

**Minutes of the Downtown Development Authority  
City of Portland**

Held on Wednesday, August 22, 2007  
In Council Chambers at City Hall

Members Present: Antaya, Barnes, Briggs, Clement, Dempsey, Dumas, Trappen, Urie

Members Absent: Kavanagh, Pontz

Guests: Joe Borgstrom, Kelly Larsen, Laura Krizov

Chairman Dumas called the meeting to order at 11:20 A.M.

Motion by Barnes, supported by Briggs, to approve the agenda as presented with the addition of Opening of Cheeky Monkeys, under New Business.

All in favor. Adopted

Motion by Dempsey, supported by Trappen, to approve the minutes of the July 26, 2007 meeting after one correction.

All in favor. Adopted

Motion by Dempsey, supported by Clement, to approve the Treasurer's Report.

All in favor. Adopted

Wanda Urie Committee Chair of the Promotion and Marketing Committee gave a presentation of their Work Plan. She stated they started their budget by looking at last year's work plan, eliminated a few items that did not work, and added a few new items. Funds are appropriated for Home for the Holiday, Holiday Fest 2007, Encouraging residents to do business in Portland, Portland Pay Day Winter/Spring/Summer, developing a self-guided walking tour of downtown Portland, and Portland Postcards for a total budget of \$6,500. A new event will be added this year from an idea they got from Boyne City to feature their historic buildings similar to a treasure hunt. She stated they are also asking for sponsorship or fundraising events.

Boardmember Clement asked what the total budget is for Main Street, and D.D.A. Director Christensen replied \$15,000.

Director Christensen is asking for Board approval to attend the Michigan Downtown Conference in Traverse City September 18<sup>th</sup> – 20<sup>th</sup>. She stated she feels it is a very good conference and it would be an asset to her. She also noted that all the Main Street Cities are going to attend. Registration for the conference is \$160.00 and mileage is estimated at \$171.00. She will be staying with her parents so funds for housing are not necessary.

Motion by Briggs, supported by Dempsey, to approve the request from D.D.A. Director Christensen to attend the Michigan Downtown Conference in Traverse City September 18<sup>th</sup> – 20<sup>th</sup>.

All in Favor. Adopted

Boardmember Clement asked if the conference was open to anyone. Chairman Dumas stated that any training Boardmembers would like to do would be encouraged and would be at the expense of the D.D.A.

Director Christensen stated if anyone else would like to attend the conference let her know because the discounted amount of \$160.00 expires tomorrow.

Motion by Dempsey, supported by Dumas, to approve any other Boardmembers interested in attending the Michigan Downtown Conference in Traverse City September 18th –20<sup>th</sup> that the D.D.A. will pay for the registration as long as they can take care of their own accommodations. All in favor. Adopted

Director Christensen announced the opening of Cheeky Monkeys. She stated the business has done so well they have expanded and have purchased their own building. She stated their building has reached a level of sophistication that Portland hasn't seen in quite a while.

Georgina Trappen co-owner of Cheeky Monkeys stated they opened on Monday and have had a couple of wonderful days of business. She stated they are a coffee house and a bakery and have lunches and soups. Along with the regular coffee they have espressos and cappuccinos, have a meeting room in the back, and boardwalk seating for nice weather. She stated that she and her partner Michelle VanSlambrouck had a vision and now they have the business that they wanted. She stated they now have wireless internet and have expanded their hours. She also noted they will be opened extended hours for Riverfest.

Director Christensen stated there is a shift happening in Portland and we are very happy for that.

Director Christensen attended the Main Street Quarterly Forum at Iron Mountain this past week and stated the conference was well worth it. She stated Sylvia Allen was the speaker. She owns a consulting firm in New Jersey and taught them a lot on finding big time sponsors for small town events.

Director Christensen provided the Board with a copy of the Sign Survey that the Design Committee has drafted for the riverside facades. She stated they would like to get opinions from business and property owners regarding what they would like to see on the facades. She stated it is also important to keep within the designs for a historic district in downtown Portland.

Boardmember Clement stated there were extensive studies done for the City of Portland's Sign Ordinance, and wanted to know if they would be incorporated in this sign ordinance. He also asked who would be receiving the survey.

Ms. Christensen replied she would like to see all the downtown business owners receive it.

Boardmember Clement asked if we were under guidelines from the State because of the grant money we will be receiving.

City Manger Dempsey replied the design for the façade work is pending receiving the grant money which has been approved by the State Historic Preservation Office.

He stated after the improvements are done, businesses can apply for signs as long as they meet with the City's Sign Ordinance requirements. He stated that wall signs are limited to 15% of the wall area. He stated you don't want very large signs that would be out of character for what you are trying to achieve after having your facade designed. Riverside facade signs were not anticipated by the Planning Commission when the Sign Ordinance was created. He said we are asking business and property owners for their feedback in terms of what they feel is appropriate for signage.

Boardmember Clement asked if there were other tie-ins being a historic district for tax incentives, or guidelines for signs in a historic district.

City Manager Dempsey stated that places that are on the National Register of Historic Places are all eligible for tax credits as long as they follow the Secretary of Interiors Standards for renovation.

Vice-Chair Antaya asked if the Sign Ordinance they are creating for the downtown will be the same for the buildings that the backs face Maple Street.

City Manager Dempsey stated the sign survey is the first draft and thinks it is the intention that the signs conform to the Sign Ordinance for all of downtown and not just the riverside facade signs. He stated the sign regulations have not yet been crafted and is more of an attitude survey on what the business owners think is appropriate for sign regulations.

Boardmember Briggs stated the difference between the riverside facade and Maple Street facades is the riverside facade is pedestrian traffic, and Maple Street is pedestrian and driving traffic.

City Manager Dempsey stated this is a tool that the D.D.A. was looking at for making a recommendation to City Council for facade signs.

Director Christensen stated the Promotions Committee is extremely happy the way Portland Pay Day has come out. She stated they have estimated that there were from 250 to 300 that showed up for the awards ceremony. The \$2,000 winner was Heidi Rowe and she was very excited along with all the other winners. She stated that surveys were sent out to all the participating merchants asking them how they thought the Portland Pay Day went, and if it was profitable for them. There were tickets turned in for the drawing totaling over \$98,000 of money spent in Portland from May 1<sup>st</sup> to July 31<sup>st</sup>.

Motion by Antaya, supported by Urie, to adjourn the meeting at 11:46 A.M.  
All in favor. Adopted

Respectfully submitted,

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Yvonne M. Miller, City Clerk