

**DOWNTOWN DEVELOPMENT AUTHORITY  
WEDNESDAY, OCTOBER 11, 2017 – 8:00 A.M.  
Meeting Held at Avery Square – 2<sup>nd</sup> Floor Conference Room  
Sault Ste. Marie, Michigan**

**MEETING MINUTES**

**Present:** Ray Bauer  
Marla Bunker  
Ben Duff  
Debbie Jones  
Michelle Lajoie  
Les Townsend  
Oliver Turner  
Allison Youngs  
Justin Knepper

**Also Present:** Nick Nolan, Soo News  
Tony Haller, Chamber  
Josh Billington, SBDC  
Mary Jo DuVall, Sault Events

**Absent:** Raymond Bell, Michelle LaJoie and Scott Parker.

***Moved by Les Townsend, supported by Oliver Turner, to excuse the absent DDA Board members. The motion carried unanimously.***

**1. CALL TO ORDER.**

Due to DDA Chair Raymond Bell's absence, Allison Youngs presided over the October 11, 2017 DDA Board meeting.

**2. ROLL CALL.**

**3. APPROVAL OF MINUTES.**

- September 20, 2017 regular meeting minutes.

***Moved by Oliver Turner, supported by Debbie Jones, to approve the September 20, 2017 regular meeting minutes, as amended to reflect the change in meeting dates from September 13, 2017 to September 20, 2017. The motion passed unanimously.***

**4. APPROVAL OF AGENDA.**

***Moved by Debbie Jones, supported by Ben Duff, to approve the Agenda of the October 11, 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. Establishment of Michigan Main Street Committees.

**Detail:** *The Sault Ste. Marie Downtown Development Authority Board has reviewed and aligned all existing DDA/Main Street projects and programs under the Main Street Four Points. A meeting will be scheduled to launch the four committees.*

**Recommendation:** *Review the alignment worksheet and discuss plan to hold committee launch meeting on October 26<sup>th</sup>. Review DDA Board committee assignments and discuss chair positions.*

Per the Michigan Main Street Select Level program, four volunteer-driven committees will be formed to meet various goals, as follows:

- **Economic Vitality** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.
- **Design** supports a community transformation by enhancing the physical and visual assets that set the commercial district apart.
- **Promotion** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
- **Organization** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Director Knepper gave an overview of the DDA Board Main Street Alignment Chart that is a compilation of ratings made by the DDA Board at the September meeting, of certain projects and programs with the Main Street Four Point Approach. Percentages were calculated showing the importance of over 150 projects and programs affiliated with the DDA. The DDA Board may be asked to reconsider some of the rating, and perhaps adjust them accordingly.

DDA Board members indicated their interest in the following committees:

Allison Youngs – Promotions Committee

Oliver Turner – Economic Vitality

Debbie Jones - Design

Ben Duff – Wherever needed, however his interest is in web design, publications, news, etc.

Ray Bauer – He will follow up  
 Les Townsend – Design  
 Marla Bunker – Economic Vitality with a focus on War Memorial Hospital

Director Knepper will tentatively schedule the committee launch meeting for Thursday, October 26<sup>th</sup> at 6:00-8:00 p.m. at the Ramada Inn. He will be sending out a Doodle Poll for this meeting.

**7. NEW BUSINESS.**

**A. United Way Volunteer Management Proposal.**

**Detail:** *Raulaniesa Aranda, the Community Engagement & RSVP Director for the United Way of the EUP, has offered a proposal to allow the DDA/Main Street program to utilize their volunteer management software and other volunteer services.*

**Recommendation:** *Review and accept the proposal from the United Way to offer downtown volunteer management support.*

The United Way of the E.U.P. Volunteer Portal could be a beneficial addition to the Sault Downtown Development Authority’s Main Street project, its events, and committees. As administrator of the portal, Ms. Aranda is able to create a private link that can be shared with each Main Street volunteer. Volunteers would then be able to create an account and be directed specifically to DDA/Main Street opportunities.

**Moved by Debbie Jones, supported by Ben Duff, to enter into an agreement with United Way as stated in United Way’s Volunteer Management Proposal. The motion passed unanimously.**

**B. CIP Ranking 2018-19.**

**Detail:** *Each year the City of Sault Ste. Marie engages in a Capital Projects ranking exercise in order to prioritize which projects over \$10,000 will be funded in the coming fiscal year. The Downtown Development Authority may submit/resubmit various projects for review and prioritization.*

*Projects that were submitted in the previous fiscal year include the following:*

<u>Project</u>	<u>Request</u>	<u>Status</u>
<i>Parking Structure Maintenance</i>	<i>\$60,000</i>	<i>funded, not completed</i>
<i>Fire Hall Lot Reconstruction</i>	<i>\$300,000</i>	<i>not funded</i>
<i>Farmers Market Alley Paving</i>	<i>\$25,000</i>	<i>not funded</i>
<i>Court Street Streetscape</i>	<i>\$240,000</i>	<i>not funded</i>
<i>Moloney’s Alley Parking Lot</i>	<i>\$12,000</i>	<i>funded, completed</i>
<i>Skateboard Park Concept</i>	<i>\$6,000</i>	<i>not funded</i>
<i>Oaka Street Parking Project</i>	<i>\$771,046</i>	<i>not funded</i>

Power Canal Trail                                      \$975,000                                      partially funded

Existing goals are listed in attached TIF 1 and TIF 2 Development Goal documents.

New concepts include:

- Fire Hall plaza / statue*
- New downtown maintenance vehicle*
- Parking Garage gate system*
- Semiseptennial Splash Pad*
- Public bathrooms*
- Commercial incubator*

***Recommendation: Vote on carrying over projects that were not funded in the past budget year. Set a work session to analyze and recommend Capital Projects for inclusion in the City’s CIP six-year budget after reviewing DDA TIF 1 & 2 development goals and new concepts listed above, or others not listed.***

Director Knepper went through the DDA projects that were submitted in the previous fiscal year as listed above: parking structure maintenance at \$60,000 to be carried-over for this fiscal year for concrete work being done in the spring on the first and second floor by Walking Parking, Moloney’s Alley parking lot was funded at \$12,000 and was completed with seal-coating and striping, Oaka Street parking project, in conjunction with the Head Start playground grant, will be carried-over at \$771,046, and the Power Canal Trail project at \$975,000 has been partially funded and will also carry-over.

The City’s 6-Year Capital 2018-19 – 2023-24 Improvement Plan form is due on November 6<sup>th</sup> and Director Knepper will schedule a DDA Board CIP workshop meeting for Monday, October 16<sup>th</sup> at 5:00 p.m. at the DDA office. New this year is that the CIP will have to align with the goals of Michigan Main Street. DDA Board members were urged to attend the workshop, and provide input if they can’t attend.

The DDA Board also discussed hiring a grant writer to help the DDA research and apply for available grants. This issue was tabled to discuss at a future DDA meeting.

***Moved by Ben Duff, supported by Debbie Jones, to schedule the DDA Board CIP workshop meeting for Monday, October 16<sup>th</sup> at 5:00 p.m. at the DDA office. The motion passed unanimously.***

**C. Review of Full-Time Maintenance Staff Position Salary.**

*The full-time maintenance staff position is currently at a \$10.18/hour salary, with full benefits. The City wage table for non-union employees is included.*

**Recommendation: Consider increasing full-time maintenance staff position to \$11/hour and allow for annual growth at S4 level as defined on City wage table included with this agenda.**

The DDA has one full-time maintenance staff position that includes a lot of responsibilities in the downtown area, including but not limited to: maintain trash receptacles, maintenance of the parking garage, repair equipment, maintenance of trees and grass, snow removal, work at weekend events, etc. The position is non-union, with full benefits (City pension and health insurance). The current maintenance person has been with the DDA for 1 1/2 years and because of a lot of turn-around in this position in the past, Director Knepper would like to provide annual growth at the S4 level as defined on the City wage table.

**Moved by Oliver Turner, supported by Ben Duff, to increase the full-time maintenance position from \$10.18 per hour to \$11.00 per hour. This motion is also made with the recommendation that the DDA Board analyze the budget to increase the 1<sup>st</sup> year level of pay to the S5 level at \$14.00 per hour. The DDA Board will evaluate this further in 2018. The motion passed unanimously.**

**D. Sault Ste. Marie Visitor's Guide Advertisement Request.**

*The Sault Ste. Marie Convention & Visitors Bureau is publishing their 2018 Visitors Guide; the DDA takes a Downtown ad out each year. This year will be themed to promote the 350<sup>th</sup> anniversary.*

**Recommendation: Purchase a half-page ad for \$1,550.**

**Moved by Ben Duff, supported by Debbie Jones, to purchase a half-page in the amount of \$1,000 for the CVB's 2018 Visitors Guide. The motion passed unanimously.**

**E. Delta Sky Magazine Advertisement Request.**

*Delta Sky Magazine is featuring the eastern Upper Peninsula in their on-flight magazine December issue. Their most affordable ad is \$1,000 for a business card-sized feature. The magazine is read by more than five million passengers.*

**Recommendation: Purchase a \$1,000 ad promoting our website.**

**Moved by Marla Bunker, supported by Les Townsend, to purchase a \$1,000 ad promoting the DDA Website.**

**8. DIRECTOR'S STATUS REPORT.**

A. **Deluxe Small Business Prize.**

*Deluxe Corporation is offering a \$5,000,000 prize to six businesses in a chosen community somewhere in the USA. Nominations are due on October 19, 2017. Application information found here: <https://www.deluxe.com/small-business-revolution/main-street/season-three/>.*

The Deluxe Small Business program is similar to the Hockeyville promotion that Sault Ste. Marie participated in two years ago, with essays about your community, videos and citizen voting.

B. **DDA Board Member Volunteer Requirement Under Michigan Mainstreet Program.**

*Board members are encouraged to volunteer eight hours per month at DDA functions, in the office, on committees, and with various tasks. A sign-up sheet will be provided.*

C. **Mural Project.**

**Detail:** *Two murals were recently completed utilizing mural project funds raised by the DDA in 2015, for a total of five funded murals. The final two murals include the apple blossom mural on the east wall of Sault Realism, and the Valley Camp ship mural on the west wall of the Fowler Building on east Spruce Street (home of Side Street Salon). While the murals are both highly appreciated by the public, the owner of the Fowler Building is concerned with the final product on her building. The artist originally pitched a ship mural with a sunset in the background, but their final art piece features a day-time scene.*

**Recommendation:** *Discuss the Valley Camp mural situation and offer solution/Board decision to property owner.*

The owner of the Fowler Building has requested that the artist re-paint the mural to include a sunset and various foliage and birds depicted in the original mural draft. The artist made the changes incorporating a day-time mural without the owners' approval, and the owner is not happy with the change. The mural as it appears now fits in very well with the City and includes a tugboat, the Hydro-power plant, and other local details. The artist(s) have yet to be paid. Director Knepper will set up a meeting for the building owner and the artist(s) to meet in an effort to resolve this issue.

D. **Events and Festivals.**

- *Oktoberfest*
- *Halloween Spectacular*

- *Parker ACE Hardware Parade of Lights*
- *Small Business Saturday*
- *Christmas Open House*
- *Wish List Week*
- *Bright Lights Shopping Night(?)*
- *New Year's Eve Ball Drop*

The October 4, 2017 retail meeting minutes were included with the agenda. Several new events have been suggested to occur during the up-coming holidays, as well as during 2018 during the 350<sup>th</sup> Anniversary of the City.

**E. Downtown Newsletter.**

**F. Christmas Catalogue.**

**G. Michigan Main Street – Upcoming Trainings.**

- *Main Street Quarterly Training*  
*November 6th and 7th*  
*Oakland County, MI*

Director Knepper will confirm the dates of the next Main Street quarterly meeting taking place in November.

**H. Façade Grant Application.**

- *Arfstrom Pharmacy*
- *McClellan Building*
- *Alpha Bar*
- *Co-ed Flowers Building*
- *Second Childhood & Adults Too – rental rehab only*

**9. PUBLIC COMMENT AND ANNOUNCEMENTS.**

- A. Tony Hallar, Executive Director of the Chamber of Commerce updated up-coming Chamber events:

Business After Five at 1668 Winery and Lockside Brewery on Thursday, October 19<sup>th</sup> at 5:00 p.m.

The Chamber's Fall Economic Luncheon on Wednesday, October 25<sup>th</sup> at 11:00 a.m.

- B. Mary Jo Duvall of Sault Events updated the DDA Board on plans for the 350<sup>th</sup> Anniversary Celebration in 2018. They are looking for the Soo to be in the Guinness Book of World Records for having the most snowmobiles in a parade

to take place in the winter of 2018. The current record-holder is Alberta, Canada with a total of 1,047 snowmobiles in their parade.

**10. BOARD COMMENTS AND ANNOUNCEMENTS.**

**11. ADJOURN.**

***Moved by Marla Bunker, supported by Les Townsend, to adjourn the meeting at approximately 9:40 a.m. The motion passed unanimously.***

Respectfully submitted,

RAYMOND BELL, DDA Chair

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