

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

Held on Thursday, October 15, 2009  
In Council Chambers at City Hall

Members Present: Dumas, Antaya, VanSlambrouck, Dempsey, Kavanagh, Trappen, Briggs, Barnes

Absent: Clement, Urie

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

Chairman Dumas called the meeting to order at 3:34 P.M.

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

Motion by Trappen, supported by VanSlambrouck, to approve the Minutes of the September 17, 2009 meeting as presented.  
All in favor. Adopted.

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

There was not any Old or New Business for discussion.

Under the Director's Report, Director Reagan stated that he and 3 other Main Street volunteers had attended the Michigan Downtown Conference in Lansing. The conference provided a lot of good information including promotions and tax incentives that could help Downtown Portland.

Director Reagan reported that the Michigan Main Street staff will be in Portland on November 6<sup>th</sup> to meet with the Main Street Board and Committee members as well as himself and City Manager Dempsey to check-in and see how the program is going.

The Design Committee continues to work on wayfinding signage for the Downtown. A design has been chosen and has been sent out for bid.

The Promotions and Marketing Committee has extended the "3<sup>rd</sup> Friday" series from Friday, October 16<sup>th</sup> to Saturday, October 17<sup>th</sup> in conjunction with Oktoberfest. Holidayfest planning is underway and will be held November 19<sup>th</sup> thru the 21<sup>st</sup> and will include many fun activities in the Downtown.

The Economic Revitalization Committee held the final SBTDC Series Seminar on Business Plans on Tuesday, September 22<sup>nd</sup>. This was a very good program that was well received. More of these types of series will be held in the future. The Committee has also been working on the Main Street District Business Survey which is asking what businesses would like to see in regards to training. A few responses have been received but the Committee is waiting for a larger response in order to tailor trainings to what is needed.

The Organization and Finance Committee has been planning Oktoberfest which will be held October 16<sup>th</sup> and 17<sup>th</sup> in the Downtown. Many events have been planned for all ages. The Committee is expecting this to be a successful event that will bring many people to town.

The monthly newsletter is sent out each month with the City utility bills and includes different business profiles in each one.

Director Reagan reported that over \$57,000 was spent in local businesses over the 3-month time period that the Portland Pay Day event was held.

Member VanSlambrouck stated that the U.S. Army will bring a humvee and a rock wall to Oktoberfest and that the entertainment tent is heated.

City Manager Dempsey stated that Oktoberfest is a family-friendly event with inflatables for the kids and many other events.

City Manager Dempsey reminded everyone that the City Council Election will be held on Tuesday, November 3<sup>rd</sup> at City Hall.

Motion by Kavanagh, supported by Antaya, to adjourn the meeting at 3:50 P.M.  
All in favor. Adopted

Respectfully submitted,

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Georgina Trappen, Secretary