**CITY OF LAPEER**

**MINUTES OF A REGULAR**

**DOWNTOWN DEVELOPMENT AUTHORITY**

**LAPEER MAIN STREET MEETING**

**OCTOBER 28, 2020**

A regular meeting of the City of Lapeer Downtown Development Authority and Lapeer Main Street was held at Lapeer City Hall, 576 Liberty Park, Lapeer, Michigan on Wednesday, October 28, 2020 at 8:00 a.m.

**Members Present:** Chairman Dan Osentoski, Vice Chairman Tim Roodvoets, Mr. Dan Gerlach, Ms. Debbie Marquardt, Ms. Ginni Bruman, Mr. Steve Elzerman, Ms. Bailey RaCosta, Mr. Jeff Hogan and Mr. Ray Davis.

**Members Absent:** Mr. Elizabeth Moffitt, Mr. Mike Burke, Mr. Dan Sharkey and Ms. Sue Griggs.

**Also Present:** Mr. James Alt, DDA Executive Director, and Ms. Jill Lyons, Center for the Arts Executive Director.

Chairman Osentoski called the meeting to order at 8:00 a.m.

**PUBLIC COMMENTS**

There were no public comments.

**CONSENT AGENDA**

It was moved by Mr. Davis and supported by Mr. Gerlach to approve the Consent Agenda for October 28, 2020 as follows:

1. Approval of minutes of DDA meeting held on August 26, 2020; and
2. Approval of Treasurer Reports and Bill Listings.

**MOTION CARRIED.**

**Executive Committee**

Mr. Alt stated he will be completing his self evaluation and an Executive Committee meeting will be scheduled soon to discuss his contract renewal.

**MAIN STREET COMMITTEE REPORTS**

**Organization Committee**

County Special Voted Tax Millage Capture

Mr. Alt reported the committee met to discuss developing a policy on tax millage revenue capture requests from the County and summarized his research on the policy of other downtown organizations which resulted in the finding that most other counties do not ask the taxing jurisdictions to share captured funds. Mr. Alt stated it is the committee’s recommendation to the full board to capture all future tax millage funds.

Discussion was held on the history of the effects of DDA millage fund captures on election results for an extra voted millage, the reduction in DDA revenues and the policy of the Lapeer TIFA districts not to capture extra millage funds.

After discussion, it was moved by Mr. Davis and supported by Mr. Elzerman to approve that it is the policy of the City of Lapeer DDA to capture all taxes generated from any millage through its’ taxing jurisdiction, except where it is specifically prohibited by law, pursuant to the recodified Tax Increment Financing Act, 2018 Mi. ALS 57, 2018 Mi. P.A. 57, 2017 Mi. S.B. 393, 2018 Mi. ALS 57, 2018 Mi. P.A., 2017 Mi. S.B. 393 which requires the municipal and county treasurers to transmit tax increment revenues to the authority.

**MOTION CARRIED.**

**Design Committee**

Vinyl Bar & Grill – Outdoor Seating Expansion – 393 W. Nepessing St.

Mr. Alt reviewed the Right-of-Way license request and proposed design received for an expansion to the outdoor seating area along the front and side of Vinyl Bar & Grill located at 393 W. Nepessing Street. Mr. Alt stated the same type of materials as the existing enclosure area will be used for the expansion and that the DPW and Parks departments have reviewed and approved the design.

It was moved by Mr. Gerlach and supported by Ms. Bruman to recommend the City Commission approve the request from Popovich Properties for a Right-of-Way License to expand the outdoor seating area at Vinyl Bar & Grill located at 393 W. Nepessing St.

**MOTION CARRIED.**

Chef G’s – Sign Assistance – 450 W. Nepessing St.

Mr. Alt reviewed the Sign Assistance Program reimbursement request from Chef G’s for new signage installed at 450 W. Nepessing Street. Ms. Bruman stated the signage more clearly identifies the Infusion Bar & Tea Room, the Crepe’ & Bake Shop and the Event Room. It was moved by Ms. Marquardt and supported by Mr. Gerlach to approve a Sign Assistance Program reimbursement of $300 to Chef G’s for new signage at 450 W. Nepessing Street.

**MOTION CARRIED.**

Property Management/ Beautification

Mr. Alt reported an ongoing issue of the light bulbs blowing out at the Farmers’ Market pavilion will be looked at.

**Economic Restructuring Committee**

Mr. Alt updated the board on the recent Main Street business recruitment test visit stating he will forward the written report from the visiting representative to the DDA members, that the next step is utilizing the program recommendations, start handing out the new materials and recruiting new businesses. Discussion was held on the approximately 8 current vacancies downtown and the need for a newly opened business to provide a testimonial type of review of the process of opening downtown.

**Promotion Committee**

Mr. Alt reported the DDA will be moving forward with plans for the Winter Fest event in conjunction with the Chamber of Commerce which will feature a Friday night parade and courthouse lawn tree lighting. Mr. Alt stated there will be no carriage rides this year and that Santa will be set up in the Stone’s Throw Theater space.

Friday Bike Night Event

Mr. Alt updated the board on a request from a group to hold a Bike Night event on Friday evenings next summer stating he has spoken with Police Chief Frisch who expressed no concerns with the request, that a section of Nepessing Street would be closed and that the group is aware it will need to be a family friendly event. Discussion was held regarding similar events held in Imlay City and the potential of the event to draw visitors from out of town who may return to patron downtown businesses. After discussion, it was the consensus for the DDA to partner with the group on the Friday Bike Night events next summer.

**Center for the Arts**

Ms. Lyons reported the Center for the Arts has had no issues with visitors complying with Covid-19 safety requirements and reviewed current and upcoming Gallery 194 exhibits, the art pantry program, virtual art and theatre programs, grant funding received and the Smithsonian exhibit scheduled for August 20-October 2, 2021. Ms. Lyons provided an update on the rescheduling of Fall and Winter programming, theatre industry organization’s research on returning to live performances and additional cleaning and organizing being completed.

**STAFF REPORT**

**Website/Online Directory**

Mr. Alt updated the board on various options for producing the 2021 Downtown Directory including reducing the number of printed copies and producing a digital version of the directory to be made available on an upgraded DDA website. Ms. Bailey RaCosta of WebCentre provided a summary of options to customize a website redesign for the DDA which would allow 100% 24 hour, 7 days per week access as well as track usage of the site. Ms. RaCosta summarized the various features to incorporate into the website including a business directory which would be updated and maintained based on a 24 month contract. Discussion was held regarding the various features of an updated website and online business directory, how to market and share the website features, the need to continue to print a reduced amount of directories and the need for more cost information to consider next month.

Mr. Alt also updated the board on an investigation of structural repairs needed to the White Building at 350 N. Court Street and efforts to potentially designate the building as a historical building. Mr. Alt reported that Elizabeth Moffitt has expressed her intent to resign from the DDA board due other commitments.

**NEW BUSINESS**

**Farmers’ Market Pavilion**

Mr. Alt updated the board on the correspondence received from Lapeer County concerning the Farmers’ Market pavilion which is constructed on County-owned property and the City Commission’s intent to support the DDA’s recommendation on how to proceed to address the issues in the letter. Mr. Alt stated he has sent out a response letter from the DDA to the County requesting a meeting to resolve the issues and come to some agreement on the matter.

**ADJOURNMENT**

There being no further business it was moved by Mr. Roodvoets to adjourn the meeting at 9:04 a.m.

**MOTION CARRIED AND MEETING ADJOURNED.**

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Ms. Ginni Bruman

Secretary