

**DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, September 14th, 2016 – 8:00 A.M.
Avery Square – 2ND Floor Conference Room
Sault Ste. Marie, Michigan**

MEETING MINUTES

Present: Raymond Bell
Greg Collins
Michelle LaJoie
Scott Parker
Les Townsend
Oliver Turner
Marla Bunker
Johann Ingold
Carl Stutzner
Ray Bauer, Commission Liaison

Also Present:
Tony Haller

Absent: Greg Collins

1. CALL TO ORDER.

2. ROLL CALL.

Moved by Oliver Turner, supported by Les Townsend, to excuse Greg Collins' absence. The motion passed unanimously.

3. APPROVAL OF MINUTES.

- August 10th, 2016 regular meeting

Moved by Carl Stutzner, supported by Les Townsend, to approve the August 10th, 2016 regular meeting minutes.

4. APPROVAL OF AGENDA.

Additions to the Agenda were discussed, as follows:

- Addition of Principal Shopping District renewal under new business

Moved by Marla Bunker, supported by Michelle LaJoie, to accept the additions to the Agenda. The motion passed unanimously.

5. DECLARATION OF CONFLICTS OF INTEREST.

None were indicated.

6. UNFINISHED BUSINESS.

A. **PlacePlans Mini-Grant Request for Qualifications (RFQ).**

Background: *PlacePlans RFQ has been listed on the City and DDA websites for the past two months, and we have received limited inquiries. Director Knepper would like to re-double efforts to share the information via press release and targeted mailings to area and regional developers.*

B. **Michigan Mainstreet Program Select Level Application.**

Background: *The Mainstreet Steering Committee has recruited over 90 volunteers and raised over \$24,000 in five-year pledges and in-kind donations in the past month. Next steps for the DDA Board are to pass a resolution committing to adopt the four-point approach, and for each board member to become involved with your time and finances.*

See the following links for detailed information on the Four Point Approach:

<http://www.preservationnation.org/main-street/about-main-street/the-approach/?referrer=https://www.google.com/#.V9SKxPkrKUK>

<http://www.preservationnation.org/main-street/about-main-street/the-programs/performance-standards.html#.V9SLGPkrKUK>

Director Knepper discussed the requirement for the adoption of a resolution supporting the Main Street program; this will be up for a vote at the October DDA meeting.

C. **Mural Installation Crowdfunding Campaign.**

Background: *The Alpha Bar is scheduled for construction to start next week. Cost projections to re-construction the wall and prepare it for a mural is over \$24,000. The Mural Project budget will cover approximately \$10,000 of that cost, plus \$5,000 for the mural. The mural painting may not take place until next year due to impending weather changes. The Edmund Fitzgerald mural has begun.*

D. **State Façade Grant Program.**

Background: *Island Books & Crafts is nearing completion. Window trim, paint, and awning installation remains to be finished.*

E. **Business Expansion: Up North Nutrition.**

Background: *Phil Woolcocks is requesting changes to the parking meters behind his building in Parking Lot Four. Phil would like to purchase “super permits” and use them to substitute 10 meter spaces for private Gym Member*

parking. A secondary option is to convert a number of metered spaces to two-hour free parking, based on the loss of on-street two-hour free parking due to the curb bump-outs in front of both his store and Barish Brothers.

Recommendation: request the parking advisory board analyze the layout of Parking Lot Four and prepare a recommendation to identify a suitable arrangement for Phil Woolcocks. Discuss whether the DDA should offer a discounted permit rate for a three to five year period due to the substantial investment Phil will be making in his new building.

The Board discussed how to accommodate the business without negatively impacting surrounding properties; certain board members felt that parking should be changed to suit the business' needs immediately, while others felt that that opens the door for multiple properties wanting special treatment in terms of the permit system.

Michelle LaJoie made a motion that the Parking Advisory Board meet and identify a suitable arrangement for Phil Woollocks. Oliver Turner added that the Board needs to lay out any impact on revenue in terms of their suggested arrangement and report back to the DDA board. Oliver seconded Michelle's motion. Motion passed unanimously.

F. Snowplowing Program

Background: the sidewalk snowplowing bids are on the City website; a sealed bid opening will take place later in September. These bids include the plowing of all sidewalks in the tourist district in addition to the properties that have been plowed in the past few years.

G. Cleary Properties discussion

Recommendation: Discuss whether the Board would consider a property management agreement with Pat Cleary and the Downtown Development Authority, starting specifically with the building located at 125 W. Portage Avenue-formerly Curves, next to Frank's Place. The management agreement could include the DDA organizing volunteers to clean and paint the building, perhaps replace carpet, and various other items. The DDA would promote the building for rent, and would receive a portion of the rent each month for managing the property. A threshold to consider would be 20% of the rent, with the final agreement being reviewed by the DDA attorney and the Board of Directors. The future DDA/Mainstreet Economic Restructuring committee could be involved in the expansion of such a program.

After lengthy discussion, the DDA Board suggested that such a program should be postponed until a point in the future based on staff capacity, liability, and perhaps a greater connection and support from a strong Main Street program.

H. Establishment of “Mainstreet General” account

Michelle LaJoie reminded Director Knepper that the Main Street account should be set up as a liability line item to receive revenues/expenditures.

I. Resignation of Kristy Wynngaarden

Background: We have brought on a new intern, Yazin Joseph, a communications major from LSSU. A number of individuals have already expressed interest in the part-time vacancy.

Director Knepper discussed whether the DDA should combine the position of events planner with the CVB’s efforts. The Board discussed in detail, and decided that the DDA needs a staff person focused directly on the needs of downtown businesses with the ability to spend substantial time on events, marketing and promotional needs specific to downtown properties.

Carl Stutzner made the motion to fill the position vacated by Kristy Wynngaarden’s resignation, and Les Townsend seconded the motion. The motion passed unanimously.

7. NEW BUSINESS.

- **Lease or sale of parking spaces adjoining Salon C/Midwest Wealth Strategies to said property owners**

Recommendation: recommend that the Parking Advisory Board work with the property owners at Salon C/Midwest Wealth Strategies to identify a plan allowing for private signage of the spaces adjoining their property. These spaces are not used by any other permit holders, and the Farmers’ Market parking lot has ample permit space for the public.

The Board voted to request the Parking Advisory Board to evaluate this item.

- **Acceptance of grant for the rehabilitation of the circular garden in the Farmers’ Market**

Recommendation: accept a grant from the Building Healthier Communities Coalition to rehabilitate the circular garden in the Farmers’ Market in the amount of \$1,700, and award the project to Little Man Services.

Carl Stutzner made the motion to accept the grant and award to Little Man Services. Marla Bunker seconded the motion, which passed unanimously.

- **Events and Festivals**
 - Moloney’s Michigan Beerfest to benefit the Soo Theatre -grant update
 - LSSU Summer Bash
 - Antiques on Ashmun – Director Knepper informed the Board that this event was cancelled due to a lack of volunteers.
 - Oktoberfest
- **Liquor License application for Oktoberfest**
Recommendation: approve the application of a DDA liquor license from 1pm-6pm to operate a beer-garden fundraiser for our Main Street application. This event is being organized by Moloney’s and the Palace.

Carl made the motion to apply for the Liquor License, Michelle seconded the motion. The motion passed unanimously. Director Knepper asked for board members to volunteer for a few hours.

- Downtown Trick-or-Treat
- Parker’s ACE Hardware Parade of Lights
- Christmas Open House
- **New businesses**
 - B Boutique
 - Up North Gym
- **New Vacancies**
 - GLAD Dance Studio near Austin’s Oak
 - Former Up North Nutrition location near Checkered Flag
 - Ryan’s Jewelry (business and building for sale)

8. PUBLIC COMMENT AND ANNOUNCEMENTS.

- **Tony Haller strongly encouraged the DDA to consider the repairs of the parking lot behind Barish’s and UP North Nutrition (P4) and said it has been overlooked for decades.**
- **Tony also spoke in favor of the idea of a DDA property management arrangement as was discussed regarding Cleary’s properties.**
- **Tony ended his public comment by inviting the DDA to the September 15th Business After 5 at Wicked Sister and to the Economic Luncheon on October 26th.**

9. BOARD COMMENTS AND ANNOUNCEMENTS.

- **Oliver Turner requested a DDA Board member to serve on Form-based code committee**

Carl Stutzner volunteered to serve on this committee.

10. ADJOURN.

The meeting was adjourned at approximately 9:43 a.m. upon motion of Michelle LaJoie and support of Marla Bunker. The motion passed unanimously.

Respectfully submitted,

Ray Bell
Chair – Downtown Development authority Board

sg