

**MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY  
WEDNESDAY, SEPTEMBER 14, 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  
Brian Chapman  
Craig Cooper  
Tom Fornicola  
Samantha Hale – SAHS Representative  
Jessica Johnston  
Debbie Jones  
Sue Anne Wilkes

**Absent:** Ray Bell, Tara Kelgar, and Allison Youngs

**1. CALL TO ORDER.**

**2. ROLL CALL.** Attendance was taken as noted.

**3. APPROVAL OF MINUTES.**

- August 10, 2022, regular DDA Board meeting minutes

Debbie Jones pointed out an error in the August meeting minutes. Agenda item 8. EVENTS, under Halloween Spooktacular/Downtown Trunk or Treat on Friday, October 28, 2022, the event will be organized by Jess Johnston and Promotion committee (not the Design committee).

***Moved by Debbie Jones, supported by Jessica Johnston to approve the August 10, 2022, regular DDA Board meeting Minutes, with revision stated above. The motion passed unanimously.***

**4. APPROVAL OF AGENDA.**

***Moved by Tom Fornicola, supported by Brian Chapman, to approve the September 14, 2022, Main Street/Downtown Development Authority Agenda. The motion passed unanimously.***

**5. DECLARATION OF CONFLICTS OF INTEREST.**

There were no conflicts of interest.

**6. COMMITTEE REPORTS.**

**A. Economic Vitality Committee Report (Craig).**

Craig reported that he has been working with the City's Engineering Department for an updated downtown business list.

**B. Promotions/Organization Committee Report (Jessica).**

Jessica reported that the Fall Festival has been cancelled, due to time constraints for planning this event. The Promotions/Organization Committee will be meeting next week. She is working on the Halloween Spooktacular/Downtown Trunk or Treat on Friday, October 28, 2022.

Director Sprecker indicated that Lock City would like to sponsor the Halloween event; to sponsor a small *Parade of Frights* after Trick or Treating and provide prizes for best float, best costume, best group, etc. They are willing to provide advertising and marketing costs for this event.

- Approval of Event Guidelines.

Craig reported the importance of event guidelines, required by Michigan Main Street, intended to streamline event planning.

***Moved by Tom Fornicola, supported by Jessica Johnston, to table approval of the event guidelines until the October 12, 2022, DDA Board meeting. The motion passed unanimously.***

**C. Design Committee Report (Debbie).**

There were no updates.

**7. REVIEW BUDGET – FINANCE DIRECTOR KRISTIN COLLINS.**

No report was given.

**8. EVENTS.**

**A. Fall Festival – Saturday, September 24, 2022.** Cancelled.

**B. Halloween Spooktacular/Downtown Trunk or Treat – Friday, October 28, 2022.**

Jessica and the Promotions/Organization Committee are planning this event.

**C. Restaurant Week – Sunday, November 6, 2022, thru Saturday, November 12, 2022.**

The DDA will be reaching out to Cathy Howell to see if she is interested in championing this event.

**D. Parade of Lights Presented by Parker's Hardware – Friday, November 25, 2022.**

Discussion included moving the annual Parade of Lights from Friday, November 25<sup>th</sup> (Black Friday) to Saturday, December 10<sup>th</sup> (Holiday Open House), and by combining the two events may result in more participation.

**E. Shop Small Saturday – Saturday, November 26, 2022.**

**F. Holiday Open House – Saturday, December 10, 2022.**

**G. New Year’s Eve Ball Drop – Saturday, December 30, 2022.**

New Year’s Eve Anchor Drop will take place on Saturday, December 30<sup>th</sup> at midnight. Last year’s attendance was down, perhaps due to businesses on or near the corner of Ashmun and Portage were closed. The DDA Board suggested reaching out to those businesses to see if they will be open on New Year’s Eve.

**9. WORK ITEMS.**

**A. Bylaws.**

Craig reported that a draft of the Bylaws/Rules of Procedure was forwarded to Tom Fornicola and Allison Youngs. Further discussion will take place at the October 12, 2022, DDA Board meeting.

**B. Rules of Procedure.**

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

**D. Events Policy.**

This was tabled until the October DDA Board meeting.

**E. Vibrancy Grant.**

The City’s Engineering Department is working with MDOT on the Vibrancy Grant signage.

**F. Pulse Survey (Craig).**

Craig went over some of the results of the Pulse Survey. In order to print out the results, he needs to purchase an upgrade at a cost of \$23. The DDA Board agreed to allow Craig to purchase the upgrade, so the results can be reviewed by the DDA Board and presented to the public.

**10. BUSINESS ITEMS.**

Sue Anne Wilkes requested that Business Items on the agenda be moved to the beginning of the DDA Board meeting, after the approval of minutes.

***Moved by Brian Chapman, supported by Tom Fornicola, to move Business Items to follow the approval of minutes. The motion passed unanimously.***

**A. Sign Grant.**

Approval of CHN’s mural design at The Annex, 300 Court Street.

The Community Housing Network provided a rendering/design of the proposed mural for the annex building. The 4’ x 8’ acrylic mural will be mounted using standoff system screws/kit. The

DDA Board discussed that due to the small size of the mural, the cost may be short of the \$7,000 approved by the DDA Board at the April 13, 2022, meeting.

***Moved by Sue Anne Wilkes, supported by Tom Fornicola, to approve the mural design as proposed by the Community Housing Network. The motion passed unanimously.***

## **B. Sidewalk Snow Removal Program.**

Two bids were received for the downtown sidewalk snow removal program (Cardinal Construction and Matheny Lawn Service), and there were two options in the bid specifications. Option 1: sidewalk snowplowing on Ashmun Street and Portage Avenue; Option 2: all-inclusive sidewalk snow clearing for entire Downtown District.

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 and indicated that business owners did not have to pay for their sidewalk snow removal in all the communities she called.

***Moved by Tom Fornicola, supported by Brian Chapman, to approve Option 1, sidewalk snowplowing on Ashmun Street and Portage Avenue. The motion passed unanimously.***

***Moved by Sue Anne Wilkes, supported by Brian Chapman, to award the downtown snowplowing contract to the lowest Option 1 bid \$46,000 to Cardinal Construction. The motion did not pass with two yeas, and four nays.***

***Moved by Craig Cooper, supported by Tom Fornicola, to table the approval of the sidewalk snow removal program until the next DDA Board meeting. The motion passed with one nay, and five yeas.***

## **C. Match on Main Review Committee and Process.**

MEDC's Match on Main program provides grant funding to support an eligible small business desiring to launch or grow on main street by providing up to \$25,000 in funding, reimbursed for eligible activities. Applicants for the MOM grant are local units of government, DDA, or other management districts located in certified Michigan Main Street communities.

Downtown businesses who wish to participate must have their applications in to DDA Director Stephanie Sprecker by Thursday, October 6, 2022. The Match on Main ad hoc committee, comprised of Stephanie Sprecker, Brian Chapman, Tom Fornicola and Samantha Hale will meet early in the week of October 10<sup>th</sup> to review the applications. Once the businesses have been chosen, the DDA will apply for the MOM Grant on-line by 5:00 pm on October 28<sup>th</sup>.

## **11. DIRECTOR'S REPORT.**

- Music in the Park Update.

Director Sprecker explained that the MEDC has indicated that the DDA must schedule a meeting with the MEDC to discuss national accreditation and master level plan in 2023. She will be sending out a doodle poll to the DDA Board to schedule this meeting during the week of October 24, 2022.

**12. PUBLIC COMMENT AND ANNOUNCEMENTS.**

**13. BOARD COMMENTS AND ANNOUNCEMENTS.**

Sue Anne indicated that she will not be able to attend the October DDA Board meeting in person, so has requested that the meeting be available via Zoom.

Jessica brought up Sue Anne's request that she be appointed DDA Board Treasurer. No action was taken on this matter.

**14. ADJOURNMENT.**

***Moved by Jessica Johnston, supported by Brian Chapman, to adjourn the meeting at approximately 10:50 a.m. The motion passed unanimously.***

Respectfully submitted,

ALLISON YOUNGS, DDA Chair

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