

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

Held on Thursday, August 21, 2008  
In Council Chambers at City Hall

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

Members Absent: Clement, Kavanagh

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

Chairman Dumas called the meeting to order at 3:35 P.M.

Motion by Briggs, supported by Trappen to approve the Minutes of the July 17, 2008 meeting with the addition of Urie as being absent.

All in favor. Adopted.

Motion by Antaya, supported by Urie to approve the agenda with the addition of Reimbursement for Training under New Business.

All in favor. Adopted.

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

All in favor. Adopted.

DDA/Main Street Director Ulrych introduced Resolution 08-01 to the Board for Portland Main Street to have an entertainment tent at Oktoberfest; October 17<sup>th</sup> and 18<sup>th</sup>, to be placed in the parking lot of City Hall.

Member Briggs voiced concern that a business owner had opposed this type of event in the past.

City Manager Dempsey stated that he was not aware of this business owner and the concern but stated that this resolution gives consent to pursue the license and authorize someone to sign the application. The location of the event can be changed if needed.

Chairman Dumas stated that he is comfortable with what is being proposed. Main Street has been charged with fundraising and stated that the DDA should give its support.

City Manager Dempsey stated that the parking lot at Canal St. could also be used for the entertainment tent.

Vice Chairman Antaya asked if there were concerns from any other establishments downtown.

DDA/Main Street Director Ulrych stated that this event is being planned with other establishments in the downtown. Jerry's Place and Duke's are both providing food for the event. The entertainment tent will be closing early enough that individuals will still be able to patronize other establishments in the downtown like Jerry's Place and Duke's.

Motion by Antaya, supported by Barnes to approve Resolution 08-01.  
All in favor. Adopted.

Under New Business DDA/Main Street Director Ulrych presented information on reimbursement for training for volunteers who would like to attend the Michigan Downtown Conference in Bay City. The requested reimbursement would be for mileage, conference registration and 2 nights hotel stay. This training would help towards accreditation for Main Street. There is \$5,000 in the budget for conferences. \$300 has been spent and there will a National Conference in Chicago in March that volunteers should attend before accreditation.

Motion by Dempsey, supported by Briggs to authorize DDA/Main Street Director Ulrych to register 3 volunteers for the Michigan Downtown Conference to represent Portland.  
All in favor. Adopted.

Under Accreditation Director Ulrych stated that the Annual Report was sent in last week with a lot of information. There are 308 employees in the Downtown. This puts Main Street one step closer to accreditation.

Self evaluations for the Annual Report were filled out by the Main Street Board and then discussed to find a consensus on where the Board is at. These self evaluations were sent in with the Annual Report.

Organization is the major goal in acquiring accreditation in terms of volunteers, fundraising and volunteer training. All aspects of these goals are being addressed and are set out in the work plans.

There was discussion about upcoming training and what would qualify in the future for accreditation.

Under the Committee Reports Director Ulrych reported that the Promotions and Marketing Committee is planning the Pay Day drawing which will be held on September 3<sup>rd</sup> at the Bandshell. The committee is working on the Holidayfest celebration.

The Organization and Finance Committee is planning Oktoberfest and holding weekly meetings. They are also working on the annual retreat, a quarterly forum and a list of volunteers.

The Economic Revitalization Committee has been looking at the infrastructure of the downtown and going green. The building inventory has been updated on the website.

The Design Committee is still working on the façade application which should be presented at the next DDA meeting.

Under the Directors Report Marias Tacos and the Looking Grand Café should be opening in the downtown within the next month. Riverfest is this weekend and Main Street is involved with the Cruise In that will be held on Friday night in the downtown. Downtown businesses will be open and holding specials during this event. Free Music Thursday is still being held at the Bandshell on Thursday nights.

Director Ulrych introduced her guest who is staying with her for 5 days as part of a larger exchange of 50 visitors from Japan who are staying all around the State through the Sister State Program.

Director Ulrych gave the Board information on the Rediscover Downtown event that is being sponsored through the Ionia County Chamber Network on October 11<sup>th</sup>. This is a bus or car tour that will include stops in Belding, Saranac, Ionia and Portland in an effort to rediscover the downtowns in Ionia County.

Member Urie commented that the back door to Distinctive Occasions from the Boardwalk is now permanently open.

Member Trappen commented that after Labor Day Cheeky Monkeys will be open 7 days a week.

Motion by Urie, supported by Trappen, to adjourn the meeting at 4:10 P.M.  
All in favor. Adopted

Respectfully submitted,

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Monique I. Miller, City Clerk