

**Sault Ste. Marie  
DOWNTOWN DEVELOPMENT AUTHORITY  
February 11, 2015**

**MINUTES**

Present: Raymond Bell  
Michelle LaJoie  
Scott Parker  
Carl Stutzner  
Les Townsend  
Oliver Turner

Bill Keatley

Absent: Ray Bauer, Greg Collins, William Karr, and Sonja Norris

**1. CALL TO ORDER.**

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

**3. CONSENT AGENDA.**

- **Approval of Minutes: December 10, 2014 Regular Meeting.**

*Moved by Raymond Bell, supported by Michelle LaJoie, to approve the minutes of the December 10, 2014 DDA regular Board meeting. The motion carried unanimously.*

- **Approval of Minutes: December 19, 2014 Events Meeting.**

*Moved by Oliver Turner, supported by Raymond Bell, to approve the minutes of the December 19, 2014 DDA Special Events Meeting. The motion carried unanimously.*

**4. SPECIAL ORDERS OF BUSINESS.**

A. **Introduction of New Library Director, Lisa Waskin.** Ms. Waskin informed the DDA Board that as Director of Bayliss Public Library, she is very invested in the downtown area and is looking forward to working with the DDA on community events.

B. **Downtown Manager Evaluation. Recommendation: Appoint three members to evaluate the Downtown Manager and report back at the March meeting.** In the past, the DDA Board Chair and two members of the DDA Board were appointed to evaluate the Downtown Manager. All members of the Board filled out an evaluation form and the results were compiled by the Evaluation Committee. Evaluation forms will be forwarded to the DDA Board via e-mail and the results will be discussed at the March DDA Board meeting.

- C. **Amendment of Parking Garage Maintenance Study.** Recommendation: **Approve a fee of \$4,000 to hire Walker Parking to update the capital maintenance study through the life of the bond.** Last summer \$90,247 was spent on repairs to the parking structure, with continued repairs to take place in the 2015-16 fiscal year. Deterioration of the Parking Structure is frequent due to the harsh winter weather in Sault Ste. Marie.

*Moved by Scott Parker, supported by Raymond Bell, to approve a fee of \$4,000 to hire Walker Parking to update the capital maintenance study through the life of the bond. The motion passed unanimously.*

- D. **Michigan Main Street Program Associate Level Training.** Recommendation: **Appoint one Board Member to attend webinar with Downtown Manager at 9:00 a.m. on February 19<sup>th</sup>.** The DDA Board applied for the Michigan Main Street Program Associate Level Program in 2013 and recently received notification from MSHDA that Sault Ste. Marie, Michigan, has been selected as one of a dozen communities to take part in the Michigan Main Street Associate program. The City will receive training on the Main Street Four Point Approach which includes organization, promotion, economic restructuring and design. The first webinar training is on February 19, 2015 at 9:00 and Director Knepper has asked that one DDA Board member attend with him. Raymond Bell indicated that he will sit in on the webinar with Director Knepper.

- E. **Downtown Business Survey.** Recommendation: **Approve the survey included in agenda packet, assign contact lists and set deadline for completion.** Director Knepper provided a draft of the Downtown Sault Ste. Marie 2015 Business Survey, along with a list of businesses in the DDA District. It was suggested that question no. 2 on the survey, "Gross Annual Sales Volume" be taken out and separated from the full survey. Director Knepper will provide each DDA Board member with a list of the businesses (approximately 25 each) they are to contact regarding the survey. The deadline for completion of the Downtown Business Survey is the April 8<sup>th</sup> DDA Board meeting.

- F. **2015 Goal-Setting Session.** Recommendation: **Schedule goal-setting session to immediately follow this meeting.** Several Board members had scheduling conflicts and were not able to stay after this meeting for the 2015 Goal-Setting Session. It was suggested that Director Knepper schedule a separate meeting for Goal-Setting.

## 5. UNFINISHED BUSINESS.

- A. **South Ashmun Streetscape – 2015 Construction.** Meeting scheduled for February 18, 2014 at 8:00 a.m. in City Commission Chambers.
- B. **Parking Meter Collection Procedures.** Collection security measures have been implemented for meters and parking garage gates. This is working well for DDA staff, without too much more added labor.

## 6. NEW BUSINESS.

### A. From the Parking Committee.

- 1) *Recommendation to implement Parkmobile downtown.* Parkmobile is a pay by phone/app service that provides customers with an alternative payment option. The option to pay for parking with a smartphone, cell phone, or by website is intended to complement the existing parking payment options. Parkmobile charges a convenience fee of approximately .35 cents for each transaction using Parkmobile. The DDA board requested that Director Knepper provide additional information regarding this, i.e. cost of a new device, parking fee structure, and a draft of the 3-year agreement with Parkmobile for the March DDA meeting. Once an agreement is finalized, Parkmobile will send a team to Sault Ste. Marie to train staff and put decals on meters.
- 2) *Recommendation to pursue agreement for the public use of the Moloney Alley lot.* Director Knepper will be preparing a draft agreement in the spring for managing the Maloney Alley lot year-around.
- 3) *Recommendation to pursue agreement to allow for the public use of the Ashmun/Leroy Lot.* The Ashmun/Leroy Lot is used by many patrons of surrounding businesses and is in need of repairs. Director Knepper would like to pursue paving this lot and putting in parking meters.

## 7. DOWNTOWN MANAGER'S REPORT.

A. **Review of Financial Statements.** **See attached.** Director Knepper went through the DDA's budget for the 8 month period ending February 28, 2015. Discussion included the following:

- Expenditures: The events budget (\$4,911.30/\$5,000.00) and printing-advertising budget (\$11,977.04/\$15,000.00) are close to the budgeted amount for the 2014-15 fiscal year.
- TIF I and TIF II funds are largely under budget.
- Capital projects fund shows the escrow funds for the Façade Grant Program, as well as the budgeted amount for Oaka Street resurfacing.

B. **State Façade Grant Program.** **Construction planning has begun on five buildings downtown.** The DDA will be facilitating a meeting with property owners and architects to go over historic renderings of plans that will be incorporated according to historical documentation.

C. **Events.**

- 1) Review of Pub Crawl. Fourteen bars/pubs participated in the Pub Crawl on February 5<sup>th</sup>. Over 600 Pub Crawl T-shirts were sold.
- 2) Outhouse Race / Button Sales. The Outhouse Race is taking place on Saturday, February 11<sup>th</sup>. Buttons are being sold by downtown businesses for \$3.00 each. Some businesses are offering 10% off on race day with a button.

- D. **National Register Historic District Update.** Amber Clement at the Bayliss Library has agreed to spearhead this project for the next few months. 109 buildings are being researched, hoping to be included in the National Register Historical District. Each building needs to include the date of construction, materials used, etc.
- E. **Google Maps Workshop with SBDC.** Downtown businesses will be invited to attend a complimentary workshop in partnership with SBDC and other local organizations to teach business owners how to maximize their listing on Google. Small Business Development Center representative, Joshua Billington, will be hosting a class for business owners to effectively list their businesses on Google.
- F. **Meter Pole and Street Sign Repairs.** Repairs will take place in spring.
- G. **Senior Discount at Parking Garage.** Parking staff are researching a senior discount and the impact on the budget.
- H. **Downtown Manager E-mail Address Changing.** Downtown Manager's new e-mail will be [jknepper@downtownsault.org](mailto:jknepper@downtownsault.org). In keeping with the DDA website, downtownsault.org Director Knepper will be changing his e-mail address.

## 8. MATTERS PRESENTED BY THE BOARD.

- A. **Request to Consider Removal of Pedestrian Bump-Out Installations to Improve Safety.** There have been concerns regarding the bump-outs on Ashmun Street north of the bridge. At times pedestrians cannot be seen when they cross Ashmun Street because the bump-outs are obscuring the view. This issue will be discussed more in the future. Director Knepper indicated that there will be no bump-outs on the south Ashmun Street streetscape project taking place this summer.
- B. **Request to Consider Free WiFi Downtown.** Director Knepper will be canvassing downtown businesses about this.
- C. One DDA Board members discussed the status of Oaka Alley and the Ganzhorn building.

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

## 10. ADJOURN.

*In that there were no other issues the meeting was adjourned at approximately 9:30 a.m. upon motion of Michelle LaJoie and support of Raymond Bell. The motion passed unanimously.*

Respectfully submitted,

Carl Stutzner, Chair  
Downtown Development Association Board

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