

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

Held on Thursday, June 18, 2009  
In Council Chambers at City Hall

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

Absent: Dumas, Clement

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

Guests: Nan Taylor

Vice Chairman Antaya called the meeting to order at 3:31 P.M.

Motion by Barnes, supported by Kavanagh, to approve the Agenda as presented.  
All in favor. Adopted.

Motion by Barnes, supported by Trappen, to approve the Minutes with the correction of the time for the Historic Preservation Meeting.  
All in favor. Adopted.

Mayor Barnes asked that items such as DDA charges on the Verizon phone bill be more clearly identified.

Motion by Dempsey, supported by Kavanagh, to approve the Treasurer's Report as presented.  
All in favor. Adopted.

DDA/Main Street Director Reagan presented the job description for the DDA/Main Street Director position. This was requested by the Michigan Main Street Center as part of the accreditation process.

Motion by Barnes, supported by Trappen, to approve the DDA/Main Street Director job description as presented.  
All in favor. Adopted.

There was discussion of the Main Street 2009-2010 Budget Amendment Request. The Main Street Board made a request to have the remaining funds from the 2008-2009 Budget moved into the 2009-2010 Budget for completion of projects. These projects were included in the committee work plans.

Mayor Barnes stated that the goal of the Main Street program is have work plans, then budget accordingly and work toward the set goals. He stated that if something is in the work plan then the committees should have the opportunity to complete it. Work plans should have these changes noted in them.

City Manager Dempsey stated that budget amendments need to be approved by the City Council. He stated that it may be worth looking at work plans at the end of each Fiscal Year so that changes can be programmed.

Member Trappen stated that money is still in the budget because it has not been spent.

There was discussion about the budget and how funds are accounted for.

Mayor Barnes inquired as to why a budget amendment would be needed.

City Manager Dempsey explained that it is an internal process for moving funds.

There was discussion about where funds come from and how they are shown in the budget; why budget amendments are needed.

Motion by Barnes, supported by Trappen, to instruct the Main Street Committees to provide proper documentation to move funds for unfinished projects to the next Fiscal Year.

All in favor. Adopted.

Under the Director's Report, DDA/Main Street Director Reagan stated that he, the Main Street Board and the Committee Chairs will all be meeting with Joe Borgstrom of the Michigan Main Street Center on June 25<sup>th</sup>. The purpose of the meeting is to discuss how the goals set for accreditation have been met.

Director Reagan stated that construction on Maple Street is nearly complete. There are still some repairs to be made that involve milling and repaving between Bridge St. and Grand River Ave. The road will not be closed for these repairs.

City Manager Dempsey explained the process for these repairs and stated that work should be completed in a single day.

Member Trappen commented on how wonderful the railings along Maple St. look.

Director Reagan recapped upcoming trainings. The Economic Benefits of Historic Preservation will be held on June 18<sup>th</sup> at 4:30 P.M. at City Hall. This seminar will look at why Main Street and the DDA are doing what they are doing. The Volunteer Recruitment and Retention Strategies Seminar will be held on June 23<sup>rd</sup> at 6:00 P.M. at City Hall.

Director Reagan gave the Committee Updates. The Design Committee held a Main Street Building Basics Presentation on June 9<sup>th</sup> and had 10 attendees. Dornbos Sign Company has received the schematics for the wayfinding signs; they are working on the designs.

The Promotions and Marketing Committee is currently administering the Pay Day Promotion, which is going very well. They are also working on a "3<sup>rd</sup> Friday Series" where each store in the Downtown would be open a bit later with other activities being held in the Downtown.

The Economic Revitalization Committee will hold an SBTDC Seminar Series that will cover marketing, business financing and business plans. This series will be open first to Main Street and then to the rest of the community. The Committee is also working on Downtown Business Surveys.

The Organization and Finance Committee is hosting the Volunteer Recruitment and Retention Workshop. The workshop will include activities and other interactions. The Committee is also working on newsletters and press releases. Oktoberfest planning is also underway.

Member Briggs reminded everyone that July 4<sup>th</sup> is coming up and that Riverfest will be held that weekend. She went over the events that are planned.

Member Urie stated that she had talked to R.J. Niklas of the Chamber of Commerce in regards to plans with the Ionia County Economic Alliance. The Rediscover Downtown event that was held last year in October will be held again this October. Trips to Portland will be planned the same day as Oktoberfest.

Member Trappen explained the Cruise-a-Thong, Relay for Life fundraiser that will be held on June 27<sup>th</sup>. This is a triathlon for the “average joe.” The winner must have the most average score.

Mayor Barnes thanked Member Trappen for the Main Street financial statements.

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

Respectfully submitted,

---

Georgina Trappen, Secretary