

**MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, JANUARY 12, 2022 – 8:00 A.M.
MEETING HELD AT CITY HALL – CITY COMMISSION CHAMBERS
City of Sault Ste. Marie, Michigan**

MEETING MINUTES

Present: Brian Chapman
Craig Cooper
Tony Cutler
Tony Fornicola
Samantha Hale
Larry Jacques
Debbie Jones
Les Townsend
Allison Youngs

Absent: Ray Bauer, Cathy Howell and Tara Kelgar.

1. CALL TO ORDER.

2. ROLL CALL. Attendance was taken as noted.

3. APPROVAL OF MINUTES.

- November 10, 2021, Minutes – Sue Goetz

Moved by Tom Fornicola, supported by Larry Jacques, to move approval of the November 20, 2021, meeting minutes to the February DDA Board meeting. The motion passed unanimously.

4. APPROVAL OF AGENDA.

Moved by Debbie Jones, supported by Tom Fornicola, to approve the January 12, 2022, Main Street/Downtown Development Authority Agenda. The motion passed unanimously.

5. DECLARATION OF CONFLICTS OF INTEREST.

There were no conflicts of interest declared at this time.

6. COMMITTEE REPORTS.

A. Economic Vitality Committee Report.

Larry Jacques reported that he would like to get with *Connected Nation* for social media content for free training for businesses.

B. Promotions / Organization Committee Report.

- **Approval of 2022 Events**

Cathy Howell was absent. Director Cutler handed out the list of scheduled events in 2022; most were repeat events, with some new events. This will be discussed at the next DDA Board meeting when Cathy is available.

It was also suggested to breakout events run by the DDA versus other entities, such as the Summer Arts Festival. Also noted that the Promotions / Organization Committee needs to have a Champion for each event and a more thorough work plan to make event execution easier.

C. Design Committee Report.

Debbie Jones reported that the downtown garden program is still on-going and that all downtown parks and green spaces have been adopted by businesses.

7. FINANCIALS.

Ken Talsma from Anderson Tackman presented the June 30, 2021, DDA audit report. The DDA is a component entity of the City. The DDA received a clean audit (unmodified).

Moved by Debbie Jones, supported by Tom Fornicola, to accept the June 30, 2021, DDA Audit. The motion passed unanimously.

8. UNFINISHED BUSINESS.

9. NEW BUSINESS.

A. Michigan Main Street – MEDC Presentation.

Michigan Main Street Specialists Laura Kirzov and Leigh Young provided a presentation to the DDA Board. They started by asking each board member to explain why they are on the board and what downtown means to them. It was noted that the board does not have a good process for bringing on new board members. Leigh offered technical assistance for board training, and she also asked if the board is working on their transformational strategy.

Discussion continued,

- Entertainment strategy should be revisited.
- The DDA Board should revisit their goals and strategies.
- The committee structures need to be revitalized.
- COVID and the transition of Director's have impacted the committees.
- Committees need to get back to the Main Street processes in utilizing volunteers.

B. Schedule a Goal Setting Retreat for 2022.

Director Cutler and Allison will set up a DDA Board workshop; Leigh indicated that she would come to the Sault to do Board training and goal setting.

C. Change Snow Removal to Opt-Out.

Director Cutler presented an idea to have snow removal as an opt-out, rather than opt-in. All businesses will get a bill in October and if they don't want the service, they send the bill back and request to opt-out.

More discussion regarding a special assessment and opt-out will be addressed at a later date.

D. Downtown Dollars Revamp.

10. DIRECTOR'S REPORT.

A. Anchor Drop Review.

Director Cutler reported that the New Year's Anchor Drop was a success thanks to several community stakeholders. The DDA received a \$3,000 sponsorship from Soo Co-op Credit Union, the Sault Convention and Visitor's Bureau also donated \$800. Greg Rambo, Sault High welding teacher and his welding students cut out the steel anchor, and Alta Equipment and Bonacci Contracting donated in-kind labor. Fire Chief Scott Labonte did the Anchor Drop, with Tim and Lindsay Ellis as DJ's.

B. Work In Progress.

○ Sponsorship Program

Director Cutler is working on a new sponsorship / partnership campaign, as well as an advertising campaign.

○ Advertising Campaign

The advertising campaign may be included in the sponsorship / partnership campaign.

○ Downtown Dollars

Director Cutler is revitalizing the Downtown Dollars program to make it easier for businesses to accept DDA dollars. The DDA will issue MICR encoded checks that a business can deposit at their bank. He is working with Central Savings Bank as a sponsor of the program. The DDA Board agreed that Director Cutler continue in his efforts in pursuing the check program.

11. PUBLIC COMMENTS AND ANNOUNCEMENTS.

None at this time.

12. BOARD COMMENTS AND ANNOUNCEMENTS.

Samantha Hale, Student DDA representative, offered Sault Area High School students to help with social media.

13. ADJOURN.

Moved by Tom Fornicola, supported by Brian Chapman to adjourn the meeting at approximately 9:15 a.m. The motion passed unanimously.

Respectfully submitted,

ALLISON YOUNGS, DDA Chair

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