

**MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY**  
**WEDNESDAY, OCTOBER 12, 2022 – 8:00 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  
Tom Fornicola  
Jessica Johnston  
Debbie Jones  
Allison Youngs

**Absent:** Sue Anne Wilkes

**I. Routine Agenda Items.**

**1. Call to Order.**

**2. Roll Call.**

Attendance was taken as noted.

**3. Approval of Minutes.**

**September 14, 2022, Regular DDA Board Meeting Minutes.**

***Moved by Ray Bell, supported by Jessica Johnston, to approve the September 14, 2022, regular DDA Board meeting Minutes. The motion passed unanimously.***

**4. Approval of Agenda.**

Chamber of Commerce Executive Director Tony Haller requested that the Chamber of Commerce's comments be moved from the end of the agenda, item **VI. Public Comments and Announcements**, to prior to Agenda item **IV. Business Items**.

***Moved by Jessica Johnston, supported by Ray Bell, to approve the agenda, with revision stated above. The motion passed unanimously.***

**5. Declaration of Conflicts of Interest.**

There were no conflicts of interest.

**II. Budget Review – Stephanie.**

Stephanie reviewed the Revenue and Expenditure Report for the period ending August 31, 2022 – DDA Fund 245 – TIFA 1 Fund. Revenues were 6.52% of budgeted amount of \$186,700, YTD

balance of \$12,164.60. Expenditures were 16.67% of budgeted amount of \$186,700, YTD balance of \$31,116.66.

Stephanie also reviewed the Revenue and Expenditure Report for the period ending August 31, 2022 – DDA Fund 246 – TIFA 2 Fund. Revenues were 17.13% of budgeted amount of \$152,400, YTD balance of \$26,112.12. Expenditures were 16.67% of budgeted amount of \$125,400, YTD balance of \$20,883.32. Stephanie also noted a line-item titled *Water*; this expenditure is for the Farmer’s Market eagle statue.

Stephanie concluded by reviewing the Revenue and Expenditure Report for the period ending August 31, 2022 – DDA Fund 248. Revenues were 5.7% of budgeted amount of \$267,700, YTD balance of \$15,253.37. Expenditures were 6.25% of budgeted amount of \$217,700, YTD balance of \$13,615.73. Also noted was line-item *PSD Special Assessment Revenue* at 0.46%; PSD bills are mailed out in April.

### **III. Committee Updates.**

#### **1. General Update – Stephanie.**

Stephanie indicated that she attended a required Michigan Main Street Workshop last week in Lansing, and she provided the Board with a copy of the *Michigan Main Street Four Point Approach*, focusing on the Organization, Promotion, Design and Economic Vitality Committees.

#### **2. Economic Vitality Committee – Craig.**

Craig was not at the meeting at this point; he arrived at 8:40 am.

#### **3. Promotions/Organization Committee – Jessica.**

##### **a. Halloween Spooktacular – Friday, October 28<sup>th</sup>.**

Jessica reported that she is still waiting for the MDOT to approve the street closure permits for Ashmun Street, Portage Avenue, and the Farmer’s Market Pavilion. The Spooktacular event is still being promoted, but in the future planning of events involving street closures, permits should be submitted 4-6 months prior to the event.

##### **b. Restaurant Week – Sunday, November 6, 2022, thru Saturday, November 25, 2022.**

Cathy Howell of Wicked Sister has agreed to champion this event. The Board commented on poor participation last year due to COVID 19. Ray Bauer reported that there were seven participants in 2019, no participants in 2020 and three participated in 2021.

##### **c. Holiday Events**

##### **i. Parade of Lights Presented by Parkers’ Hardware – Friday, November 25, 2022.**

After speaking with Parker’s Ace Hardware, Jessica recommended to the Board that the Parade of Lights not be moved to the Holiday Open House on December 10<sup>th</sup>. The

Parker family has proudly hosted and sponsored this event for 30 years, and it has always been on the Friday following Thanksgiving.

- ii. Shop Small Saturday – Saturday, November 26, 2022.
- iii. Holiday Open House – Saturday, December 10, 2022.

The above events will be promoted as separate holiday events.

Stephanie also indicated that she would like to resume the retail business meetings; she will be reaching out to downtown businesses for input.

- d. New Year's Eve Ball Drop – December 31, 2022.

#### **IV. Business Items**

Prior to continuing with Business Items, Chamber of Commerce Executive Director Tony Haller reported on up-coming Chamber events:

The Sault Area Chamber of Commerce 2022 Fall Economic Lunch is on Friday, October 28, 2022, at 11:30 am–1:00 pm at the LSSU Cisler Center, Superior Room. Guest speaker is Quentin L. Messer, Jr., Chief Executive Office of the Michigan Economic Development Corporation.

On October 20, 2022, the Chamber Business After Five event will take place at the Chippewa County International Airport in Kincheloe at 5:00-7:00 pm. There will also be a ribbon cutting for the new Chippewa County Terminal.

Tony also indicated that the Chamber of Commerce is happy to help with promoting the 2022 holiday events; they can send out flyers (they have access to over 3,000 e-mails), and he also reminded the DDA Board that they have a conference room available for meetings.

##### **1. Sidewalk Snow Removal Program – Contractor Decision.**

At the September 14, 2022, DDA Board meeting the Board approved the Sidewalk Snow Removal Program, Option One, sidewalk snowplowing on Ashmun Street and Portage Avenue.

Debbie Jones reported that she spoke with approximately fourteen northern Michigan communities regarding their downtown sidewalk plowing programs. Debbie provided the results of her research to the DDA Board at the September 14, 2022, DDA Board meeting and indicated that business owners did not have to pay for their sidewalk snow removal in all the communities she called.

She explained that with all the new revenue that the City is receiving, the City should be able to pay for downtown sidewalk snow removal, instead of passing the cost on to downtown business owners.

***Moved by Brian Chapman, supported by Jessica Johnston, to award the downtown snowplowing contract to the lowest Option One bid of \$46,000 to Cardinal Construction. The motion passed unanimously.***

**2. Sign Grant: CHN Mural Design (The Annex, 300 Court Street) Update.**

Stephanie has not received an update on the cost of the CHN mural. She will contact the contractor and report on this at the November DDA Board meeting.

**3. Events Policy – Craig.**

A draft of the Main Street Event Policy was provided to the DDA Board for review in the agenda packet. Stephanie indicated that she will proof and finalize the draft and bring it back to the Board at the November DDA Board meeting for approval.

**4. Pulse Survey – Craig.**

Stephanie purchased the subscription needed to compile the results of the Pulse Survey. However, it is very time-consuming as each question must be opened individually; he and Stephanie will be working on it in the coming weeks.

**5. Bylaws & Rules of Procedure – Craig.**

Craig gave the Bylaws and Rules of Procedure to Stephanie to proof and finalize.

**6. New Member Board Packet – Craig and Tom.**

The New Member Board Packet will be compiled once the Events Policy, Pulse Survey, and Bylaws and Rules of Procedure are complete.

**V. Director's Report.**

**1. Match on Main Street Update.**

Five Match on Main Street grant applications were received from UP North Nutrition and Gym 906, Motown Nates, The Printing Lounge, Prim Aesthetics and Northern Life Yoga. The Match on Main Street ad hoc committee met on Monday, October 10<sup>th</sup> to review and select two applications to move forward with the next phase. The ad hoc committee chose the applications of Motown Nates and Prim Aesthetics, and the DDA will be moving forward with the next step of the MOM grant application process; submitting the applications on behalf of the two businesses by October 28<sup>th</sup>.

**2. IMPACT (Annual) Report.**

The annual IMPACT Report is due on October 26<sup>th</sup>. Stephanie is requesting Board input for the following requirements for the IMPACT Report:

- Three highlights with pictures of the most impactful project initiatives in Sault Ste. Marie in 2022.

- A testimonial by a DDA Board member, with photo, depicting a special volunteer, citizen, property owner, etc.

### **3. Reminder 10/25 Accreditation and 2023 Technical Assistance Application.**

This special meeting with MEDC is scheduled for Tuesday, October 25<sup>th</sup> at 2:30 pm in the City Commission Chambers. Discussion will include National Accreditation, the 2023 Technical Assistance application that is due in December 2022.

### **4. FY 2023 Budget Discussion.**

FY 2023 budget discussions will gear up in the next couple of months, discussions to include the future CIP and infrastructure plans.

### **5. Parade of Frights – Contest Judge.**

Jessica Johnston will serve as contest judge alongside parade sponsors, Levi and Amanda Kemp.

### **VI. Public Comments and Announcements.**

### **VII. Board Comments and Announcements.**

Ray Bauer, DDA Board City Commission Liaison, indicated that as a downtown business owner, there are financial challenges regarding snow removal, not only sidewalk snow removal, but also snow removal in his parking lot.

### **VIII. Adjournment.**

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

Respectfully submitted,

ALLISON YOUNGS, DDA Chair

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