

MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, JUNE 15, 2022 – 8:00 A.M.
MEETING HELD AT CITY HALL – CITY COMMISSION CHAMBERS
City of Sault Ste. Marie, Michigan

MEETING MINUTES

Present: Ray Bauer
Brian Chapman
Craig Cooper
Tom Fornicola
Tara Kelgar
Allison Youngs

Absent: Cathy Howell and Debbie Jones

1. CALL TO ORDER.

2. ROLL CALL. Attendance was taken as noted.

3. APPROVAL OF MINUTES.

- May 25, 2022, regular DDA Board meeting minutes

Moved by Tara Kelgar, supported by Craig Cooper to approve the May 25, 2022, regular DDA Board meeting Minutes. The motion passed unanimously.

4. APPROVAL OF AGENDA.

Moved by Craig Cooper, supported by Tara Kelgar, to approve the May 25, 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 (Craig).

Craig indicated that he is still working on the business directory spreadsheet and talked about the importance of recruiting more volunteers for all three committees, comprised of a total of 5-7 members on each committee.

B. Promotions / Organization Committee Report (Cathy).

- Approval of Event Guidelines.

Cathy was absent from this meeting.

C. Design Committee Report (Debbie).

Debbie was absent from this meeting.

7. EVENTS.

A. Concert Series.

- 1) Allison explained to the Board that the former DDA Director had entered into an agreement with Eagle Radio *to help sell sponsorships to build the budget for the Music in the Park event with the overall goal to bring in new and fresh acts from across the region.* This included an agreement of 20% commission on the sales of each sponsorship; Eagle Radio would then promote Music in the Park for the entirety of its summer run, at a total value of \$6,450. This agreement was not brought to the DDA Board for discussion and/or approval. The DDA Board discussed new sponsorships versus dedicated annual business sponsorships, and the 20% commission on sponsorships sold by Eagle Radio to date.

Moved by Tom Fornicola, supported by Craig Cooper to compensate Eagle Radio for what new sponsors they have sold to date and re-look at this agreement in the future. There was one nay; motion passed with four yeas.

- 2) The DDA Board discussed that the Gentleman George band is not included in this summer's Music in the Park Concert Series; Gentleman George has performed at this event since its inception and is a local favorite. The Board agreed to extend the Music in the Park and invite Gentle George to wrap up the concert series on August 24, 2022.

Moved by Tom Fornicola, supported by Tara Kelgar, to extend the Music in the Park Concert Series to include the Gentleman George Band performance on Wednesday, August 24, 2022. The motion passed unanimously.

- 3) City Commission Liaison Ray Bauer indicated that The Soo Locks Children's Museum group would like to have a popcorn stand outside the Lock's Park during Music in the Park performances. Brian will contract the City Clerk's office to see what is needed (permit, contact Health Dept.) to sell popcorn.

B. Rock the Locks.

Allison reported that 117 runners/walkers participated in Rock the Locks despite the rain.

C. Sidewalk Sales.

D. 4th of July Parade.

E. Engineers Day.

8. WORK ITEMS.

A. Bylaws.

B. Rules of Procedure.

Craig indicated changes in the DDA Public Act of 2018 that should be incorporated into the Rules of Procedure/new member board packet.

C. New Member Board Packet (Craig and Tom).

Craig indicated that the new member board packet should include a welcome letter from the DDA Board Chair, and the DDA's mission statement.

D. Events Policy.

Cathy is working on revising the events policy.

E. Purchasing Policy (CM).

The DDA Board was given a flow-chart of the City's purchasing policy and procedure; purchases under \$5,000 at the discretion of the Department Head, purchases between \$5,000 and \$10,000 require three quotes, and purchases over \$10,000 requires sealed bid process.

F. Vibrancy Grant (Engineering Office).

G. Crosswalk Painting.

Cross walk painting took place over the weekend and will continue through the next week or two.

9. BUSINESS ITEMS.

A. DDA Board Member Application Review and Recommendations.

Six DDA Board applications were received and discussed by the Board.

Moved by Tara Kelgar, supported by Craig Cooper, to recommend to the City Commission appointment of Jessica Johnson to the DDA Board. The motion passed unanimously.

Moved by Tara Kelgar, supported by Craig Cooper, to recommend to the City Commission the appointment of Ray Bell to the DDA Board. The motion passed unanimously.

B. Vibrancy Grant – Ashmun Bridge Sign Feedback.

Brian provided three proofs for a permanent sign to be located on the Ashmun Street bridge (south end of bridge).

Moved by Tom Fornicola, supported by Craig Cooper, to approve sign Option 'C' to be located on the south end of the Ashmun Street bridge. The motion passed unanimously.

C. Renewal of DDA Office Lease (CM).

Moved by Tara Kelgar, supported by Tom Fornicola, to approve the renewal of the DDA office lease to take in effect on August 1, 2022, through July 31, 2024. The motion passed unanimously.

D. MI Main Street Program Master Level Contract (CM).

Moved by Tom Fornicola, supported by Tara Kelgar, to adopt the Michigan Main Street Master level Contract. The motion passed unanimously.

E. Goal Setting Update (CM).

Goal Setting will be discussed at the next DDA Board meeting.

F. DDA Director Recruitment Update (CM).

Brian reported that three DDA Director applications have been received and an interview(s) will be scheduled.

10. DIRECTOR'S REPORT.

11. PUBLIC COMMENTS AND ANNOUNCEMENTS.

- Kathy Twardy, owner of the Market Place store in the Osborn Commons building, indicated that a couple of years ago the DDA Board approved 30-minute parking spaces on the east side of Osborn Boulevard and one across the street on the west side of Osborn Boulevard. The DDA/City did not follow-through on this, so she is requesting that the 30-minute parking signs be erected, and that the 30-minute parking areas be striped.

Kathy also expressed her concern that a discussion with Tim and Lindsay Ellis of Eagle Radio, regarding Music in the Park sponsors may not have occurred prior to today's DDA Board meeting.

- Sue Anne Wilks explained that she will be submitting sign grant applications for 135 Portage Avenue, and 722 Ashmun Street. She explained each sign grant application and provided renderings of the two signs on 135 Portage (in the 1800's this building was the Fort Brady's officers quarters), one sign will provide lighting that is much needed on that block, and she also provided a rendering of the awning/sign at 722 Ashmun Street.
- Steve Twardy, business owner in downtown Sault Ste. Marie, indicated that he would be willing to serve on the DDA's Economic Vitality Committee.

Steve also commented regarding MI Main Street that he has not seen any impact that the MI Main Street Program has had on his businesses.

12. BOARD COMMENTS AND ANNOUNCEMENTS.

Brian indicated that the DDA Board will be reviewing the sign grant applications at the July DDA Board meeting.

13. ADJOURNMENT.

Moved by Tara Kelgar, supported by Tom Fornicola, to adjourn the meeting at approximately 9:30 a.m. The motion passed unanimously.

Respectfully submitted,

ALLISON YOUNGS, DDA Chair

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