**CITY OF LAPEER**

**MINUTES OF A REGULAR**

**DOWNTOWN DEVELOPMENT AUTHORITY**

**LAPEER MAIN STREET MEETING**

**MAY 27, 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, May 27, 2020 at 8:00 a.m.

**Members Present:** Chairman Dan Osentoski, Vice Chairman Tim Roodvoets, Mr. Dan Gerlach, Ms. Debbie Marquardt, Mr. Dan Sharkey, Ms. Ginni Bruman and Mr. Steve Elzerman.

**Members Absent:** Mr. Ray Davis, Ms. Sue Griggs, Ms. Elizabeth Moffitt and Ms. Bailey RaCosta.

**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 8:01 a.m.

**PUBLIC COMMENTS**

There were no public comments.

**CONSENT AGENDA**

It was moved by Mr. Gerlach and supported by Ms. Marquardt to approve the Consent Agenda for May 27, 2020 as follows:

1. Approval of minutes of regular DDA meeting held on February 26, 2020;
2. Approval of Treasurer Report and Bill Listings for March, April & May 2020;
3. Approval of FY 2019-20 Budget Amendment #2; and
4. Approval of DDA Audit Report for FYE June 30, 2019.

**MOTION CARRIED.**

**Executive Committee**

FY 2020-2021 DDA Operating Budget

Mr. Alt reviewed anticipated revenues and expenses in the proposed FY 2020-21 DDA Operating Budget. Discussion was held on the Downtown Lighting Improvement Project loan payment and the Branding Implementation Grant. After discussion, it was moved by Mr. Roodvoets and supported by Mr. Gerlach to approve the FY 2020-21 DDA Operating Budget as proposed.

**MOTION CARRIED.**

**MAIN STREET COMMITTEE REPORTS**

**Organization Committee**

Mr. Osentoski reported the committee has regularly met virtually over the past few months. Mr. Alt reported the committee members have been reaching out to the downtown business owners, keeping track of the Illuminate Lapeer campaign and held a Downtown Business Happy Hour event with approximately 15 business owners attending.

**Design Committee**

Mr. Sharkey reported the committee has met virtually. Mr. Alt reported the committee has worked on an I-69 Trade Corridor grant application for a small history walk in downtown with various informational signage and that the Hometown Hero banners have been installed.

2020 Graduating Class Project

Mr. Alt updated the board on the project being undertaken by the schools and other service organizations to highlight graduates on yard signs throughout downtown Lapeer. Discussion was held on the project costs, funds raised to date and options to raise the remaining funds. After discussion, it was moved by Ms. Marquardt and supported by Ms. Bruman that the DDA provide the remaining funds necessary to proceed with the project to highlight the 2020 Graduation Class. **MOTION CARRIED.**

**Economic Restructuring Committee**

Mr. Alt reported the committee has been focusing on the Main Street Program business recruitment test and business retention training. Mr. Alt updated the board on the Lapeer Rewards program, discussions on business reopening plans and development of the Consumer Trust Kit. Mr. Alt summarized the MEDC Covid-19 Relief Grant program stating 13 initial applications were reviewed and that the grant could provide up to a $50,000 combined total to downtown businesses.

**Promotion Committee**

Discussion was held on the Car Cruise and Summer Concert Series events. Discussion was held on scheduling options for the Car Cruise including holding a rolling cruise only without a DJ, postponing the cruise dates, cancelling the event and the lack of sponsorships due to businesses being closed. After discussion, it was the consensus of the board to hold rolling car cruise events without a DJ until the State of Michigan orders change on allowing crowd gatherings and then to proceed with the regular cruise events.

Discussion was held on the Summer Concert Series schedule, cancellation of the first few concerts in June, average concert attendance and the lack of sponsorships for the concerts. After discussion, it was the consensus of the board to postpone scheduling of the concerts until late June pending future State of Michigan orders.

**Center for the Arts**

Ms. Lyons distributed and reviewed a financial status report flyer for the Center for the Arts operations, reviewed the cancellation and rescheduling of various events and performances, virtual art shows being held and online community art projects developed. Ms. Lyons reported the Center received a $10,000 MEA grant for the summer theatre in person programs which has been postponed and funds are able to be utilized next summer and that a virtual summer theatre program is being developed. Ms. Lyons also stated she is applying for a Covid-19 Relief PPP Loan, a Cares Act grant from the National Endowment for the Arts and the MCACA operations grant.

Ms. Lyons also reported the annual sponsorship drive has begun, that the Pix Theatre season is currently scheduled to begin in October and Gallery 194 is proposed to re-open on June 22nd. Ms. Lyons stated staff is working on plans to restart art classes, determining the capability of accommodating social distancing in the theatre area and has been completing extra maintenance work during the shutdown.

**STAFF REPORT**

Mr. Alt updated the board on the Main Street Program community service site visit scheduled for June 23rd which may be conducted virtually and the July 14th on-site visit. Mr. Alt reported new State legislation has been introduced on creating social districts which would allow open carry of alcohol and informed the board on a new program providing a PowerPoint presentation to assist businesses in developing and increasing their online presence.

**NEW BUSINESS**

**Veterans Millage Capture**

Discussion was held on the request received from Lapeer County to formally respond on whether or not the DDA will capture funds received from the extra voted Veterans Affairs Millage proposal to be included on the November 2020 election ballot. Discussion was held on the need for the DDA to establish a protocol on which extra voted millages the DDA does and does not intend to capture. After discussion, it was moved by Mr. Gerlach and supported by Mr. Roodvoets not to capture funds raised by the extra voted Veterans Affairs November 2020 ballot millage proposal. **MOTION CARRIED.**

**Board Vacancies**

Discussion was held on the two current DDA board vacancies due to Mr. Cady’s resignation and the recent death of Mr. Macksoud. After discussion it was moved by Mr. Roodvoets and supported by Mr. Sharkey to recommend the Mayor appoint Jeff Hogan to the DDA Board. **MOTION CARRIED.**

Discussion was held on verbal interest received from Michael Burke, President of Choice One bank, to serve on the DDA board. After discussion, it was moved by Ms. Marquardt and supported by Mr. Elzerman to recommend the Mayor appoint Michael Burke to the DDA board contingent upon his submittal of a board interest form to the City Clerk. **MOTION CARRIED.**

**Bank Account Signatories**

Discussion was held on the need to authorize new signatories on the financial accounts due to the death of Mr. Macksoud, the hiring of City Treasurer Kelly Hanna and the pending retirement of City Accounts Manager Harry Green. After discussion, it was moved by Ms. Marquardt and supported by Mr. Osentoski to authorize City Treasurer Kelly Hanna, DDA Chairman Dan Osentoski, DDA Vice Chairman Tim Roodvoets, DDA Treasurer Dan Gerlach and DDA Secretary Virginia (Ginni) Bruman as signatories on all DDA financial accounts. **MOTION CARRIED.**

**OLD BUSINESS**

**Illuminate Lapeer Project**

Discussion was held regarding the status of the Illuminate Lapeer downtown lighting improvement project for which the decorative street light globe upgrades is scheduled to be completed by early July and DTE is continuing to work on the schedule to remove the cobra-style overhead streetlight poles.

Discussion was also held on the State of Michigan’s inclusion of Lapeer County with other metro-Detroit southeastern counties in the established districts for the Covid-19 virus State of Emergency and Stay at Home Order and plans for other Main Street Program communities in the Upper Peninsula and northern Michigan counties to share information on their re-opening plans.

**ADJOURNMENT**

There being no further business it was moved by Ms. Marquardt to adjourn the meeting at 9:40 a.m. **MEETING ADJOURNED.**

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Ms. Ginni Bruman

Secretary