

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

Held on Thursday, June 19, 2008  
In Council Chambers at City Hall

Members Present: Trappen, Briggs, Kavanagh, Barnes, Dempsey, Antaya, Urie

Members Absent: Dumas, Clement

Staff: DDA/Main Street Director Ulrych, City Clerk Miller

Vice Chairman Antaya called the meeting to order at 3:37 P.M.

Motion by Barnes, supported by Dempsey to approve the agenda with the addition of Pay Request No. 4 from Rivertown Contractor Inc. and Radio Promos under New Business.

All in favor. Adopted

Motion by Barnes, supported by Kavanagh to approve the Minutes of the May 14, 2008 meeting as presented.

All in favor. Adopted.

City Manager Dempsey noted that the City Council approved a transfer back to the DDA of just over \$30,000 from the Boardwalk Project that will be reflected in next month's Treasurer's Report.

Motion by Kavanagh, supported by Trappen to approve the Treasurer's Report.

All in favor. Adopted.

Under New Business DDA/Main Street Director Ulrych presented Pay Request No. 4 from Rivertown Contractor Inc. in the amount of \$32,807.45 for work completed on the Riverside Façade Project through May 9, 2008. Punch list items are still being completed. Recent change orders are not reflected on this pay request.

Motion by Trappen, supported by Briggs to approve Pay Request No. 4 to Rivertown Contractor Inc. in the amount of \$32,807.45.

All in favor. Adopted.

Director Ulrych informed the Board that she has been approached about Radio Promos being done for the Downtown area to be aired on 92.1 FM. The total cost of the promos is \$3000 of which \$1000 will be paid out of the current Main St. Budget and the other \$2000 will be paid by the participating businesses that will pay \$200 each. Each promo will include a spot promoting Downtown Portland and two businesses. There will be a total of 40 promotional spots.

Mayor Barnes inquired as to when the funds would be collected from the businesses.

Director Ulrych stated that the funds would be collected before the promotions are made.

Motion by Dempsey, supported by Barnes to approve the development of Radio Promos contingent on the collection of the required funds from the participating businesses before beginning.

All in favor. Adopted.

Director Ulrych stated that the Main Street Board would be meeting with representatives from the State next week to discuss what criteria need to be completed to obtain accreditation. Director Ulrych went over the 10 required criteria and stated that the vision/mission statements need to be finalized and that the committees are still working on comprehensive work plans that will be completed by the time of accreditation.

There was discussion regarding when the dues for membership in the National Main Street Organization needed to be renewed and that in fact it is a requirement.

Motion by Dempsey, supported by Urie to authorize the payment of dues to the National Main Street organization.

All in favor. Adopted.

Mayor Barnes commended Director Ulrych for the good job done towards achieving the required accreditation goals.

Director Ulrych gave the Committee Reports. The Promotions and Marketing Committee is working on Portland Pay Day which is going well and looking at starting to plan Holidayfest. The Organization and Finance Committee has been receiving a lot of interest from businesses wanting to advertise in the Main Street Newsletter. They are considering the idea of charging a small fee for advertising. They are also looking for volunteers for the Oktoberfest celebration. The Economic Revitalization Committee is working on gathering information for the promotion of the Grand River Avenue Reconstruction Project in order to encourage patronage of effected businesses. A subcommittee has been formed to make Portland more “green” and increase energy efficiency. The Design Committee has had discussions with City engineers regarding the colored pavers to be used as part of the Maple St. Improvement Project. The choices will be presented to City Council for review.

City Manager Dempsey mentioned that a link has been added to the City website at [www.portland-michigan.org](http://www.portland-michigan.org) to request that the City and Main Street Newsletters be sent electronically each month. He also mentioned that construction updates and detour maps will be provided on the website as well.

Mayor Barnes inquired if anything had been set up in order to recognize volunteers.

Director Ulrych stated that the Organization and Finance Committee has been working on an event in their work plan to celebrate the volunteers.

Director Ulrych gave her report. The Boardwalk Façade Ribbon Cutting Ceremony will be held on June 26<sup>th</sup> from 4:00 – 6:00 P.M. on the Boardwalk and will include live music and refreshments provided by downtown merchants. Thursdays on the Grand will follow at the Band Shell at 6:30 P.M.

Member Trappen informed the Board that a Black Tie and Latte Affair will be held at Cheeky Monkeys on June 28<sup>th</sup> at 8:00 P.M. This is a fundraising event with 100% of the proceeds going to

the American Cancer Society through Relay for Life. There is a minimum \$20 donation and a silent auction will be held.

Director Ulrych stated that she had been contacted by Lynn Paradiso, owner of Dog Gone Good Dog Treats who is interested in promoting her home business in the downtown. Director Ulrych stated that she is working with other businesses to try and carry the dog treats and is helping Ms. Paradiso develop a business plan.

Director Ulrych stated that she has attended four training sessions since the last meeting in May. She attended an MDA guest workshop that covered the construction season and how to make it easier. The key to a successful construction project stressed at this workshop is communication and keeping people informed. It was also suggested that parties be held throughout and at the end of the project. The Director has also been attending a Citizen Planner class in Ionia where she has been learning about the governmental process and Master Planning. She has also attended Volunteer Training to learn how to keep volunteers interested and excited. Director Ulrych also attended quarterly training in Scottville where business recruitment was covered. The Director stated that she would like to take pictures of vacant properties available for business and post them on [www.loopnet.com](http://www.loopnet.com).

Raffael's Marketplace has recently had four new stores open including Peddle/Paddle which offers tube and bike rentals, Marion's Kitchen which offers vintage kitchenware, Artsy Phartsy which offers upscale crafts and home décor, and The Bag Lady which offers vintage and gently used hand bags.

Member Urie commented that she had relatives in town from out of State that admired Portland's charm and loved the Boardwalk. She also encouraged residents to support local businesses.

City Manager Dempsey thanked and acknowledged the Portland Garden Club for planting the planters along the Boardwalk and the local businesses who have agreed to maintain them.

Member Urie also thanked the Portland Garden Club for their work in planting Scout Park and the area around the clock and other areas around town.

Member Briggs reminded everyone about the 4<sup>th</sup> of July festivities and encouraged participation. The King and Queen crowning will be held at the intersection of Bridge and Kent St. at 5:00 P.M., the parade will be held at 6:30 P.M., and the fireworks will be at dusk at Portland High School.

Member Kavanagh inquired about the goose neck lighting that was to be installed as part of the façade improvements done in the 200 block of Kent St. Payment for the improvements was approved at the last DDA meeting and was thought to have been completed.

City Manager Dempsey stated that he is working with the property owner on a couple of other issues so he will address the lighting as well.

Mayor Barnes mentioned that St. Patrick's was hosting its Annual Parish Festival this weekend, June 20<sup>th</sup> – 22<sup>nd</sup> and mentioned that there were many community activities to enjoy.

Motion by Briggs, supported by Urie, to adjourn the meeting at 4:28 P.M.

All in favor. Adopted

Respectfully submitted,

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Monique I. Miller, City Clerk