

**MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, DECEMBER 14, 2022 – 8:00 A.M.
MEETING HELD AT CITY HALL – CITY COMMISSION CHAMBERS
City of Sault Ste. Marie, Michigan**

MEETING MINUTES

Present: Ray Bauer – City Commission Liaison
Ray Bell
Brian Chapman
Craig Cooper
Tom Fornicola
Debbie Jones
Sue Anne Wilkes
Allison Youngs

Absent: Jessica Johnston

I. Routine Agenda Items

1. Call to Order

Meeting was called to order at 8:30 am.

2. Roll Call

Attendance was taken as noted.

3. Approval of Minutes

November 9, 2022, Regular DDA Board Meeting Minutes.

*Moved by **Board Member**, supported by **Board Member**, to approve the November 9, 2022, regular DDA Board meeting Minutes. The motion passed unanimously.*

4. Approval of Agenda

*Moved by **Board Member**, supported by **Board Member**, to approve the December 14, 2022 DDA Board meeting agenda. The motion passed unanimously.*

5. Declaration of Conflicts of Interest.

There were no conflicts of interest.

II. Soo Theatre Restoration Progress & Sign Grant Request – Justin Knepper

Mr. Knepper provided an update regarding the restoration project for the Soo Theatre. The primary funding mechanism has been donations as there hasn't been a lot of opportunities for grants.

The marquee is currently being worked on and will be restored to its original look. Most of the donations have been used to fix the marquee but the group is still looking for funding to support the electrical work necessary to hook up the marquee.

The Soo Theatre has also received a grant to upgrade the back of the building and some of the doors. Total budget is \$2.5 to \$5 million to restore exterior and interior of building

Moved by Sue Anne Wilkes, supported by Ray Bell, to table a vote regarding a possible donation by the DDA. The motion passed unanimously.

III. Budget Items

1. Budget Review – Stephanie Sprecker, DDA Director

- a. Ms. Sprecker provided an overview of the current budget including tax capture, other revenues, and expenditures for each DDA Budget.
- b. Ms. Wilks asked about the costs associated with the sidewalk snow and ice removal program.

2. Budget Amendments Update – Stephanie Sprecker

- a. Ms. Sprecker discussed budget amendments moving forward. She will bring other budget amendments to the board next month.

3. Revenue Discussion Request – Sue Ann Wilkes

- a. Ms. Wilkes discussed her desire for a treasurer position on the DDA Board and the need to raise funds. Ms. Wilkes also discussed the MDA handbook and some of the requirements for board members in the future.

Moved by Sue Ann Wilkes, supported by Debbie Jones, to assign a treasurer position on the DDA Board. There were four nays, Youngs, Chapman, Cooper, and Fornicola, three yeas, Jones, Wilkes, and Bell – the motion did not pass.

IV. Action/Consensus Items – Stephanie Sprecker

1. Approval to Apply for T-Mobile Hometown Grant

- a. Ms. Sprecker discussed a T-Mobile grant opportunity for a Neighborhood Hometown Hero Grant. The grant opportunity provides funds to fix downtown assets, beautification efforts, etc. Ms. Sprecker would recommend applying for the grant to utilize it for installing a permanent cover for the Farmers Market. The current Farmers Market cover was damaged last year.

Motion by Brian Chapman to apply for the T-Mobile Hometown Grant, supported by Ray Bell. The motion passed unanimously.

2. DDA Board Member Application Review

*Motion by **Ray Bell**, supported by Debbie Jones, to recommend Mark Savoie to serve on the DDA Board. The motion passed unanimously.*

*Motion by **Debbie Jones**, supported by Tom Fornicola, to recommend Amy Goetz to serve on the DDA Board. The motion passed unanimously.*

3. Downtown Dollars Program

*Motion by **Sue Anne Wilkes**, supported by Ray Bell, to postpone the project indefinitely until it has an opportunity to be reviewed. The motion passed unanimously.*

V. Director's Report & Updates – Stephanie Sprecker

1. Match on Main Street Grant Update

The DDA received one grant award for Prim Aesthetics.

2. Sign Grant: CHN Mural Design (The Annex, 300 Court Street)

Ms. Sprecker has received a quote for the work needed to complete the CHN mural design at 300 Court Street. The budge/quote is roughly \$4,944.70.

3. Requesting Extension – Event Work Plans

Requesting volunteers to assist on committees and leading events. Ms. Sprecker informed the DDA Board that she might need an extension to continue to work on event planning and developing events.

4. New Vintage Snowmobile Event – I-500 Week

Ms. Sprecker was contacted by Linda Hoath and Tony Haller regarding a partnership for an event during I-500 week. They would like to hold an event the Friday night prior to the I-500 and have antique snowmobiles line up downtown similar to a car show. Marketing materials are currently being worked on.

5. IMPACT Report

The IMPACT Report has been completed and provided to the DDA Board.

6. 2022 Main Street Program Assessment Recommendations

Ms. Sprecker provided the DDA Board with recommendations from the Main Street Program Assessment.

7. Reminder – Code of Ethics, Freedom of information Act, & Open Meetings Act

Just as an FYI, several documents are being provided to the DDA Board as a reminder of several key pieces of legislation.

8. 2023 Main Street Now Conference (Boston, MA – March 27-29)

Ms. Sprecker is planning on going.

9. Updating Time Off

Ms. Sprecker will be taking some time off.

VI. Transformation Strategy Plan Updates

1. Promotion Committee – Jessica Johnston/Stephanie Sprecker

a. Ms. Sprecker indicated that there was good success with events held recently. Shop Small Saturday was reported as a success. Businesses reported a good showing and strong sales. The window decorating contest went with will approximately twenty participants.

b. Holiday Events

Completed

- i. Parade of Lights Presented by Parkers' Hardware
- ii. Shop Small Saturday
- iii. Holiday Open House
- iv. Window Decorating Contest

In Progress

- v. New Year's Eve Celebration – December 31, 2022

Advertising is starting today. Some details still need to be worked out. The Anchor Drop is a go and Ms. Sprecker has been working with bar and restaurant owners to bring activities to the downtown area to try and keep people in the downtown for the event. The group discussed other activities that are kid friendly.

Upcoming Events

- vi. Pub Crawl – Thursday, February 2, 2023
- vii. Music in the Park Planning - Stephanie

2. Organization Committee – Sue Anne Wilkes

a. Ms. Wilkes updated the group on activities including the bi-annual meeting relating to the recodified TIF laws and associated templates for the meeting. Ms. Wilkes also discussed DDA Board recruitment efforts and volunteer recruitment efforts. She would like to see a system of keeping track of volunteer hours, board members' time, etc. Also, she would like to work on a spring volunteer push to recruit more volunteers, and to host this event in the spring.

b. Strategic Fundraising – Ms. Wilkes is looking to work through a process to organize sponsorships and possibly recruit former donors. She would like to see a project that people can get behind and really do some long-term planning for those projects.

3. Design Committee – Stephanie Sprecker

Ms. Sprecker indicated that there is no new update as they are still looking for a chairperson for this committee. The DDA Board discussed the process of having a person not on the Board to be appointed to the Chair position.

4. Economic Vitality Committee – Craig Cooper

Mr. Cooper reported that they are still working on a building list, and he is working with the new SPDC representative to provide resources to new businesses. He is looking at the long term and would like to develop a grant funding opportunity for businesses for expansion similar to the Match-on-Main Grant program.

VII. Public Comment and Announcements

There were no public comments and announcements.

VIII. Board Comments and Announcements

- a. Mr. Fornicola brought up Chet Mitchell and using him as Santa in the future.
- b. Mr. Fornicola formally resigned from the DDA Board due to his business workload.
- c. Ms. Hale discussed possibly being a DDA Board member when she graduates from High School.
- d. Ms. Jones would like to say kudo's to Stephanie regarding coming on board and getting things up and running.

IX. Adjournment

Moved by Tom Fornicola, supported by Debbie Jones, to adjourn the meeting at approximately 10:32 a.m. The motion passed unanimously.

Respectfully submitted,

ALLISON YOUNGS, DDA Chair

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