

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

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

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

Absent: Briggs

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.
All in favor. Adopted.

Motion by Trappen, supported by Clement, to approve the Minutes of the February 18, 2010 meeting as corrected.
All in favor. Adopted.

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

Under New Business, Director Reagan presented the 2010-2011 Façade Grant Application and stated that the changes discussed at the last meeting had been made. A map of the Downtown District was added.

Motion by Trappen, supported by Clement, to approve the 2010-2011 Façade Grant Application.
All in favor. Adopted.

Director Reagan presented the 2010-2011 DDA Budget and stated that all corrections as discussed at the last meeting including an increase in the full time salary of 3% for a potential increase that will be decided in the future.

Motion by Clement, supported by Kavanagh, to approve the 2010-2011 DDA Budget.
All in favor. Adopted.

Under New Business, DDA Director stated that a resolution is needed for the DDA to apply for a Special Event Liquor License for the May 15, 2010 Downtown Block Party. Expectations are that this will be a large event. A party pavilion is being planned to serve beer.

Vice Chairman Antaya inquired how the other Downtown establishments feel about this issue.

Director Reagan stated the goal is to get people downtown from 2:00 – 11:00 P.M. when events will be held; then people may choose to go to the other local establishments. Jerry Krause of Jerry's Restaurant has stated that he is okay with this event.

Member Clement stated that in talking with other communities, when enough people come to an event it increases the attendance in all establishments in the community.

Motion by Barnes, supported by Clement, to approve a Resolution for the Portland DDA to apply for a Special Event Liquor License for the May 15, 2010 Downtown Block Party.

All in favor. Adopted.

Director Reagan stated that a payment of \$100 needs to be made at the time of receipt of the bond for the 2010 Block Party Liquor License.

Motion by Trappen, supported by Urie, to approve the payment for the 2010 Block Party Liquor License Bond.

All in favor. Adopted.

Director Reagan requested approval of a payment of \$100 for startup cash for the Rummage Sale that will be held on April 16th and 17th. The funds will be returned after the event.

Motion by Urie, supported by Clement, to approve the payment of \$100 startup cash for the April 16th and 17th Rummage Sale.

All in favor. Adopted.

Under the Director's Report, Director Reagan stated that the Michigan Main Street Quarterly Training will be held on March 30th and 31st in Owosso. The topic for this training is Working with Media Partners and will cover effective ways to use the media.

The Main Street Board will host an Accredited Tech Visit/Training on March 24th and 25th which will cover Volunteer Recruitment and Retention. This is a free service paid for by the Michigan Main Street Center.

The National Main Street Conference will be held in Oklahoma City on May 2nd – 5th. Director Reagan stated that he would be attending along with Main Street Board Chairman VanSlambrouck, Member Clement, and the Economic Revitalization Chair Diane Smith. The topic for the conference is The Power of Main Street.

Director Reagan stated that he had been contacted by a local resident that stated there were a lot of cigarette butts in the Downtown. Standard practice is for the DPW to street sweep the Downtown early on Friday mornings. Downtown business owners are encouraged to sweep the sidewalks in front of their businesses to the curb.

The Design Committee, along with the Main Street Architect, will meet with businesses that were selected for free design services on March 19th.

The Promotions and Marketing Committee is working on the Downtown Block Party that will be held on May 15th. This event promises to be very exciting and will include a car show, a party pavilion, kickball and softball tournaments, live music, food, vendors, and pony rides. The Committee also continues to work on the Downtown Brochure; a proof should be complete for presentation at the next DDA meeting.

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 is working on the Rummage Sale that will be held on April 16th and 17th on the second floor of City Hall where local residents will sell their treasures. Oktoberfest planning is also underway. A meeting will be held on March 18th to discuss the 3rd Annual event. Director Reagan also commended Julie Clement on the monthly newsletters that she puts together.

Motion by Antaya, supported by Clement, to adjourn the meeting at 3:58 P.M.
All in favor. Adopted

Respectfully submitted,

Georgina Trappen, Secretary