

**DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, SEPTEMBER 20, 2017 – 8:00 A.M.
Meeting Held at Avery Square – 2nd Floor Conference Room
Sault Ste. Marie, Michigan**

MEETING MINUTES

Present: Ray Bauer
Raymond Bell
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, SBAM
Mary Jo DuVall, Sault Events

Absent: Marla Bunker and Scott Parker.

Moved by Oliver Turner, supported by Allison Youngs, to excuse the absent DDA Board members. The motion carried unanimously.

1. CALL TO ORDER.

2. ROLL CALL.

3. APPROVAL OF MINUTES.

- August 9, 2017 regular meeting minutes.

Moved by Les Townsend, supported by Oliver Turner, to approve the August 9, 2017 regular meeting minutes. The motion passed unanimously.

4. APPROVAL OF AGENDA.

Director Knepper requested two additional agenda items under New Business:

- **Review Draft of Sidewalk Cafe Ordinance.**
- **Nominate DDA Board member to serve on the Form-Based Code Committee.**

Moved by Les Townsend, supported by Debbie Jones, to approve the additions to the agenda under New Business: Review of Draft Sidewalk Café Ordinance and Nomination of DDA Board member to serve on the Form-Based Code Committee. 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 Michigan Main Street staff has suggested the following for the next steps in our Main Street efforts:*

- *Align existing DDA/Main Street projects and programs under the Main Street Four Points.*
- *Establish a Committee for each of the Four Points.*
- *Assign aligned projects and programs to the various committees.*
- *Provide the completed alignment sheets to the Committees and have them decide which projects/programs they wish to focus on.*
- *The Committees will complete work plans for each of the projects and programs they choose.*

Recommendation: *Review and align each project and program with the Main Street Four Point approach using the alignment worksheet provided.*

DDA Board members, along with other attendees of the DDA Board meeting, broke into groups of 2-3 people and were given the task to rate certain projects on Michigan Main Street's Four Points: Economic Vitality, Organization, Promotion and Design. Forty-four items for each project were rated from 0-4; 0 being no impact, 1 minimal impact, up to 4 being full impact. The DDA will be computing the results and presenting them at the next DDA Board meeting.

7. NEW BUSINESS.

A. **Semiseptcentennial Park Concept.**

Detail: *Mary Jo DuVall, the Chair of the 350th Committee, will give the Board an update on various activities of the 350th Committee, including the goal to establish a Park and install a sculpture in celebration of the 350th.*

Mary Jo DuVall, Sault Events Coordinator, gave an update on the 350th anniversary celebration taking place in 2018. Sault Events has received a \$3,000 grant to purchase benches, sculptures and to landscape a new or existing downtown pocket park that will be dedicated to the 350th anniversary of the City. Sault Area High School students are working with Sault Events to design and construct the benches and sculptures, which will provide the City a permanent tribute of the 350th anniversary of the French settlement of the City. Discussion included location of the pocket park, i.e. on City Hall grounds (application to SHIPO is necessary), Brady Park, etc. It was

determined that Mary Jo and Director Knepper take part in a downtown walking tour to scope out possible locations.

B. Review Draft Sidewalk Cafe Ordinance for Outdoor Seating.

Section 22-43 (2)(a) – *Business Merchandise, Food and Beverage* of the City’s Code of Ordinances states that displays, tables, or seating areas shall be limited to such areas that preserve an unobstructed five feet of sidewalk width for pedestrian use. Section 22-43 (2)(b) states that all displays (including shelving and racks) chairs and tables shall be removed from the sidewalk whenever the adjoining retail operation is closed and no later than 10:00 p.m. each night.

City staff, working with the DDA, would like to update/amend some of the language in the sidewalk seating ordinance to include:

- Chairs, tables, and fencing installed in conjunction with the operation of a sidewalk café, may remain in place for the duration of the operation of said café provided that all tables, chairs, and fencing must be removed from the sidewalk from November 1st to April 1st;
- City Engineering Department will prepare an application form for sidewalk café permits; and
- Applications for sidewalk café permits, issued by the City Engineer, shall be valid only between April 1st and November 1st of the year of issuance.

Discussion continued regarding City’s winter parking ban are typically December 1st through April 1st to allow for snow-plowing, however there are times when the weather dictates earlier/later closures than December 1st and earlier/later closures after April 1st. This could also apply to the dates of removal of sidewalk cafes from November 1st through April 1st. Change of sidewalk café dates, as well as street parking dates, can be changed by means of approval of the City Commission.

Moved by Oliver Turner, supported by Allison Youngs, to move forward with amended draft of sidewalk café ordinance for outdoor seating, and bring back to DDA Board for further review at the October DDA Board meeting. The motion passed unanimously.

C. Nomination of DDA Board Member to Serve on the Form-Based Code Committee.

Moved by Michelle LaJoie, supported by Oliver Turner, to nominate Raymond Bell, to serve on the Form-Based Code Committee. The motion passed unanimously.

8. DIRECTOR'S STATUS REPORT.

A. Maintenance Contract with Northern Initiatives.

Detail: Josh McClaramore has begun working 12 hours per week via a contract with Northern Initiatives. He is assisting maintenance staffer Josh Jezewski with various projects around Downtown.

It was suggested that the DDA provide Josh McClaramore with a uniform/shirt indicating that he is an employee of the DDA.

B. Overnight Parking Program.

DDA staff has begun researching a program to offer 24 hour parking year-around to Downtown residents who are not close enough to benefit from the Parking Garage. The program would be administered by parking staff and require a partnership between the Street Department and perhaps private contractors to ensure snow removal around vehicles.

With the DDA's continued effort to increase downtown housing, it is imperative to provide 24-hour parking areas for downtown residents. This would require an exemption of the City's Winter Parking Ban. Director Knepper will provide the DDA Board with an official recommendation at the next DDA Board meeting.

C. Retail Concepts.

*Shop the Block Event.
Christmas Catalog.
Downtown Newsletter.*

The DDA is working on re-launching their Newsletter, with an up-to-date events calendar. The DDA is also looking in to creating a downtown Christmas Catalogue featuring retail items from downtown shops. There would be a fee for local businesses to participate in the catalogue.

D. Mural Project.

Detail: Tom Fornicola inspected the side of the Subway wall and decided to decline the mural project due to the major brick damage that was under the metal siding. The final mural is currently planned for Side Street Salon's west wall, and will most likely feature the Valley Camp. There may be funds remaining after this mural is completed.

There is \$13,000 left in the mural program budget. The Side Street Salon's mural will cost approximately \$6,500, which will leave a balance in the mural budget for one or two murals.

E. Events and Festivals.

- *Oktoberfest.*
- *Halloween Spectacular.*
- *Parker ACE Hardware Parade of Lights.*
- *Small Business Saturday.*

F. Michigan Main Street – Upcoming Trainings.

- *Main Street Quarterly Training (Replaces August Training in Boyne City)
September 18-19, 2017
Howell, Michigan*
- *Main Street Quarterly Training
November 6-7, 2017
Oakland County, Michigan*

Director Knepper, Allison Youngs, Debbie Jones and Josh Billington participated in the Michigan Main Street Training in Howell, Michigan. They all gave an overview of their positive experience in this training.

G. Façade Grant Application.

- *Arfstrom Pharmacy.*
- *Second Childhood & Adults Too – Rental Rehab Only.*
- *McClellan Building.*
- *Alpha Bar.*

The DDA submitted applications for grants for the above businesses. In the future, the new Façade Grant Program will be easier to apply for, but will provide less of match funding.

9. PUBLIC COMMENT AND ANNOUNCEMENTS.

Tony Haller, Executive Director of the Sault Area Chamber of Commerce, indicated that Business After Five resumes tomorrow, Thursday, September 21st from 5:00-7:00 p.m. at Century 21.

10. BOARD COMMENTS AND ANNOUNCEMENTS.

Allison Youngs talked about downtown businesses providing patrons with a customized bag with their business logo, etc., at a cost of approximately \$5.00 each. The bags would include discount offers and coupons, as an incentive to shop at their business. The DDA will look into quotes for customized fabric bags.

11. ADJOURN.

Moved by Michelle LaJoie, 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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