

**MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, OCTOBER 13, 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
Cathy Howell
Larry Jacques
Debbie Jones
Les Townsend
Allison Youngs

Absent: Tom Fornicola and Tara Kelgar.

1. CALL TO ORDER.

2. ROLL CALL. Attendance was taken as noted.

3. APPROVAL OF MINUTES.

- *July 14, 2021- Regular Meeting.*
- *August 11, 2021 – No Quorum.*
- *September 8, 2021 – No Quorum.*

Moved by Cathy Howell, supported by Les Townsend, to approve the July 14, 2021 DDA Board meeting Minutes. The motion passed unanimously.

4. APPROVAL OF AGENDA.

Chair Youngs indicated that Justin Knepper will be explaining the current Match-On-Main Grant application process and would like to present this information prior to the Committee reports, No. 6 on the DDA Board October 14, 2021 agenda.

Moved by Larry Jacques, supported by Debbie Jones, to approve the October 13, 2021 Main Street/Downtown Development Authority Agenda, with the addition of the Match-On-Main presentation by Justin Knepper prior to Committee Reports (No. 6) on the agenda. The motion passed unanimously.

5. DECLARATION OF CONFLICTS OF INTEREST.

There were no conflicts of interest declared at this time.

6. MATCH-ON-MAIN AGENDA.

Justin Knepper discussed the MEDC Match-On-Main Grant Program:

- Last year there were three applicants for the MOM Grant. The DDA applied for the MOM Grant on behalf of The Soo Candy Shop, owned by Misti Colia, who was awarded \$25,000 for a new candy shop on West Portage Avenue.
- Applicants for the MOM Grant are local units of government, DDA, or other management districts located in certified Redevelopment Ready Communities or Michigan Main Street Communities.
- The MOM Applications can be submitted on-line beginning on Monday, October 18th, through Tuesday, November 9th at 5:00 p.m.
- Justin indicated that there are three local downtown people who may be interested in the MOM Grant, i.e., massage school, massage supplies, behind China Kate, women's clothing store on the backside of A Cut Above the Rest, and kid's clothing store in between The Foundary and Monacle Jewelers.

After discussion it was determined that an Ad Hoc Committee be organized to establish a deadline for new and existing small businesses located in the DDA's traditional downtown to apply to the DDA for the MOM Grant, that will allow time for the Ad Hoc Committee to review applications and move forward with the on-line application process before the November 9th at 5:00 p.m. deadline.

Moved by Larry Jacques, supported by Cathy Howell, to establish an Ad Hoc Committee, comprised of Allison Youngs, Debbie Jones, Larry Jacques and Les Townsend, to review applications for the MOM Grant, and move forward with the DDA's application process. The motion carried unanimously.

7. COMMITTEE REPORTS.

A. Design Committee – Debbie Jones.

Debbie reported that the old downtown flowerpots will be replaced with new self-watering flowerpots in the spring. She indicated that the cost for flowers is approximately \$1,100, with the DDA and CCCF sharing the cost.

B. Organization/Promotions Committee – Cathy Howell.

Cathy reported that she has been working on organizing the Downtown Trick or Treat that will be held on Friday, October 29th from 5-7 p.m. Approximately fifteen downtown business will be passing out candy, and two volunteers are needed to help set up the Trunk or Treat event being held at the Farmer's Market corner.

- Cathy updated on the remainder of this year's events:

The Parade of Lights is on Friday, November 26th. Typically, Parker's Ace Hardware sponsors this event – Cathy will be reaching out to Parker's Ace Hardware if they are interested in sponsoring a traditional Parade of Lights this year. Brian indicated that he would go through DDA files for information on the Parade of Lights sponsor.

Restaurant Week is November 8th – 14th. Gordon Foods will be sponsoring this event for \$500.

Small Business Saturday is on Saturday, November 27th, which is a national event. In the past the DDA posted this event live, gave bags to shoppers, and the kick-off was at the Ramada/Ojibway, with cookies/snacks. The DDA Board should provide direction as to the DDA's role in promoting this event.

Holiday Open House is on Saturday, December 11th. Again, the DDA Board should provide direction in planning this event.

New Year's Eve Ball Drop on Friday, December 31st.

Pub Crawl during I-500 week – January 31 – February 5, 2022.

- Discussion continued regarding lack of volunteers for downtown events, jump-starting DDA events to get more business owners engaged. Utilizing the Michigan Main Street's approach for DDA's to work "with" downtown businesses, not "for" downtown businesses.

Ray Bauer indicated that in the past Sault Events was created to hire an individual to work for the City and the Convention and Visitors Bureau to plan events. The Sault Events employees' wages were funded by the City, Sault Tribe, Chamber of Commerce and the CVB, and after five years or so, Sault Events did not pan out. Ray concluded that he believes there may have been a survey done during that time (2016 / 2017) regarding downtown events.

It was suggested that the DDA hire someone under contract; however, that individual would be considered an independent contractor and would be required to provide proof of insurance.

Another suggestion was to re-hire a former DDA Director contractually (hourly) to organize the remaining 2021 DDA events.

Moved by Larry Jacques, supported by Debbie Jones, to authorize Brian to work with Justin Knepper to develop a contract for the next three months, with funds that are available in the DDA budget.

This motion did not go to vote, as motion was amended, as follows:

Moved by Debbie Jones, supported by Les Townsend to hire Knepper Development Services to fulfill DDA duties and responsibilities based on funds available in the DDA Budget, until a new DDA Director is hired. The motion did not pass. Three no two yes votes.

C. Economic Vitality Committee - Larry.

8. FINANCIAL REPORTS.

A. July 2021 Financials Attached.

B. August 2021 Financials Attached.

9. UNFINISHED BUSINESS.

10. NEW BUSINESS.

A. Assistance from MEDC. E-mail for Cathy Attached.

At the DDA's (Cathy and Allison) bi-weekly check in with Michigan Main Street, Leigh and Laura recommended that the DDA Board not apply for the Technical Assistance Program for this fiscal year. MMS recommended using this time to reengage DDA Board and committee members and opting to have a refresher on the current assistance – Branding and Marketing.

11. DIRECTOR'S STATUS REPORT.

12. PUBLIC COMMENTS AND ANNOUNCEMENTS.

Tony Haller indicated that Business After Five is on Thursday, October 21st at Re-Max. Also, the Chamber's Fall Economic Luncheon is on Thursday, October 28th at 11:30 a.m. – 1:30 p.m. at LSSU, Cisler Center - Superior Room.

12. BOARD COMMENTS AND ANNOUNCEMENTS.

13. ADJOURN.

Moved by Cathy Howell, supported by Les Townsend, to adjourn the meeting at approximately 9:20 a.m. The motion passed unanimously.

Respectfully submitted,

ALLISON YOUNGS, DDA Chair

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