

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

Held on Thursday, December 16, 2010
In Council Chambers at City Hall

Members Present: Antaya, VanSlambrouck, Blastic, Barnes, Urie, Sunstrum, Clement

Absent: Dumas, Dempsey, Briggs, Trappen

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

The meeting was called to order at 3:44 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 November 18, 2010 meeting with changes as suggested.
All in favor. Adopted.

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

Under New Business, Director Reagan presented information and photos of work completed on façade improvements by John Wooden on his property at 123 Kent St. for approval of reimbursement in the amount of \$2,526. This reimbursement would be for 50% of the total façade work as well as the \$1.00 lease fee for the first 12" of the façade(s).

Motion by Clement, supported by VanSlambrouck, to approve the reimbursement of \$2,526 to John Wooden for façade work done at 123 Kent St.
All in favor. Adopted.

Director Reagan stated that the Accreditation Evaluation of the Portland Main Street program by the Michigan Main Street Center had been completed. The program has again been accredited. They suggested a program be implemented to improve education and recruitment of volunteers and that the public be educated in a unified voice on the vision of the program and its past successes.

Director Reagan stated that the Boardwalk Façade Project will be closed out. The final payment of \$26,595 has been received by the City. He suggested that electrical services be extended to the Boardwalk to allow events at night. He requested permission to seek information on the feasibility of such a project.

The Board concurred with evaluating this idea.

Director Reagan stated that Bernie Pelc, owner of 136 and 140 Kent St., would like to update the facades on both the Kent St. and Boardwalk sides of the building and is seeking CDBG Façade Rehabilitation funds. CDBG has stated they would like to be part of this project with matching grant funds with the promise of job creation. Mr. Pelc has stated that he plans to add jobs. This grant would go through the City. Director Reagan stated that he would work with City Manager Dempsey and Mr. Pelc on the project.

Under the Director's Report, Director Reagan stated that he attended the Michigan Main Street Center Quarterly Training on December 7th and 8th in Blissfield, Michigan with Main Street Chairman Joel VanSlambrouck. There was very good information presented at the conference.

Member VanSlambrouck stated that the Main Street program is on the right course with branding the City of Portland, which is what the conference addressed. Both consistency and authenticity are important.

Under Committee Updates, Director Reagan stated the Design Committee is working with Dornbos to get the signs that have been made so they can be installed soon. New posts will be installed in the future due to the weather. The 2011 Design Services from the Michigan Main Street Center will be announced soon.

The Promotions and Marketing Committee held the Holidayfest celebration on November 19th and 20th which was another great success. Only positive feedback has been received. Planning for the 2011 Downtown Block Party is underway and will build on the success of the 2010 event.

The Economic Revitalization Committee will hold social networking training in February 2011 directed by Nicole Sunstrum.

The Organization & Finance Committee continues to produce the Main Street monthly newsletters compiled by Julie Clement. The 2011 Riverfest planning will be coordinated by Julie Clement. The planning effort will be between multiple local organizations. The event will be held in August 2011.

Under Member Comments, Member VanSlambrouck commented that the Organization & Finance Committee will be giving a volunteer needs assessment evaluation form to the other committees to aid in developing work plans.

Mayor Barnes stated that there was a fire in Danby Township that destroyed the home of the Florian family. More information will be given to the community addressing the needs of the family.

Motion by VanSlambrouck, supported by Sunstrum, to adjourn the meeting at 4:06 P.M.
All in favor. Adopted

Respectfully submitted,

Georgina Trappen, Secretary