

**Sault Ste. Marie  
DOWNTOWN DEVELOPMENT AUTHORITY  
January 13, 2016**

**MINUTES**

**Present:** Ray Bauer Kristy Wyngaarden  
Raymond Bell Josh Billington  
Michelle LaJoie Tony Haller  
Scott Parker  
Carl Stutzner  
Les Townsend

**Absent:** Greg Collins, Johann Ingold, William Karr and Oliver Turner

**1. CALL TO ORDER.**

**2. ROLL CALL.** Attendance was taken as noted.

**3. CONSENT AGENDA.**

A. **Approval of Minutes: December 9<sup>th</sup>, 2015 regular meeting.**

B. **Renewal of Complus Data Innovations Contract.** Recommendation: Renew Complus parking enforcement contract for three years at \$1,100/month or 15 percent of revenues, whichever is greater.

**Background:** The DDA entered into a contract with Complus Data Innovations three years ago to provide handheld ticket devices, collection services, and access to national databases. The system has worked quite well, and has improved our services offered through the Parking Violations Bureau.

There is no cost increase to renew the three year contract with Complus. This has been effective with collections, as it allows parking staff to track and bill for parking violations.

C. **DDA Website Upgrade.** Recommendation: Hire Duff Designs for \$500 to upgrade the DDA website for mobile optimization.

**Background:** The DDA hired Ben Duff of Duff Designs to build [www.downtownsault.org](http://www.downtownsault.org) in 2012. More and more people are looking for shopping, dining, and nightlife opportunities on their smart phones, and the DDA website does not load efficiently on those devices. Duff Designs will

refresh the website and optimize it for mobile devices; DDA staff is suggesting that the reference [www.downtownnaperville.com](http://www.downtownnaperville.com) to use as an example of a great downtown website.

DDA staff member Kristy Wyngaarden has been working on updating the business directory.

**D. Convention & Visitor's Bureau Ad. Recommendation: Purchase ½ page ad in the 2016 Visitor's Guide for \$1,450.**

**Background:** The DDA purchases an ad each year in the CVB's Visitor's Guide. Last year we reduced the size to ½ page. Director Knepper is recommending to retain the same size for the DDA ad; however, the CVB has put together a full-page spread for downtown Sault Ste. Marie for this year, in addition to our ½ page ad.

**E. Meeting dates for calendar year 2016. Recommendation: Pass resolution establishing monthly meetings for calendar year 2016 as follows:**

Meetings to be held at 8:00 a.m. in the 2<sup>nd</sup> floor conference room of Avery Square:

January 13	August 10
February 10	September 14
March 9	October 12
April 13	November 9
May 11	December 14
June 8	
July 13	

*Moved by Michelle LaJoie, supported by Les Townsend to approve the Consent Agenda as follows:*

- *Approval of the December 19, 2016 meeting minutes with corrections.*
- *Renew Complus parking enforcement contract for three years at \$1,100/month or 15% of revenues, whichever is greater.*
- *Hire Duff designs for \$500 to upgrade the DDA website for mobile optimization.*
- *Purchase ½ page ad in the 2016 Visitor's Guide for \$1,450.*
- *Approve the 2016 DDA Board meeting dates.*

*The motion passed unanimously.*

#### 4. SPECIAL ORDERS OF BUSINESS.

- A. **Parking Garage Drain System Repairs.** Recommendation: Hire Tri-County Plumbing & Heating to make repairs totaling \$11,154 to repair broken drain stacks throughout the garage.

**Background:** The City Clerk listed the job on the City's website as required for projects costing over \$10,000. However, no companies bid, except for Tri-County Plumbing. They've been doing emergency work on the parking garage the last few years, and have been doing a good job.

*Moved by Scott Parker, supported by Raymond Bell, to hire Tri-County Plumbing & Heating to make repairs totaling \$11,154 to repair broken drain stacks throughout the parking garage. The motion passed unanimously.*

- B. **Additional Compensation for Jim Killips for 2015 Construction Season.** Recommendation: Authorize a one-time payment for additional hours worked in the amount of \$1,938.24.

**Background:** Director Knepper met with meter collections employee Jim Killips in the fall of 2015 and asked for significant work to be done above and beyond normal duties. This work included uninstalling, rebuilding and reinstalling the Smith Lot meters following lot reconstruction; uninstalling, rebuilding and reinstalling meters along Dawson Street, Spruce Street, and Maple Street, as well as investigating improvements for meter installation, and requesting prices. Jim mentioned that in years past, he was compensated for additional hours worked above and beyond his traditional scope of work. Director Knepper agreed to properly compensate him for an additional 96 hours worked.

Jim Killips has been working for the City for 20 or more years collecting parking meter money. Currently, Jim and the City parking officer work together to collect the cash. Over the years, he has been hired to paint the meters, and do other extra work to maintain the parking meters.

*Moved by Michelle LaJoie, supported by Raymond Bell, to authorize to Jim Killips a one-time payment for additional hours worked in the amount of \$1,938.24. The motion passed unanimously.*

- C. **Schedule Board Retreat and Goal-Setting Session for 2016.**

**Background:** Director Knepper suggests scheduling a DDA Board retreat to be held in the third floor of board member Greg Collins' building located

at 215 Ashmun Street. This retreat will be focused on a brainstorming and goalsetting session for 2016; the schedule could include breakfast and lunch provided by the DDA.

After discussion it was decided that the goal-setting session would be held on Thursday, February 11<sup>th</sup> at 5:00 p.m. on the third floor in Greg Collins' building located at 215 Ashmun Street. The DDA Board should enter through the back door of the building.

- D. **Building Construction Parking Permits.** **Recommendation: Discuss enforcement of meters for construction crews working on downtown remodeling or construction projects, and specifically a request from National Office Products.**

**Background:** National Office Products is anticipating between four and eight construction crew members for a few months' time parking alongside their building, as well as the placement of a dumpster for a portion of that time. Traditionally, the parking department charges property owners to bag meters for construction crews at a rate of approximately \$30 per meter per month. It may be more appropriate for the DDA to cover or waive these costs to encourage property owners to remodel, rehabilitate, or otherwise invest in their properties.

*Moved by Scott Parker, supported by Raymond Bell, to authorize bagging of 8 parking spots in front of National Office Products for use by construction crews and/or a dumpster during the renovations of the interior of National Office Products. The motion passed unanimously.*

## 5. UNFINISHED BUSINESS.

- A. **Review of PlacePlans Mini-Grant Request for Qualifications (RFQ).** **Recommendation: Authorize the RFQ to be published on the DDA and City websites and used for developer recruitment purposes.**

**Background:** The DDA Board received a 50% grant from the Michigan Municipal League to hire an architect and marketing firm to create documents that would encourage investors and developers to consider specific Atto, Templeton, and Cleary properties downtown. The next step would be to issue these documents as a "Request for Qualifications," in which developers would send in their qualifications to the City/DDA to implement these projects.

The final draft of the Request for qualifications has not been released to the property owners or the Public. A Memo of Understanding has to be drafted to all three property owners for their signatures along with the City

and DDA. This topic will be moved to the February DDA Board meeting so that agreements can be drafted and forwarded to property owners.

**B. Michigan Mainstreet Program Selection Level Application. Recommendation: Set Baseline Assessment meeting during third or fourth week of March.**

**Background:** The Michigan Mainstreet Program would like to offer a baseline assessment with four of their staff people and the Mainstreet Steering Committee (yet to be finalized because of the updated request from the Mainstreet Program) during late March. Suggestions for the Mainstreet Steering Committee include the following individuals: Ray Bell; Les Townsend; Michelle LaJoie; Aaron Payment or Tribal appointee; Linda Hoath; Brenda Brow; Abby Baker; Tom Pleger or LSSU appointee; Ben Duff; Ken Hopper or Ron Kurnik; others?

The Michigan Mainstreet Program staff is looking forward to an Upper Peninsula community to be involved in the Michigan Mainstreet Program. Their visit to the Soo will be helpful to complete the selection level application which is due in December. It was decided that the Mainstreet Steering Committee meet with the Michigan Mainstreet Program staff on Tuesday, March 15, 2016 from Noon to 4:00 p.m.

**C. National Historic District Application. The Historic Development Commission authorized \$1,500 to hire a researcher to assist in finalizing the application.**

**Background:** The DDA will be working with the Historical Society to hire local researcher(s) to finish the paperwork required for our downtown historic district application.

Director Knepper is hoping to send in the application to the National Historic District in April or May.

**E. Downtown Garden Enhancements. CCCF will be assisting in grant research and applications.**

**Background:** Director Knepper is meeting with Debbie Jones to apply for grants through Scotts, Fiskars, and other gardening-related corporations to receive funding for spring flowers.

Currently the DDA has an annual budget of \$2,500 for garden maintenance and flowers/plants. Director Knepper would like to enhance downtown plantings through fund-raising and grants.

F. **Crosswalk Art.**

**Background:** Building Healthier Communities Coalition is working with Director Knepper to create a spring crosswalk painting event.

G. **Mural Installation Crowd Funding Campaign.**

**Background:** Director Knepper is still working to identify masonry companies who will provide a quote for stabilizing and preparing walls for murals in order to form a budget.

The Michigan Council for the Arts is offering matching grants for funds raised for mural installation. The DDA will begin fund-raising soon. Renderings have been created for murals on the walls on Easterday Avenue hill.

H. **2016 Property Improvement Program.**

**Background:** Sherwin Williams and Parker ACE Hardware discount programs are in place; National Office Products has already applied; however, Director Knepper has been waiting on a handful of banks to return information about their loan programs before going public with the discounts.

6. **NEW BUSINESS.**

A. **Event Renaming / Rebranding: Downtown Days, Oktoberfest, Downtown Trick-or-Treat.**

**Background:** There is a tremendous amount of confusion surrounding names for our summer events, and many of them are being publicized by multiple names. For example, Sidewalk Sales is branded as Downtown Days by the Visitor's Bureau. Downtown Trick-or-Treat has been rebranded as Fright Fest as well as Fall Festival. Director Knepper would like to have either the future Mainstreet events committee or the DDA Board work to achieve brand consistency for event names.

Director Knepper indicated that not all of the names for downtown events should be changed; but with new events coming up, there should be consistency with named events going forward. This topic can be further addressed at the DDA Board retreat in February.

**B. Sault Tribe Administrative Building Parking Lot Reconstruction.**

**Background:** Director Knepper discussed the following option with Wendy Hoffman from the Sault Tribe. The Tribe would enter into an agreement with the DDA/City in which the Tribe would pay to reconstruct/repave the lot (which would probably include greening, such as planting a few trees, etc.) and work with the DDA to come up with a plan for the bus stop. In exchange, the DDA would waive permit fees for parking in the parking lot until which time the cost of reconstruction was recouped.

Additionally, the DDA would work with the Tribe to re-allocate the number of permit spaces and metered spaces to better suit the needs of the Tribe, thereby reducing the cost of permits (for example, to buy a permit to park at a metered space is \$300/yr. and a permit to park at a permit-only space is \$190/yr.).

Currently the Tribe is purchasing approximately \$24,000 in permits each year, so if the construction costs are \$100,000, the DDA could potentially offer the Tribe approximately five years of no-cost parking if the Tribe was to pay for the reconstruction.

Director Knepper will research the DDA parking lot fund budget and will come back to the DDA Board at the next meeting with a proposal.

**7. DOWNTOWN MANAGER'S REPORT.**

**A. Reminder: DDA Sponsor Appreciation Dinner to be held Monday, January 18<sup>th</sup>, 6 pm at the Elk's Club.**

Various businesses around town were invited to attend the Sponsor Appreciation Dinner. The dinner is free for those attending. Director Knepper will be presenting a power point presentation.

**B. Winter Ice Festival to take Place on January 30<sup>th</sup>.**

Ice Creations, an ice sculpture company, has been hired to carve the ice blocks. Currently 20 blocks of ice have been sold. The ice sculptures will be scattered around downtown; on South Ashmun Street, North Ashmun Street, East Portage Avenue, and in the Farmer's Market. "Ice Wars" will take place on the corner of Ashmun and Easterday at 6:00 p.m. Two ice sculptors will go head to head to create works of frozen art.

**C. Pub Crawl to Take Place on February 4th.**

This will be discussed at the next bar owners meeting.

**D. Moloney's Alley Ice Rink.**

The ice rink is currently being iced. Due to the wind storm before Christmas the rink boards, etc., had to be re-installed. The City Clerk's office created a flyer that is on the City's Website. This rink is sponsored by the Sault Michigan Hockey Association; the City will remove snow off the rink, when needed.

**E. State Façade Grant Program.**

The Lewinski-Brewster building is waiting on windows and the Island Books and Crafts building is progressing.

**F. Retailers, Bar Owners, and Parking Committee Updates.**

The retailers' meeting is the first Monday of each month at 8:00 a.m. in the basement of Huntington Bank. The bar owners meet the second Wednesday of each month at 2:00 p.m. at the Ramada Hotel and Director Knepper will be scheduling a Parking Committee meeting.

**8. MATTERS TO BE PRESENTED BY THE BOARD.**

**9. MATTERS TO BE PRESENTED BY THE PUBLIC.**

Tony Haller, Executive Director of the Chamber of Commerce, invited the DDA Board to Business After Five on Thursday, January 21<sup>st</sup> at 1668 Winery & Lockside Brewery. Ribbon cutting will be at 5:15 p.m.

**10. ADJOURN.**

*The meeting was adjourned at approximately 9:15 a.m. upon motion of Carl Stutzner and support of Raymond Bell. The motion passed unanimously.*

Respectfully submitted,

Carl Stutzner  
Downtown Development Association Board Chair

sg