Meeting of June 2, 2015; motion carried.

**Old Business**

**MDOT Rest Area Booklets:**

Ms. Reed brought the Board up to date on the MDOT Rest Area booklets. We have not received the response we were hoping for the advertising in the booklets. There were a total of 20 ads sold, which resulted in twelve full pages; we needed a minimum of thirty full pages. She presented the Board with an option of a promotional map & brochure that advertises business cards for the downtown businesses instead of creating ads. A sample brochure was passed around and the Board was in favor of going with the brochures instead of the booklets.

Ms. Reed will work on getting more estimates. She had, however received one estimate before the Board meeting and shared that for 8,000 brochures, the cost would be roughly \$2,200, not including design costs. Compared to the booklets, this total is about \$1,000 less and we would be getting 5,000 more brochures versus the 3,000 booklets. Ms. Reed would send out an e-blast making businesses aware of the change from booklet to brochure and get with Karen Weller on design costs for putting it together. She will also secure another estimate from E & S Graphics to see what their production cost would be for different quantities of the brochure. The goal is to have the brochures completed within the next two months and have them distributed within the communities and rest areas no later than mid-December in time for the 2016 calendar year.

Motion by Collision, second by Betancourt to proceed with the promotional brochures; motion carried.

**By-Laws:**

The City Manager presented and reviewed a set of revised by-laws as was requested at the last Board meeting. During review, a recommendation was made to bring in a staff member from the Michigan Main Street (MMS) program to discuss expectations and gain further information about the program. The Board agreed this would be beneficial. Mr. Yonker also recommended that a contract be prepared between the City and the DDA for the administrative, financial and other services the City provides to the DDA. He offered to draft up a contract and

present it at a future meeting. Motion by Collison; second by Betancourt to adopt the by-laws as amended by the Board; motion carried. (Amended copy attached.)

**Old US-127 Motor Cruise:**

The motor cruise went very well and we had a great turnout of 298 vehicles.

**New Business**

**Financials:**

The Board reviewed the June financials; by consensus they had no concerns.

**Farmers Market Inspection & Layout:**

The Board reviewed the report from the State Market Inspector from the previous weekend. The violations for the Apple Barrel had been corrected by the next farm market and everything was up to code.

**US-127 Billboard:**

Ms. Reed informed the Board that it is time to begin working on the new billboard advertisements. The current ads will be removed on October 23, 2015 and the new ads are scheduled to go up November 2, 2015. Reed informed the board that the DPW staff will be making the needed repairs to the structure during the down week and the DDA will be receiving a bill noting the repairs. All other costs will remain the same as 2014-15. The Board gave permission for Ms. Reed to proceed with the billboard. All applications will be brought to the Board at the October 8, 2015 meeting where the Board will make a decision on the three businesses that will be advertised for the 2015-16 year.

**Roundtable:**

Kevin Collison questioned the condition of the 101 Center building that had burned earlier this year. He asked if the City could do anything to help move along the process after the fire, because the building is a blighting influence on the downtown. He asked City Manager Yonker if it were possible to inquire of the owners to see what their plans are or if the City could start the process of condemnation. Manager Yonker stated that the arson case is still before the court, but that he would inquire as to the owner's intentions.

Shelly Betancourt mentioned that the Board should start to think of new ideas to help promote/welcome the DALMAC next year should the riders come through or stay overnight in town. It was brought to her attention that a lot of businesses were not aware of the event & riders coming into town.

The Chair asked for additional comments or business to come before the board; none was offered.

The Chair adjourned the meeting at 1:10 p.m.

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Dave Weber, Secretary/Treasurer

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Jennifer Reed, Recording Secretary

**City of Ithaca**  
**Downtown Development Authority**  
**Meeting Minutes**  
**October 8, 2015; 12:00 PM**

Called to order at 12:10 p.m. by Chair Liz Dudek.

**Members Present:** Chair Liz Dudek, Vice Chair Kevin Collison, and Members Marci Browne, Kim Hodge, Mayor Palmer, Lillian Smith, Shelly Betancourt and Janet Strong

**Members Absent:** Dave Weber and Aaron Hale

**City Staff Present:** DDA Coordinator Jennifer Reed

**Public Present:** None

**Public Comment**

Chair Dudek asked for public comment; none was offered.

**Approval of Minutes**

Motion by Collison, second by Browne to approve the minutes from the regular Meeting of September 10, 2015; motion carried.

**Michigan Main Street (MMS) Presentation**

Emily Pantera and Jessa Dutton made a presentation on the MI Main Street Program to the Board for an Associate Level entry into the program. The presentation focused on what the program is about and what it could potentially do for the City of Ithaca. The Associate Level is the introduction to the program, and helps provide communities with no-cost training. The intent is to provide communities with a basic understanding and knowledge of the program and its four-point approach and strategies for building awareness and participation in future MMS efforts. The Associate Level is a one year commitment and, if the Board chooses to participate, it will need to submit its application no later than November 6, 2015.

Following the presentation, the Board held discussion and all were in favor of moving forward with the program.

Motion by Betancourt, second by Smith to move forward and submit an application for entry into the Associate Level of the Michigan Main Street Program. All in favor; motion carried.

**Old Business:**

**Promotional Brochure Project**

Mrs. Reed gave an update on the promotional brochure project. As of 10/8/2015, enough ads have been sold to purchase 5,000 brochures (\$1,397) as well as cover the design cost of Karen Weller at \$30/hour for 20 hours (\$600). There are currently eight ad spaces left for purchase and we will continue to try and sell those ads until the deadline of November 1, 2015. If we sell the remaining ads, we will then have enough to purchase a total of 8,000 brochures, cover the design cost and have a profit of approximately \$47.

**US-127 Billboard**

All applications were submitted to the Board for approval of the next businesses to go on the billboard for the 2016 year. The following applicants were interested:

- Stay Fit + - New Business as of March 2015
- Interiors by Neville - They are currently on the billboard, but wanted to show interest in case we needed to fill a spot.
- Greater Gratiot Development - Wants to promote the community - particular the certified industrial parks, of which Ithaca has two of the five in the county. They would prefer not to share the space with retail.
- Oasis Community Church
- Precious Memories Bridal Shoppe

The Board followed the guidelines it had previously set and chose Stay Fit +, Interiors by Neville and Precious Memories Bridal Shoppe.

Motion by Collison, second by Betancourt to approve the above three businesses to go on the 2016 Billboard. As owner of Stay Fit+, Chair Dudek abstained before voting; motion carried.

**New Business:**

**Financials**

The board reviewed the financial statements and had no questions. Motion by Collison, second by Betancourt to accept the financials and place them on record for audit; motion carried.

**Discussion of Contracted Services for Future DDA Projects**

A brief discussion was held regarding fees for contracted services for projects. The DDA currently has been using Karen Weller for the designer for projects at a cost of \$30 per hour for the past several years, and has not looked at other options. For future projects, the Board agreed that they should look into other options to see what is available locally.

**Round Table Discussion**

Nothing new was brought to the table.

**Public Comments**

Chair Dudek asked if there were any public comments; none were offered.

Meeting was adjourned at 1:00 PM.

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Dave Weber, Secretary/Treasurer

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Jennifer Reed, Recording Secretary

**City of Ithaca**  
**Downtown Development Authority**  
**Special Meeting Minutes**  
**November 3, 2015; 12:00 PM**

Called to order at 12:02 PM by Chair Liz Dudek.

**Members Present:** Chair Liz Dudek, Secretary Dave Weber and Members Kim Hodge, Mayor Tim Palmer, Lillian Smith & Janet Strong

**Members Absent:** Vice Chair Kevin Collison and Members Marci Browne, Shelly Betancourt & Aaron Hale

**City Staff Present:** City Manager Chris Yonker

**Public Comment**

Chair Dudek asked for public comment; none was offered.

**New Business**

**DDA Resolution No. 2015-01: Expressing Commitment to Participate in the Michigan Main Street (MMS) Associate Level Program**

The City Manager summarized the purpose of the MMS program and stated the Associate Level is the introduction to the program, which helps provide communities with no-cost training. The intent is to provide communities with a basic understanding and knowledge of the program and its four-point approach and strategies for building awareness and participation in future MMS efforts. The Associate Level is a one year commitment and the application is due November 6, 2015. The application requires a resolution of commitment from both the DDA and the City Council; the Council approved its resolution at its last meeting on October 20<sup>th</sup>. The DDA's resolution is up for consideration at this meeting.

Following general discussion, motion by Mayor Palmer, second by Dave Weber to approve DDA Resolution No. 2015-01 as submitted by staff. All in favor; motion carried.

**Public Comment**

Chair Dudek asked if there were any public comments; none were offered.

Meeting was adjourned at 12:15 PM.

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Dave Weber, Secretary/Treasurer

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Chris Yonker, City Manager

**City of Ithaca**  
**Downtown Development Authority**  
**Regular Meeting Minutes**  
**November 12, 2015; 12:00 PM**

Called to order at 12:03 p.m. by Chair Liz Dudek.

**Members Present:** Chair Liz Dudek, Secretary Dave Weber and Members Kim Hodge, Mayor Palmer, Lillian Smith, Shelly Betancourt and Janet Strong

**Members Absent:** Vice Chair Kevin Collison and Members Marci Browne & Aaron Hale

**City Staff Present:** City Manager Chris Yonker

**Public Present:** None

**Public Comment**

Chair Dudek asked for public comment; none was offered.

**Approval of Minutes**

Motion by Hodge, second by Strong to approve the minutes from the regular Meeting of October 8, 2015; motion carried.

Motion by Weber, second by Smith to approve the minutes from the Special Meeting of November 3, 2015; motion carried.

**Old Business**

**US-127 Billboard Update**

City Manager Yonker reported that a new contract has been signed with Interiors by Neville, Precious Memories Bridal Shoppe and Stay Fit + for advertising on the billboard for the coming year. DPW was able to make some minor repairs to the structure of the billboard, but it will need to be replaced within the next year or two as it is in poor condition. The new design will be up within the week. Consumers Energy has finally provided a remote reader on the electric meter, so actual reads, not estimates, will be provided on the electric bills from now on.

**Promotional Brochure Project Update**

The City Manager updated members on the brochure. All but three spaces have been sold for advertising. These spaces can be filled in with logos from the DDA, City of Ithaca and the Ithaca Promotional Committee if necessary. Kim Hodge requested one of the three remaining spaces for her business and tendered a check & business card for the spot.

**Transmittal of Submitted MI Main Street (MMS) Program Application**

Mr. Yonker reported that the application has been submitted to MSHDA. He spent considerable time on the project and hand delivered it in person to the director of the MMS Program, Laura Krizov in Lansing. He also emailed each DDA Board member a copy for their future use.

## New Business

### **MMS Timeline for Approval & Training**

City Manager Yonker stated that we will know sometime in mid-January if we have been accepted into the MMS program. This would be followed by an Associate Level Orientation webinar sometime in February, which should be attended by as many DDA Board and Partner Representatives as possible. There will also be two mandatory all-day training meetings to be attended and completed by July.

### **Recruitment of MMS Steering Committee & Volunteers for Training**

Mr. Yonker stated that the DDA Board should be looking at organizations and business owners that could be potential business partners for this program. They should be brought into the program as early as possible to help support the program with both volunteer hours and eventually financial support.

### **DDA Board Meeting Schedule for Calendar Year 2016**

The Board reviewed the 2016 meeting schedule as proposed below:

January 14, 2016  
February 11, 2016  
March 10, 2016  
April 14, 2016  
May 12, 2016  
June 9, 2016 – only if needed  
July 14, 2016 – only if needed  
August 11, 2016 – only if needed  
September 8, 2016  
October 13, 2016  
November 10, 2016  
December 8, 2016

Motion by Betancourt, second by Palmer to approve the schedule for the DDA Board Meetings for 2016; motion carried.

### **Financials**

The Board reviewed the financial statements and had no questions. By consensus, the Board accepted the financials and placed them on record for audit.

Regarding the DDA Coordinator position, the Board asked for the following:

- Method for how staff time was charged against the DDA budget while the DDA Coordinator was on leave
- The latest job description for the position
- If a time study had ever been done for the position, and if not, could one be done once the Coordinator returned to work?

### **Staff Updates**

The City Manager presented a slide show of the progress-to-date on the renovation of the Library basement into a new community room. He noted that construction should be completed by the end of November, but the Library Board will not be renting out the facility until after the first of the year. This will allow the Library & staff to fine tune the space, get out any bugs in the electronics & other systems, and time to set up an online calendar of dates during which the facility is available. The new room adds another venue in the downtown for use by the community.

**Round Table Discussion**

Lillian Smith- Commented on the new Pink Salon on Center Street @ Union. The building was renovated & looks nice.

Dave Weber- Mentioned that the Ithaca Promotional Committee (IPC) would be meeting next week and that the IPC was looking as hosting a Mardi Gras fundraiser at the Village Shoppes on February 13, 2016.

**Public Comments**

Chair Dudek asked if there were any public comments; none were offered.

Meeting was adjourned at 12:55 PM.

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Dave Weber, Secretary/Treasurer

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Chris A. Yonker, City Manager

**City of Ithaca**  
**Downtown Development Authority**  
**Regular Meeting Minutes**  
**December 10, 2015; 12:00 PM**

Called to order at 12:03 PM by Chair Liz Dudek.

**Members Present:** Chair Liz Dudek, Vice Chair Kevin Collison, Secretary Dave Weber and Members Kim Hodge, Mayor Palmer, Lillian Smith, Shelly Betancourt and Marci Browne

**Members Absent:** Members Janet Strong & Aaron Hale

**City Staff Present:** City Manager Chris Yonker, DDA Coordinator Jennifer Reed

**Public Present:** None

**Public Comment**

Chair Dudek asked for public comment; none was offered.

**Approval of Minutes**

Motion by Mayor Palmer, second by Dudek to approve the minutes from the regular Meeting of November 12, 2015; motion carried.

**Old Business**

**Review of Information re: DDA Coordinator Position**

**- Job Description & Method for Charging Salary & Benefits to DDA Fund**

City Manager Yonker discussed the job description of the DDA Coordinator with the DDA Board and how the City charges the Coordinator's wages to the DDA. Currently the City charges only wages but not benefits at 15 hours per week, for the Coordinator only. Wages are not charged for other staff members who may be working on DDA material.

The amount that is charged to the DDA is a set amount/year that comes out to an average of 15 hours per week regardless of how many hours are actually spent each week. Some weeks may be more or less depending on if an event or project is being worked on. Secretary Weber discussed the possibility of a time study to be done for a few weeks or months to see how time is spent. Manager Yonker informed them that a time study for this position wouldn't be of value due to how the job activity fluctuates often each week, and in the end the result would quite possibly be that on average more than the 15 hours are spent on DDA each week.

Mr. Yonker will get with the City Clerk/Treasurer and the DDA Coordinator before the next meeting and go over the job duties of the DDA Director and create a separate DDA Coordinator job description, because one strictly for that position has not been created. It will be reviewed at the next DDA Meeting in January 2016. Discussion also took place on ways to increase funds into the DDA such as a possibility of modifying the TIF capture in the future. Another possibilities discussed were an area wide assessment and a millage of up to two mills just within the DDA district. The board and City Manager discussed the pros and cons of the options.

### **Promotional Brochure Project Update**

The DDA Coordinator updated members on the brochure. It is almost complete and we are on schedule to send it to the printers by next week and be delivered to the rest areas and local communities by the beginning of 2016.

### **US-127 Billboard Status**

An update was given on the billboard. The DPW made some repairs to the structure of the billboard, and the 2015-16 advertising has been put up by the billboard company. However, the billboard is in worse condition than previously thought. The DPW will need to do a complete repair of the entire billboard, and will work up an estimate for the repair. We will also need to get in touch with MDOT to see if it would require any permits and if there are any restrictions pertaining to the repair of the billboard.

### **New Business**

#### **Financials**

The Board reviewed the financial statements and had no questions. By consensus, the Board accepted the financials and placed them on record for audit.

#### **Staff Updates**

None

#### **Round Table Discussion**

Vice Chair Kevin Collison- Mentioned that the trees downtown did not have lights on them or were not lit during the Hometown Family Christmas. It really brightens up the downtown and looks nice when they are all lit up. City Manager Yonker said he would look into it.

Mayor Palmer- Mentioned that the sound system downtown will not play anything but CDs and asked us to look into our memberships as at one point we had Sirius Radio (or something similar). If possible, we would like to have the radio playing during the day so we don't have to change out the CD or have it on repeat all day. He also discussed the Farmers Market for 2016. We need to come up with parking guidelines for the vendors, a way to incorporate a portable restroom into the yearly fees and electricity usage. This will be added to the January 2016 agenda.

Kim Hodge - Wanted to know if there was a way we could have businesses be responsible for keeping their awnings clean downtown. Some of them are not in the best condition and they are not complementing our downtown very well. Also, it would be helpful if we could have the businesses or building owners take down their signs if they are relocating or going out of business. Rozena's Recipez sign is still up, and questioned if we could see about having it removed.

#### **Public Comments**

Chair Dudek asked if there were any public comments; none were offered.

Meeting was adjourned at 12:50 PM.

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Dave Weber, Secretary/Treasurer

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Jennifer Reed, DDA Coordinator