

MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, JUNE 14, 2023 – 8:30 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
Jessica Johnston
Debbie Jones
Sue Anne Wilks
Mark Savoie
Amy Goetz
Jordan Chisholm

Absent: N/A

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

May 10, 2023, Regular DDA Board Meeting Minutes

Recommended action: Motion to approve regular DDA Board meeting minutes from May 10, 2023, Board meeting.

Discussion was held on the submission process and City Commission approval of DDA Board meeting minutes.

Moved by Mark Savoie, supported by Ray Bell, to approve the May 10, 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 June 14, 2023, DDA Board meeting agenda. Sprecker noted that the first Action & Consensus Item will include July and August Board Meeting (Consensus).

Moved by Amy Goetz, supported by Ray Bell, to approve the June 14, 2023, DDA Board meeting agenda. The motion passed unanimously.

5. Declaration of Conflicts of Interest.

There were no conflicts of interest.

II. Budget Review

Stephanie Sprecker, DDA Director

Stephanie Sprecker, DDA Director, provided a review of the budget ending 4/30/23. Sprecker explained that the Tax Proceeds are the main line items for Fund 245, TIFA 1 Fund and Fund 246, TIFA 2 Fund. Fund 248 includes \$50,000 revenue for the MEDC Match on Main Street Grants, \$25,000 for Prim Aesthetics and \$25,000 for Co-Ed Flowers. A grant extension has been approved for the Co-Ed Flowers grant. Sprecker noted the surplus for Sidewalk Snowplowing, which can be addressed at a later date. Additional information regarding the Expired Downtown Dollars revenue can be provided at the next meeting when Finance Director, Kristin Collins is present.

III. Action & Consensus Items – Stephanie Sprecker

**1. July and August Board Meeting (Consensus)
Date or Time Change Due to Scheduling Conflict**

Discussion was held on the July and August Board meetings. Sprecker informed the Board that she is unable to attend the July and August Board meetings. The Board came to the consensus that the July Board meeting will be held on Thursday, July 20, at 8:30 am. The Board came to the consensus that the August meeting will be held on Thursday, August 10, at 8:30 am.

IV. Director's Report & Updates – Stephanie Sprecker

1. Match on Main Street Grants

i. Prim Aesthetics

Discussion was held on the Match on Main Street Grant for Prim Aesthetics. The City Commission approved the acceptance of the funds on June 5.

ii. Co-Ed Flowers

Discussion was held on the Match on Main Street Grant for Co-Ed Flowers. A six-month extension has been submitted.

iii. Birds Eye Outfitters

Discussion was held on the Match on Main Street Grant for Birds Eye Outfitters.

2. Storytelling Service Application

Discussion was held on the Storytelling Service application. The MEDC, in partnership with Pure Michigan, is launching a new storytelling service to increase tourism. Five communities will be selected for the service. Sprecker has submitted the application.

3. Accreditation

a. 2023 Accreditation

Discussion was held on the 2023 Accreditation. Sprecker informed the Board that our Main Street has received its 2023 Accreditation.

b. On-Site Accreditation – 11/8/23

Discussion was held on the on-site Accreditation, taking place on November 8, 2023. An agenda will be distributed to the Board prior to the on-site Accreditation.

4. DDA Budget Approval

a. Part-time Staff

Discussion was held on the DDA budget approval for part-time staff. The part-time staff will be a City employee, working 20 hours per week, year round. The position will mainly include clerical duties. A job description will be created for the position.

5. DDA Mobile Stage

a. Agreement/Fee Schedule

Discussion was held on the DDA mobile stage agreement and fee schedule. Former DDA Director, Justin Knepper, purchased a mobile stage to be utilized by the DDA. Sprecker intends to rent the stage as a source of revenue. A rental agreement will be created for the mobile stage.

6. Website Update

Discussion was held on the website update. Sprecker explained that she met with a second website developer, who created a mock website and discussed the vision and revamp for the website.

7. Vacation Days

Discussion was held on vacation days. Sprecker explained that she will be utilizing vacation days on June 27 and June 28 and tentatively July 3.

V. Committee Updates

1. Promotions Committee – Stephanie Sprecker

a. New Committee Chair

Discussion was held on the new committee chair for the Promotions Committee. Chisholm will be taking over as the Promotions Committee Chairperson for Johnston. Johnston will remain a member of the committee.

b. Main Street Events

i. Ladies Night Out Success

Discussion was held on the Ladies Night Out success. The event had a great turnout, with over 300 individuals attending the welcome party. Welcome bags were given out at Deep Roots Salon, who hosted the pre-party. The event concluded at the after-party, hosted by Austin's Cigar Lounge. Sprecker noted that useful feedback was received at the Retailers meeting for next year's event.

ii. Music in the Park

Discussion was held on Music in the Park, which begins next week. Posters have been created and distributed to promote the event. Wilks sought permission and consensus to move forward with the sticker project. The stickers will be priced at \$5.00 each. Sprecker and Wilks will discuss the logistics of selling the stickers.

iii. Sidewalk Sales & Summer Fun Festival – August 4/5

Discussion was held on the Sidewalk Sales & Summer Fun Festival, taking place on August 4 and 5. Sprecker noted that all necessary permits have been submitted and a great turnout is anticipated for the event.

iv. Fall Fest Update

Discussion was held on the Fall Fest update. Based on feedback received from retailers, the Fall Fest will not take place this year.

v. Downtown Movie Series – Partnership with Nicolet Bank

Discussion was held on the Downtown Movie Series partnership with Nicolet Bank. Nicolet Bank will be funding three movie licenses to be broadcast downtown on City property. The DDA has received a CCCF grant to fund three more. LSSU will be providing the necessary equipment. The movies and exact location are yet to be determined. Sprecker noted that no expenses will be incurred by the DDA.

c. Non-DDA Events/Activities

i. Farmer's Market (Weekly)

Discussion was held on the Farmer's Market, which takes place weekly.

ii. International Bridge Walk 6/24

Discussion was held on the International Bridge Walk, taking place on June 24.

iii. Engineers Day 6/30

Discussion was held on Engineers Day on June 30.

iv. Downtown Cleanup Day (SCCU) 6/19

Discussion was held on the Downtown Cleanup Day, taking place on June 19. Various City staff will participate in the cleanup along with Soo Co-Op Credit Union employees and community members.

v. 4th of July Parade

Discussion was held on the 4th of July Parade. The fireworks show was required to change locations this year due to safety issues, such as fuel storage. Chapman explained that twelve different locations were considered, such as Aune Osborn, Ashmun Bay, Sherman Park, Canada, and on a barge. It has been determined that the safest location for the fireworks show is at Sanderson Field Airport.

vi. Gus Macker – Weekend 7/6

Discussion was held on the Gus Macker, taking place on the weekend of July 6.

2. Organizations Committee – Sue Anne Wilks

Discussion was held on the Organizations Committee. The date of the Volunteer Social Gathering has been tentatively moved to late August.

3. Design Committee – Stephanie Sprecker / Craig Cooper

a. Farmers Market Canopy

Discussion was held on the Farmers Market canopy, which has been delivered and will be installed soon.

b. Flowers/Garden Update

Discussion was held on the flowers/garden update. The flowers have been planted in pots and in the gardens. The Board discussed the flower/garden funds and earmarking the funds to ensure they are being used as intended and will roll over from one fiscal year to the next.

c. Crosswalk Mural Update

Discussion was held on the crosswalk mural update. Approval has been received to expand crosswalk murals on Portage Avenue and Water Street. An approval process will be created for what is painted on the murals. Additionally, the Board discussed touchups to existing murals.

d. Expanding Downtown Art

Discussion was held on expanding downtown art. Sprecker explained that many grant opportunities are available and should be considered to expand downtown art.

4. Economic Vitality Committee – Craig Cooper

a. Active Work:

i. R2R Service Update – Resource Creation

Discussion was held on the R2R Service update – resource creation. Work continues on resource creation, such as downtown walking maps and business directories.

ii. ERA Core Group – Stephanie

Discussion was held on the ERA Core Group, which Stephanie is a member of. The ERA Core Group continues to identify vacant properties, such as Zim’s and Lynn Auto Parts, and how they can be utilized in the future.

VI. Working Session

1. Main Street Self-Assessment Standards I & II – Collective Scoring

Discussion was held on the Main Street Self-Assessment. Collective scoring was completed for Standards I & II, as shown below.

Standard I: Broad-Based Community Commitment to Revitalization

I. Partnerships and Collaborations

Indicator I: Main Street had developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district’s revitalization and its program.

Score: 3 – Evidence of satisfactory progress.

Indicator II: Main Street has developed partnerships and collaborations with both nonprofit organizations and private sector entities that demonstrate shared responsibilities for the district’s revitalization and its program.

Score: 3 – Evidence of satisfactory progress.

II. Community Outreach

Indicator I: Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, residents).

Score: 2 – Minimal work but needs more effort.

III. Communication and Public Relations

Indicator I: Main Street has maintained communication and implemented public relations that inform and educate the community and district stakeholders about the district and the Main Street program.

Score: 2 – Minimal work but needs more effort.

Indicator II: Main Street has maintained communication and implemented public relations that inform and educate the public sector or local government about the district and the Main Street program.

Score: 3 – Evidence of satisfactory progress.

Indicator III: Main Street has promoted the district's positive image, brand identity, and assets.

Score: 4 – Has achieved success within this indicator.

Standard II: Inclusive Leadership and Organizational Capacity

I. Inclusive Organizational Culture and Diverse Volunteer Engagement

Indicator I: The Main Street organization has demonstrated its commitment to diverse, inclusive, and equitable district and community engagement.

Score: 2 – Minimal work but needs more effort.

Indicator II: The Main Street organization has implemented an inclusive volunteer program that demonstrates the capacity to implement approved annual work plans and programming for the district.

Score: 2 – Minimal work but needs more effort.

Indicator III: The Main Street Board of Directors is formed with a diverse and balanced representation of district and community stakeholders.

Score: 5 – Outstanding achievement. One that other programs could replicate.

Indicator IV: The Main Street organization has developed a leadership base (Board, staff, committee members, and volunteers) that reflects the district and the community it serves. The leadership base should be open, inclusive, and representative of the entire community, taking into account a broad range of dimensions of diversity, including race, ethnicity, gender, education, physical and mental ability, veteran status, and income level. The program should take proactive measures to ensure under-represented groups are included as part of Main Street's leadership base.

Score: 3 – Evidence of satisfactory progress.

II. Active Board Leadership and Supporting Volunteer Base

Indicator I: Board members have demonstrated active engagement in the Main Street program throughout the year.

Meeting this indicator is a requirement and must be met to achieve Accreditation.

Indicator II: Board members have demonstrated active leadership and support to ensuring the program is appropriately funded to meet its operational responsibilities and programming goals.

Meeting this indicator is a requirement and must be met to achieve Accreditation.

Indicator III: The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement the approved work plans.

Score: 2 – Minimal work but needs more effort.

III. Professional Staff Management

Indicator I: The Main Street organization has maintained the level of professional staff necessary to achieve its mission, goals, and annual work.

Meeting this indicator is a requirement and must be met to achieve Accreditation.

Indicator II: The Main Street Board of Directors has managed and provided guidance to its Main Street Director throughout the year.

Score: 3 – Evidence of satisfactory progress.

IV. *Effective Operational Structure*

Indicator I: The Main Street organization has developed appropriate operational and organizational practices to manage effectively.

Meeting this indicator is a requirement and must be met to achieve Accreditation.

VII. Board Comments and Announcements

Sprecker noted that in November, the Board will begin work to review the Main Street Transformational Strategy.

VIII. Public Comments and Announcements

There were no public comments or announcements.

IX. Adjournment

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

Respectfully submitted,

Craig Cooper, DDA Chair

blm