

**DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, MAY 31, 2017 – 8:00 A.M.
Meeting Held at Avery Square – 2nd Floor Conference Room
Sault Ste. Marie, Michigan**

MEETING MINUTES

Present: Abby Baker
Ray Bauer
Raymond Bell
Marla Bunker
Greg Collins
Michelle LaJoie
Scott Parker
Les Townsend
Oliver Turner
Allison Youngs
Justin Knepper

Also Present: Nick Nolan, Soo News
Tony Haller, Chamber
Josh Billington, SBAM
Tracey Laitinen, EDC Specialist
Linda Hoath, CVB

Absent: There were no absent DDA Board members.

1. CALL TO ORDER.

2. ROLL CALL.

3. APPROVAL OF MINUTES.

- April 12, 2017 regular meeting minutes.

Moved by Michelle LaJoie, supported by Greg Collins, to approve the April 12, 2017 regular meeting minutes. The motion passed unanimously.

4. APPROVAL OF AGENDA.

Moved by Allison Youngs, supported by Michelle LaJoie, to approve the agenda for the May 31, 2017, DDA Board meeting. The motion passed unanimously.

5. DECLARATION OF CONFLICT OF INTEREST.

There were no conflicts of interest declared at this time.

6. UNFINISHED BUSINESS.

A. **Mural Project.**

Background: *The mural project has approximately \$10,000 left in the budget. Side Street Salon building managing owner Cindy Fowler entered into an agreement to prepare her west wall for a mural. She is interested in a mural featuring “things to do in Sault Ste. Marie – including things her father helped found including: the Valley Camp Museum Ship, the Crossings Golf Course, and other seasonal activities.*

The approximate cost for the proposed mural on the west wall of 208 East Spruce Street is \$3,000-\$4,000, which will leave a balance for one or two more murals downtown.

B. Tree Removal Requests.

Background: *Certain business owners have requested trees be removed in front of their businesses:*

- 1) Three One Three on Ashmun – tree is growing into the building sign, blocking advertising.*
- 2) Solomon’s Tattoo Parlour – tree completely covers the storefront, blocking signage. The tree also is diseased.*
- 3) National Office Products – tree is growing into the building awning, blocking signage. It also is terribly diseased, and continues to lose branches.*
- 4) A Cut Above the Rest Salon & Spa – there are two trees planted in the “bump out” garden in front of A Cut Above Salon & Spa. One tree could stay, and one tree would be removed to allow pedestrians and drivers to see the restored storefront.*

The DDA does not have funding until the next fiscal year begins on July 1st. It may be appropriate to offer the property owners the ability to remove the trees immediately at full cost to the property owner, or offer a 50% match but they would have to wait until later in the summer. KWOZ landscaping has estimated a cost of removal and abandonment of holes at \$340/ea.

Recommendation: *Approve the removal of the above mentioned trees at a cost of \$340/ea., with 50% of the cost covered by the DDA, and 50% by the property owner affected, with the work taking place after July 1st, 2017 unless covered 100% by the property owner, in which case work could begin immediately.*

Director Knepper indicated that the DDA will hire a contractor, in conjunction with the Street Department, to remove the trees and the DDA will provide pavers to cover the empty spaces. Also, approximately fifteen new trees will be planted in the DDA District in areas where trees have died. The Board

discussed replacing the trees with lower non-evasive plants / bushes to create an aesthetic green space.

Moved by Greg Collins, supported by Michelle LaJoie to approve the removal of trees in front of Three One Three, Solomon's Tattoo Parlour, National Office Products and A Cut Above the Rest. The owners will pay 100% of the cost to remove the trees. Motion passed unanimously.

7. NEW BUSINESS.

A. Acceptance of Grants Acquired.

- 1) **Background:** *The Chippewa County Community Foundation has granted the DDA \$1,000 to be used for Malcolm School youth engagement through flower planting.*

Recommendation: *Accept a grant for \$1,000 from the Chippewa Community Foundation to be used for stated purposes.*

- 2) **Background:** *The Sault Tribe of Chippewa Indians has granted \$13,500 for Farmers Market sun shade replacement to the DDA, and \$2,500 for the completion of a crosswalk-art style trail from Ashmun Street to the Smith lot next to Penny's Kitchen, by way of the Park Place City Center parking lot.*

Recommendation: *Accept a grant for \$13,500 from the Sault Tribe of Chippewa Indians for sun shade replacement, and \$2,500 for an art trail from the same source.*

Director Knepper indicated that Malcolm School students will be planting flowers downtown on Friday, June 2nd,

Moved by Raymond Bell, supported by Les Townsend to accept a grant for \$1,000 from the Chippewa County Foundation to be used for Malcolm School youth engagement through flower planting. The motion also included acceptance of a grant for \$13,500 from the Sault Tribe of Chippewa Indians for sun shade replacement at the Farmer's Market, and \$2,500 for an art trail from Ashmun Street to the Smith lot next to Penny's Kitchen. The motion passed unanimously.

B. Circus Agreement.

Background: *Carson & Barnes Circus out of Oklahoma is requesting space from the Downtown Development Authority on August 22nd, 2017 to host a one-day circus on that Tuesday afternoon. The Circus will cover all expenses, insurances, etc., and will offer a portion of ticket sales to the DDA in exchange for space to operate.*

The Circus is interested in setting up in either the Fire Hall Lot or in the Atto Lot. Set-up and tear-down would take place the same day. City Attorney Cannello reviewed the agreement and suggested we take a close look at the insurance arrangements.

Recommendation: Approve the Circus to perform in either the Atto Lot or the Fire Hall lot pending the City Attorney's insurance concerns being resolved.

The Circus will cover all expenses, insurances, etc., and has offered 20% of ticket sales to go towards the DDA.

Moved by Greg Collins, supported by Les Townsend to approve the Carson & Barnes Circus setting up their one-day show in either the Atto lot or the Fire Hall lot, pending the insurance concerns being resolved. The motion passed unanimously.

C. Moloney's Michigan Beer Fest.

Background: *Background: Abby Baker of Moloney's Alley created "Moloney's Michigan Beerfest" three years ago, and has successfully grown the event into an area attraction. Last year she partnered with the Soo Theatre Project to fundraise for the "Raise the Roof" campaign, making a profit of nearly \$3,000 from the event. This year Abby has offered the event to the DDA as a fundraiser for Main Street.*

Financial details: Moloney's Alley will remain as the naming sponsor at \$2,500. The overall budget is approximately \$7,500 in expenses with a projected \$11,000 in revenues, based on ticket sales at \$30/each.

Recommendation: Accept Moloney's Michigan Beerfest as a DDA-organized event on behalf of Main Street; approve liquor license application for the event.

The DDA will be responsible for promoting this event; advertising, as well as providing tents, outhouses, bands, closing West Portage Avenue, etc. The Beerfest celebrates local breweries and will be held this year on August 12th.

Moved by Marla Bunker, supported by Michelle LaJoie, to accept Moloney's Michigan Beerfest as a DDA-organized event on behalf of Main Street and approve the Liquor License application for the event. The motion passed unanimously. Due to a conflict of interest, Abby Baker abstained from voting on this issue.

D. Great Race Meal Sponsorship.

Background: *The Great Race (<http://www.greatrace.com/2017-route>) is arriving in Sault Ste. Marie on July 1st, 2017, with a car show taking place on Ashmun Street near Avery Square at 5pm. 400 drivers and crew members will be arriving and require restroom facilities and a meal. The Convention & Visitors Bureau organized the event and has requested the DDA to support at least 50% of the meal costs. Director Knepper has created a catering sponsorship form, requesting a low bid for catering, on the basis that Main Street volunteers will serve the food, and conduct set-up and tear-down in the Avery Square atrium. The low bid so far is \$4 per person, at a price of \$1,600 total.*

Recommendation: *Approve up to \$800, covering half the cost of the low bid, with the CVB covering the other half. Agree to recruit volunteers for the duration of the event, to set up, serve, and clean.*

The 2017 Great Race will be coming to Sault Ste. Marie, Michigan, on July 1st as Day 8 of their cross-country race, which finishes in Traverse City on July 2nd. Wicked Sister has been the low-bid so far at \$4.00 per meal. Abby Baker indicated that Moloney's Alley will donate something simple to go with the meal. The event will include vendors, a small car show with participants paying the DDA.

Moved by Greg Collins, supported by Les Townsend, to approve up to \$800 to cover half the cost of the low bid for meals cost, with the Convention and Visitors Bureau covering the other half. Also, the DDA Board agrees to recruit volunteers for the duration of the event, to set up, serve and clean. The motion passed unanimously.

E. Downtown Parking Contract.

Background: *Background: A request for proposals for repairing thirteen parking lots downtown was placed on the City website, and only one bid was returned, from Superior Sealcoating. The price is \$19,575 based on negotiations with Director Knepper following a detailed walk through of each parking lot. The surface parking fund contains sufficient funds earmarked for these upgrades from last budget year.*

Recommendation: *Approve the needed repairs, pothole filling, cleaning, crack-sealing, seal-coating, and striping of the various parking lots, including City-owned, DDA-owned, and DDA-leased lots.*

The DDA manages 13 downtown parking lots and the cost to re-pave the parking lots would be close to \$1 million. Superior Sealcoating's bid for needed repairs totaled \$19,575 and there are funds in the parking fund for the needed repairs.

Moved by Scott Parker, supported by Allison Youngs, to approve the needed repairs, pothole filling, cleaning, crack-sealing, seal coating, and striping of the various parking lots, including City-owned, DDA-owned, and DDA-leased lots. The motion passed unanimously.

F. Events and Festivals.

- 1) *Ladies' Night Out.* The second annual Ladies Night Out was a success with over 280 people pre-registering. At one time during the event, there were approximately 300-400 people walking around downtown. Ten more businesses participated this year bringing in \$2,000 for the DDA.
- 2) *Music in the Park.* 2017 is the 20th anniversary of Music in the Park, which kicks off on Wednesday, June 14th.
- 3) *First Friday Event Concept.* This will be discussed at the June DDA Board meeting.

8. DIRECTOR'S STATUS REPORT.

A. US Coast Guard Discount Program.

Background: Tracey Laitinen from the Sault Ste. Marie EDC is creating USCG decals for doors/storefronts stating support for Coast Guard members. The goal will be to create a discount program similar to LSSU discounts for USCG members.

City EDC Specialist Tracey Laitinen passed out drafts of 4 x 6 sticker styles for doors and storefronts in the downtown district. Businesses will have the opportunity to purchase a sticker to welcome Coast Guard families. Tracey will be discussing this with business owners at the next retailers meeting.

B. Michigan Main Street – Upcoming Trainings.

- 1) *Main Street Quarterly Training.*
August 7th and 8th
Boyne City, Michigan
- 2) *Main Street Quarterly Training.*
November 6th and 7th
Oakland County, Michigan

C. Michigan Main Street Program Next Steps.

Background: Following the mission and vision session, as well as Board training taking place at this month's meeting, the DDA/Main Street board will hold the following meetings:

Strategy Development: Wednesday, June 21st at 8:00-11:00 a.m. or 9:00 a.m.-Noon or Thursday, June 22nd 6:00-9:00 p.m.

- 1) *Time: 3 hour session.*
- 2) *Invite: All Board members and Committee Chairs.*
- 3) *Work to define transformation strategies and identify goals and measures of success for implementing strategies.*

Strategy Implementation: Thursday, July 27th evening or Friday, July 28th morning.

- 1) *Time: 3 hour session*
- 2) *Invite: All Board Members and All Committee Members and interested volunteers*
- 3) *Identify projects and programming to implement transformation strategies*

D. ISD Student Work Group.

Background: *Eight students begin working Downtown on June 12th. Transportation is currently a challenge. Ideas are welcomed.*

Through the ISD students will begin working in the DDA District on June 12th through August 4th. There will be a job coach assigned for the group, who will be weeding pocket gardens, cleaning the parking garage, and various touch-up painting around town. The DDA will provide the tools they need, as well as a supplies wagon to pull around town.

E. Façade Grant Application.

- 1) Arfstrom Pharmacy.
- 2) Second Childhood & Adults Too.
- 3) Downtowner.
- 4) Three One Three.
- 5) Barish's.
- 6) Gym 906.
- 7) Former Kuhl's Coffee Building.
- 8) Haunted Depot.

Director Knepper is still working on the Façade Grant applications and will report to the DDA Board as applications progress.

9. PUBLIC COMMENTS AND ANNOUNCEMENTS.

Tony Haller, Director of the Sault Chamber of Commerce, updated Chamber events: Chamber golf outing this coming weekend, June 15th Business After Five at the Valley Camp, and June 24th is the International Bridge Walk.

10. BOARD COMMENTS AND ANNOUNCEMENTS.

DDA Board member Abby Baker indicated that she is resigning from the DDA Board, as she has been appointed on the City Commission to take the place of Brent Osterhout, who resigned in April.

11.ADJOURN.

Moved by Michelle LaJoie, supported by Oliver Turner, to adjourn the meeting at approximately 9:00 a.m. The motion passed unanimously.

Respectfully submitted,

RAYMOND BELL, DDA Chair

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