

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

Held on Thursday, November 19, 2009
In Council Chambers at City Hall

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

Absent: 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 VanSlambrouck, to approve the Agenda as presented.
All in favor. Adopted.

Motion by Barnes, supported by VanSlambrouck, to approve the Minutes of the October 15, 2009 meeting as presented.
All in favor. Adopted.

Motion by Trappen, supported by Antaya, 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 reported that there are two new businesses opening in the downtown. Perpetual Moments Photography by Becky Krieger has opened at 212 Bridge St. and Expert Tax Solutions by Lori Rademacher has opened at the corner of Maple and Bridge Streets. These two business openings make four new businesses that have opened in Downtown Portland since April. There are currently only two vacancies in the Downtown.

The Main Street Board held its Annual Retreat on November 1st to discuss strategic planning for the next year. The meeting was very productive.

The Michigan Main Street Center (MMSC) held its Annual Evaluation of Portland's Main Street Program on November 6th. Director Reagan reported that everything he has heard thus far from Laura Krizov has been good; the report should be received in the next few weeks.

Portland has been selected to host MMSC Associate Level Trainings. The first seminar will be held on January 21st and will cover Design and Economic Restructuring. The Portland Main Street Program is a Master Level Program; the Associate Level is for communities in the beginning stages of their program. These trainings provide an excellent opportunity to show off the Portland Main Street Program to new people.

Under Committee Updates, Director Reagan stated that the Design Committee still has Façade Grants available and is working on putting together another Design Seminar for Portland. The Chair, Kathy Parsons, gave a fantastic presentation to the City Council at its November 2nd meeting on all the work that went into the Maple Street Enhancement Project.

The Promotions and Marketing Committee is hosting Holidayfest along with the Portland Arts Council this weekend, November 19th – 21st. There are 25 businesses participating. There are many, many activities including luminaries, carriage rides, and sales.

The Economic Revitalization Committee has completed a Main Street District Business Survey to see what Downtown Businesses are interested in learning more about. The results showed that Downtown Businesses are most interested in learning more about using social media and basic marketing and promotion. The Committee is now working to schedule trainings on these topics.

The Organization and Finance Committee has completed their review of the Oktoberfest celebration that was held October 16th and 17th. There was a good turnout. More money was made than last year, but more money was spent on the event. The Committee is now looking at ways to improve the event next year. Director Reagan commended Member VanSlambrouck for all of his efforts on this event.

The monthly newsletter continues to provide business profiles for businesses located in the Downtown. Retail businesses were featured in the last newsletter. Upcoming newsletters will feature health, finance, services, restaurants, and others.

Mayor Barnes inquired about the status of wayfinding signs for the Downtown.

Director Reagan stated that the signs are out for bid.

Member Briggs commented that the law office of McNamara, O’Keefe, Duff and Chadwick has moved to Kent St. A ribbon cutting will be held at their new office on Friday, November 20th. Maria’s Tacos will also hold a ribbon cutting on Friday, November 20th for the opening of their new dining room.

Member Briggs also commented that the Chamber of Commerce will be hosting its Annual Breakfast with Santa on Saturday, December 5th at the Portland Senior Center.

Mayor Barnes commented that continuing the Portland Main Street Program’s downtown revitalization efforts during difficult economic times is an example of doing something in challenging times that will have a positive effect when economic conditions improve.

City Manager Dempsey commented on how nicely the storefronts in the Downtown are decorated for the Holidays.

Motion by Dempsey, supported by VanSlambrouck, to adjourn the meeting at 3:52 P.M.
All in favor. Adopted

Respectfully submitted,

Georgina Trappen, Secretary