

**MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, NOVEMBER 10, 2021 – 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
Tom Fornicola
Samantha Hale
Cathy Howell
Larry Jacques
Debbie Jones
Allison Youngs

Absent: Tara Kelgar and Les Townsend.

1. CALL TO ORDER.

2. ROLL CALL. Attendance was taken as noted.

3. APPROVAL OF MINUTES.

- October 13, 2021, regular meeting minutes.

Moved by Larry Jacques, supported by Tom Fornicola, to approve the October 13, 2021, DDA Board meeting Minutes. The motion passed unanimously.

4. APPROVAL OF AGENDA.

Chair Youngs indicated a change in the agenda, she would like to move agenda item No. 9. B. regarding a Walk-for-Warmth presentation before Committee Reports, No. 6 on the DDA Board November 10, 2021, agenda.

Moved by Larry Jacques, supported by Tom Fornicola, to approve the November 10, 2021, Main Street/Downtown Development Authority Agenda, with the revision to move agenda item no. 9. B. regarding a Walk-for-Warmth presentation before Committee Reports, no. 6 on the DDA Board November 10, 2021, 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. Design Committee – Debbie.

Debbie Jones reported that twenty-five self-watering planters have been delivered for next summer season to be placed downtown. Debbie indicated that they are thinking about putting a cluster of 5 or 6 planters in high-impact areas. Also, there is a new group of retired citizens that would like to participate in improving the aesthetics of downtown and the Business Spur; the Design Committee will reach out to the group in the spring.

B. Organization Committee – Cathy.

Restaurant Week is this week and there were very few responses; The Wicked Sister, Karl's Cuisine and 1668 Winery and Lockside Brewery will be participating. Low numbers of participants may be due to staffing shortage and limited food supplies.

Cathy indicated that eight floats/participants have registered for the Parade of Lights. Cathy will be contacting area towing companies, the Snowmobile Association's snowmobile trail groomer, etc.

There is a Retailers' meeting next week, Tuesday, November 16th, to include discussion regarding Shop Small Saturday.

The New Year's Eve Ball Drop event will not be taking place this year; the New Year's ball is in very bad condition and cannot be used.

C. Economic Vitality Committee – Larry.

7. FINANCIAL REPORT.

A. July 2021 Financials Attached.

B. August 2021 Financials Attached.

Updated financial reports will be discussed at the December 8, 2021, DDA Board meeting.

8. UNFINISHED BUSINESS.

9. NEW BUSINESS.

A. Parade of Lights.

B. Shop Small Saturday – Quote from Sovereign Communications – radio ads for Shop Small Saturday – e-mail attached.

Sovereign Communications is offering two radio ads on two radio stations, for a total of forty-two ads for \$320.

Moved by Debbie Jones, supported by Cathy Howell to contract with Sovereign Communications for a total of forty-two ads promoting Shop Small on Saturday, November 27th at a cost of \$320. The motion passed unanimously.

C. Holiday Open House.

The Downtown Holiday Open House is on Saturday, December 11th from 10:00 a.m. to 4:00 p.m.

D. Request from Jess Johnson of Community Action – Walk-for-Warmth on Thursday, February 3, 2022 – e-mail attached.

Jess Johnston introduced herself as the Weatherization Program Director at CLM Community Action Agency. She would like DDA support in promoting a Walk-for-Warmth event on Thursday, February 3, 2022, at 5:00 p.m. prior to the I-500-week Pub Crawl. The Board directed her to the Sault Ste. Marie Convention and Visitors Bureau for this to be included in I-500 promotional materials.

Moved by Tom Fornicola, supported by Debbie Jones, to support the Community Action’s Walk-for-Warmth event on Thursday, February 3, 2022, at 5:00 p.m. prior to the I-500 Pub Crawl. The motion passed unanimously.

E. Match on Main Application.

Allison submitted the DDA’s application along with Coed Flowers application this past Saturday prior to the deadline. Coed is looking to move their flower shop to 724 Ashmun Street, and build an addition on the side of the building for a greenhouse, etc. They plan to hire two additional part-time employees and retain their existing employees. They are seeking matching grant funds in the amount of \$25,000 for a total of \$50,000.

F. Selection of DDA Director.

Two interviews were conducted at a special DDA Board meeting on Wednesday, November 3rd. After discussion it was determined that the DDA Board reach out to Tony Cutler to offer him the DDA Director position.

Moved by Debbie Jones, supported by Tom Fornicola, to offer Tony Cutler the DDA Director position. The motion passed unanimously.

Moved by Larry Jacques, supported by Tom Fornicola, to offer Tony Cutler the DDA Director position at the annual salary rate of \$55,000. The motion passed unanimously.

10. DIRECTOR’S STATUS REPORT.

11. PUBLIC COMMENTS AND ANNOUNCEMENTS.

12. BOARD COMMENTS AND ANNOUNCEMENTS.

Debbie Jones reported that the Soo Slash Pad crowdfunding campaign launched this week and has already generated \$16,142 in donations. The crowdfunding campaign will continue for sixty days with a goal of raising \$50,000 and MEDC matching \$50,000 for a total of \$100,000.

Ray Bauer discussed advertising strategies in Sault Ste. Marie, Ontario’s Sault News, with a one-time focused front-page banner ad prior to a DDA event which is something for the DDA to think about in the coming year.

13.ADJOURN.

Moved by Larry Jacques, supported by Tom Fornicola, to adjourn the meeting at approximately 9:05 a.m. The motion passed unanimously.

Respectfully submitted,

ALLISON YOUNGS, DDA Chair

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