

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

Held on Thursday, January 21, 2010  
In Council Chambers at City Hall

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

Absent: Barnes, Dempsey, Urie

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

Chairman Dumas called the meeting to order at 3:33 P.M.

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

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

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

There was no Old or New Business for discussion.

Under the Director's Report, Director Reagan reported that he would be working on the 2010/2011 Fiscal Year DDA Budget and expects to have a completed budget at the next meeting for the Board to review. According to discussions with the City Manager and Assessor, revenues are expected to decrease by about 5% due to a church moving into the DDA District and declining property values.

On January 26<sup>th</sup>, Portland Main Street will host a "Design Services" webinar by the Michigan Main Street program at the Central Administration building at Portland High School. This webinar will focus on the elements of good building design and historic preservation of historic buildings and will be the kick off point for the Design Services offered through the Michigan Main Street Program. This webinar is also a starting point for any Main Street district building owner to apply for one of the two DDA "Façade Grants" which will assist Main Street district building owners with rehabilitation work up to \$5,000 each.

Under Main Street Board Activities Director Reagan presented the Michigan Main Street Center's Year End Evaluation of Portland's program. This report gives indicators of how the program is running and gives recommendations for the future.

"Associate Level" Training is being held today on the 2<sup>nd</sup> Floor of City Hall with 65 to 70 individuals in attendance. These associate level communities from around the state will learn about utilizing the Main Street program to actively revitalize their downtowns. Portland was chosen as the site for this training because it is a successful Main Street program. Kathy Parsons gave an excellent presentation that was very well received on projects that have been completed by the Design Committee. Diane Smith is giving the afternoon presentation about Economic Restructuring. There is discussion of a similar event being held on October 5<sup>th</sup>.

An Accredited Tech Visit & Training will be held on February 24<sup>th</sup> and 25<sup>th</sup> which will cover volunteer recruitment and retention.

Under Committee Updates, The Design Committee will be taking applications for Façade Grants. All applicants must attend the “Design Services” Webinar on January 26<sup>th</sup>. The Committee is also making progress on wayfinding signage. A good quote has been received from Douglas Signs. The next step is to work with this company to get a professional schematic done of the signs. These signs will be phased in over the next few years due to expense.

The Promotions & Marketing Committee is working on a Downtown Brochure to highlight downtown businesses. The draft of this brochure should be completed by next month. The goal is to put this information in area hotels and Welcome Centers across the State. The final Holidayfest numbers have been determined. As this event is not expected to be a profit maker, the event has been considered a success as there were many more people than past years brought Downtown and the event came in under budget.

The Economic Revitalization Committee is moving forward with their market analysis. As Portland did not receive this service upon becoming a Main Street Community as other communities had, Director Reagan stated that he is planning to discuss with Laura Krisov the possibility of having the study done for free or, at least, a reduced cost.

The Organization and Finance Committee has completed its monthly newsletter that is sent out with City utility bills. This newsletter is vitally important in keeping people informed about events. The goal is for residents to realize what the Main Street Board is doing.

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

Respectfully submitted,

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Georgina Trappen, Secretary