

**MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
THURSDAY, AUGUST 10, 2023 – 8:30 A.M.
MEETING HELD AT CITY HALL – CITY COMMISSION CHAMBERS
City of Sault Ste. Marie, Michigan**

MEETING MINUTES

Present: Ray Bell
Brian Chapman
Craig Cooper
Debbie Jones
Sue Anne Wilks
Mark Savoie
Jordan Chisholm

Absent: Ray Bauer – City Commission Liaison
Jessica Johnston
Amy Goetz

I. Routine Agenda Items

1. Call to Order

Meeting was called to order at 8:34 am.

2. Roll Call

Attendance was taken as noted.

3. Approval of Minutes

July 20, 2023, Regular DDA Board Meeting Minutes

Recommended action: Motion to approve regular DDA Board meeting minutes from July 20, 2023, Board meeting.

Moved by Ray Bell, supported by Mark Savoie, to approve the July 20, 2023, regular DDA Board meeting minutes. The motion passed unanimously.

4. Approval of Agenda

Recommended action: Motion to approve agenda for today's meeting.

Discussion was held on the August 10, 2023, DDA Board meeting agenda. The Board came to the consensus that the Working Session for Main Street Self-Assessment collective scoring of Standards V & VI agenda item will be discussed following the Routine Agenda Items and Action & Consensus Items.

Moved by Mark Savoie, supported by Ray Bell, to approve the August 10, 2023, DDA Board meeting agenda, with the Working Session moved to Agenda Item III. The motion passed unanimously.

5. Declaration of Conflicts of Interest.

There were no conflicts of interest.

II. Action & Consensus Items

III. Working Session

**Main Street Self-Assessment
Standards V & VI – Collective Scoring**

Discussion was held on the Main Street Self-Assessment, which must be submitted to Main Street by August 25. Collective scoring was completed for Standards V & VI, as shown below.

Standard V: Preservation-Based Economic Development

I. Preservation Ethics and Education on Historic and Cultural Assets

Indicator I: Main Street demonstrates the community's commitment to its historic and cultural assets.

Score: 3 – Evidence of satisfactory progress.

Indicator II: Main Street educates and builds awareness about preservation and cultural assets among stakeholders, public sector, community organizations and residents at large.

Score: 2 – Minimal work but needs more effort.

II. Standards and Best Practices for Place-Based, People-Focused Design

Indicator I: Main Street is an advocate and partner for the implementation of standards, guidelines, and best practices for the preservation of historic and cultural assets.

Score: 2 – Minimal work but needs more effort.

III. Promotion of Historic, Heritage, and Cultural Assets

Indicator I: The Main Street program actively promotes the district's historic and cultural assets.

Score: 2 – Minimal work but needs more effort.

Standard VI: Demonstrated Impact and Results

I. Demonstrating the Value of Main Street

Indicator I: Main Street is positioned as an advocate for the district, promoting revitalization as an economic development priority among the public and private sector and community at large.

Score: 3 – Evidence of satisfactory progress.

II. Measuring and Packaging Quantitative and Qualitative Outcomes

Indicator I: Main Street regularly collects and maintains district revitalization statistics (quantitative) and intangible impact data (qualitative) across the Four Points of the Main Street Approach and examines changes over time as required by the Coordinating Program.

Score: 3 – Evidence of satisfactory progress.

Indicator II: Main Street annually collects and maintains organizational impact statistics (quantitative) and intangible impact data (qualitative) and examines changes over time.

Score: 4 – Has achieved success within this indicator.

III. *Promoting Progress and Demonstrating Impact and Results*

Indicator I: The district’s revitalization programming, achievements, stories, and reinvestment statistics are promoted.

Score: 3 – Evidence of satisfactory progress.

IV. Director’s Report & Updates – Stephanie Sprecker

1. MACC Mini-Grant Application

Discussion was held on the MACC Mini-Grant application. Sprecker informed the Board that the MACC Mini-Grant application, which was due by August 3, has been submitted. The MACC Mini-Grant offers a one-to-one match for \$4,000 for the 2024 Music in the Park season.

2. Board Member Responsibility Agreement Draft

Discussion was held on the Board Member Responsibility Agreement draft. Sprecker distributed the draft Board Member Responsibility Agreement for board review and input. If there are no objections to the draft, the Board will review and approve at the next meeting.

3. ERA Core Group Open Houses – August 24th 3-6 pm

Discussion was held on the ERA Core Group Open Houses, taking place on August 24 from 3 pm to 6 pm. The open houses will take place at the former Lynn Auto Parts store and Moloney’s Alley.

V. Committee Updates

1. Promotions Committee – Jordan Chisholm/Stephanie Sprecker

a. Main Street Events

i. Music in the Park

Discussion was held on Music in the Park. Chisholm informed the Board that Music in the Park has been successful so far this season.

ii. Friday Nights at Dusk

Discussion was held on Friday Nights at Dusk. Chisholm explained that Friday Nights at Dusk is off to a great start.

iii. Upcoming Events

1. Halloween Spooktacular – Friday, 10/27

Discussion was held on the Halloween Spooktacular, taking place on Friday, October 27. The Promotions Committee will meet on Friday, August 11 at 2pm to discuss planning this event.

2. Restaurant Week – 11/5 – 11/11

Discussion was held on Restaurant Week, which is scheduled to take place November 5 through November 11. Cathy Howell from the Wicked Sister will be championing Restaurant Week.

3. Parker's ACE Hardware Parade of Lights – Friday, 11/24

Discussion was held on the Parker's ACE Hardware Parade of Lights, taking place on Friday, November 24. Sprecker reminded the Board that Parker's ACE Hardware is the sponsor for this event.

4. Shop Small Saturday – 11/25

Discussion was held on Shop Small Saturday, which is a national event, scheduled to take place on November 25.

5. Holiday Open House Weekend – 12/9-10

Discussion was held on the Holiday Open House Weekend, scheduled for December 9 – 10.

6. New Year's Eve Celebration – 12/31

Discussion was held on the New Year's Eve Celebration, taking place on December 31. Sprecker explained that the anchor used for the New Year's Eve Anchor Drop will be receiving an upgrade. The Sault Convention & Visitors Bureau (CVB) and Soo Co-Op Credit Union (SCCU) have previously sponsored this event.

7. Winter Festival – 1/26-27 DATE CHANGE

Discussion was held on the Winter Festival, which has been rescheduled from February 24-25 to January 26 – 27. The reason for the date change is that the weather is more suitable at that time for ice sculpture creations, and we would like to have these up prior to I-500 for visitors to enjoy.

8. I-500 Pub Crawl – 2/4

Discussion was held on the I-500 Pub Crawl, scheduled to take place on February 4. Craig Cooper will champion the event. Cooper noted that relevant information regarding the I-500 Pub Crawl T-shirts was acquired

from last year's event. A launch party will take place, where T-shirts will be sold. Additionally, we will look at partnering with a non-profit organization to hold a raffle.

2. Organizations Committee – Sue Anne Wilks

Discussion was held on the Organizations Committee. The Volunteer Meeting is tentatively scheduled for March 2024. Wilks informed the Board that work plans are being revised.

Discussion moved to fundraising. Wilks explained that she has two concerns regarding fundraising. The first concern is ensuring that we raise additional funds beyond covering expenses. Another concern is regarding the sponsorship package and remaining consistent with the package throughout the course of an event.

Moved by Sue Anne Wilks, supported by Ray Bell, to develop the sponsorship packet prior to each event and stick to it. The motion passed unanimously.

The Board next discussed the Board of Directors packet. Wilks explained that there often is disagreement amongst the Board regarding reporting and organizational structure.

Moved by Ray Bell, supported by Mark Savoie, to table discussion regarding the Board of Directors packet and the reporting and organizational structure until the next meeting. The motion passed unanimously.

3. Design Committee – Craig Cooper/Stephanie Sprecker

a. Downtown Art Updates

Discussion was held on the downtown art updates. The Garden Project is organized and maintained by the Chippewa County Community Foundation. Jones explained that donating businesses are at various stages with their garden contracts. Wilks added that she spoke with Steve Habusta, Executive Director of CCCF, regarding potential earmarking Garden Project funds. The Design Committee has been meeting with the Sault Area Arts Council regarding partnerships with downtown art expansion. Sprecker informed the Board that she met with the Engineering Department, and they have approved adding murals on the raised concrete downtown streetscape and bike paths.

4. Economic Vitality Committee – Craig Cooper

a. Downtown Map

Discussion was held on the downtown map, which is still a work in progress.

b. R2R Primer Wrap-Up/Next Steps

Discussion was held on the R2R Primer wrap-up and next steps.

3. Board Comments and Announcements

The Board discussed the homeless presence in the lot between A Cut Above Salon and MyMichigan Health. The lot is owned by MyMichigan Health, which means it is ultimately up to them how to handle the situation. The Board briefly discussed the DDA budget, specifically the city allocation.

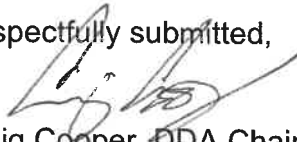
4. Public Comments and Announcements

Samantha Hale explained that she attended a leadership camp where she obtained useful information about city and governmental entities. One of the topics discussed at the leadership camp was values. Samantha noted that the DDA Board has a lot of differences in values. She suggested the Board discuss what the DDA values are, which will help with communication.

5. Adjournment

Moved by Craig Cooper, supported by Mark Savoie, to adjourn the meeting at approximately 10:18 a.m. The motion passed unanimously.

Respectfully submitted,



Craig Cooper, DDA Chair

blm