

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

Held on Thursday, February 18, 2010  
In Council Chambers at City Hall

Members Present: Dumas, Antaya, Barnes, Dempsey, Kavanagh, Trappen, Urie, Clement

Absent: VanSlambrouck, Briggs

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

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

Motion by Trappen, supported by Clement, to approve the Agenda as amended.  
All in favor. Adopted.

Motion by Clement, supported by Trappen, to approve the Minutes of the January 21, 2010 meeting as corrected.  
All in favor. Adopted.

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

Under New Business, Director Reagan presented the Main Street Committee Work Plans which are used in the development of the budget.

There was discussion of the approval of the work plans. It was decided that the Main Street Board would approve the work plans and the DDA would approve the Budget thereby approving the work plans.

Director Reagan presented the FY 2010-2011 DDA Budget for discussion. He noted that the interest payment on City Hall is going down over the next few years.

The Board discussed the proposed budget.

City Manager Dempsey commented that the Board may want to take a further look at the budgeted numbers for the director's salary in order to allow for change.

Mayor Barnes stated that the evaluation of Director Reagan should be undertaken by the Main Street Board.

There was discussion of putting more funds in the budget to cover any possible increases in the Director's salary.

Member Trappen suggested moving the budgeted numbers for salary from FY 2011/2012 to FY 2010/2011 which would represent a 3% increase. This would allow the Main Street Board, upon completion of the Director's evaluation, to approve a salary increase if they desire in FY 2010/2011. The Board concurred with this suggestion.

Director Reagan presented the FY 2010/2011 DDA/Main Street Façade Grant Application for discussion.

The Board discussed several elements of the application and suggested changes.

Mayor Barnes suggested that a commitment should be made in the form of a good-faith deposit before Design Services are done to prevent Design Services being rendered and then the property owner not following through on the proposed façade work.

Director Reagan stated that his opinion was that Design Services can be seen as a presentation of the possibilities of what can be done for a property and may not necessarily mean the property owner is going to proceed with changes.

City Manager Dempsey stated that as part of the application the applicant must provide proof from a financial institution that they are capable of following through on the design work.

There was further discussion of keeping the Design Services and Façade Improvement Program as separate programs.

Director Reagan presented a request from the Organization and Finance Committee for a resolution to apply for a Charitable Gaming License for the “Downtown Rummage Sale” on Saturday, April 16<sup>th</sup> and 17<sup>th</sup> to be held on the second floor of City Hall. The Charitable Gaming License is required in order to hold a 50/50 Raffle and other various drawings.

Motion by Dempsey, supported by Trappen, to approve a resolution for the Portland DDA to apply for a Charitable Gaming License for the “Downtown Rummage Sale” to be held on April 16<sup>th</sup> and 17<sup>th</sup> with the same format as used previously.

All in favor. Adopted.

Under the Director’s Report, Director Reagan stated that the Michigan Main Street Quarterly Training will be held on March 30<sup>th</sup> and 31<sup>st</sup> in Owosso. Training will address using the media and public speaking.

The Michigan Main Street Center held Associate Level Training on January 21<sup>st</sup> in Portland that focused on two of the four Main Street committees, Design and Economic Revitalization. Approximately 65 people came to Downtown Portland for this event; the response of the visitors was overwhelmingly positive. Design Committee Chairperson Kathy Parsons and Economic Revitalization Chairperson Diane Smith both gave presentations on the accomplishments of their committees. Portland Main Street was proud to host this presentation and looks forward to the opportunity to hold more in the future.

The Main Street Board will also hold an Accredited Tech Visit/Training on March 24<sup>th</sup> and 25<sup>th</sup> which will cover Volunteer Recruitment and Training.

Under the Committee Updates, Director Reagan stated that the Design Committee had received four applications for Design Services. The top three vote recipients that will receive Design Services from Michigan Main Street Architect Kelly Larson are: John Wooden’s building at 125 Kent Street, Bernie Pelc’s building located at 136 Kent Street, and Ed Bishopp’s building at 108 Kent Street.

The Promotions and Marketing Committee is currently working on an updated downtown brochure and has also been working feverishly on developing a new spring event, entitled the “Portland Downtown Block Party” to be held downtown on May 15<sup>th</sup>. James Espinoza, owner of Maria’s Tacos has spearheaded this initiative and has joined the Promotions Committee to continue leading this effort. The event will consist of a car show, an entertainment tent, local food vendors, a softball tournament, and musical entertainment. The Portland Area Chamber of Commerce, the Portland Cruisers, and local businesses are coming together to work on this event.

The Economic Revitalization Committee has decided on an interim solution to the Downtown Market Analysis they have been considering. Because Census Data is typically used for a market analysis, Chairman Diane Smith has suggested using MSU Practicum Students to update the City’s existing market analysis until a professional analysis can be completed with 2010 Census Data.

The Organization and Finance Committee continues to send out the monthly newsletter. Director Reagan commended Julie Clement for her hard work. The Downtown Rummage Sale will be held April 16<sup>th</sup> and 17<sup>th</sup>, the weekend before and in conjunction with, the Citywide Spring Clean Up. Oktoberfest planning is also underway. The Committee is developing ideas to refine the event.

Under Board Member Comments, City Manager Dempsey commended the Economic Revitalization Committee for their foresight and flexibility in putting off the market analysis. He praised the idea that MSU Practicum Students work on an interim analysis.

Motion by Antaya, supported by Clement, to adjourn the meeting at 4:28 P.M.  
All in favor. Adopted

Respectfully submitted,

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Georgina Trappen, Secretary