

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

Held on February 20, 2014
In Council Chambers at City Hall

Members Present: Dumas, Blastic, Clement, Dempsey, Antaya, Briggs, Urie, Barnes, Sunstrum

Absent: Smith, Tyler

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

The meeting was called to order at 3:33 P.M. by Chair Dumas.

Motion by Antaya, supported by Clement, to excuse Member Smith.
All in favor. Adopted.

Motion by Clement, supported by Dumas, to approve the proposed Revised Agenda as presented.
All in favor. Adopted.

Motion by Briggs, supported by Blastic, to approve the Minutes of the January 16, 2014 Regular Meeting as presented.
All in favor. Adopted.

Motion by Barnes, supported by Clement, to approve the February 2014 Treasurer's Report as presented
All in favor. Adopted.

Under Presentations, Chair Dumas presented City Manager Dempsey with a plaque in recognition of his service to Downtown Portland and the Downtown Development Authority Board of Directors. City Manager Dempsey will end his career with the City of Portland on March 14, 2014 to take a position with Kent County as their Corporate Counsel.

City Manager Dempsey expressed how appreciative he is for those he has worked with and the time he has spent working for the City of Portland, many great things have been achieved.

Under New Business, Director Reagan reported that the City Council appointed him as Interim City Manager at its meeting on Tuesday, February 18th until the search for a new City Manager has been completed and a new person is hired. This process will likely take through August or September. With the required duties of taking on the Interim City Manager position Director Reagan recommended hiring Shelley Perry as Interim Main Street Manager, he will stay on as DDA Director. She is very interested in the position and is very involved and dedicated to Downtown Portland. Director Reagan recommended hiring Mrs. Perry as a month-to-month contract employee with a salary of \$2,500 per month. The contract would start March 10th and would include a 14-day termination clause.

City Manager Dempsey stated it is not uncommon for a city manager to also serve as the DDA Director, but not also as a main street manager.

Chair Dumas stated that he works with Mrs. Perry on the Main Street Board and she has proven to be very capable. He recommended her for the position.

Motion by Dumas, supported by Urie, to hire Shelley Perry as Interim Main Street Manager as proposed.

All in favor. Adopted.

Director Reagan stated that with City Manager Dempsey leaving a vacancy is left on the DDA Board and noted there are two options. Director Reagan recommended leaving the vacancy open until another City Manager is hired or it can be filled by someone else in the district.

Chair Dumas concurred that the position should be left open until a new City Manager is hired.

The consensus of the Board was to leave the seat vacant.

Director Reagan requested approval to submit an application for a Charitable Gaming License for Portland Pay Day, the same as has been submitted previously.

Motion by Clement, supported by Urie, to approve the submittal of the application for a Charitable Gaming License for the 2014 Portland Pay Day.

All in favor. Adopted.

Director Reagan requested approval to submit an application for a Special Event Liquor License for the 5th Annual Downtown Block Party to be held on May 17th. The application is the same as previously submitted.

Motion by Clement, supported by Blastic, to approve the submittal of the application for a Special Event Liquor License for the 5th Annual Downtown Block Party to be held on May 17th.

All in favor. Adopted.

Member Sunstrum arrived at 3:45 P.M.

Director Reagan requested approval to purchase a Dell computer and monitor at a cost of \$900 to replace the old computer he is using that was handed down from City Clerk Miller. There are funds available in Miscellaneous Expenses.

Motion by Dempsey, supported by Clement, to approve the purchase of a computer and monitor at a cost of \$900 as requested.

All in favor. Adopted.

Director Reagan presented a request to open the DDA Façade Incentive Grant Application Round. This would again be a 50/50 Matching Grant up to \$5,000, and possibly \$10,000 for a large project. There is a requirement that applicants must have attended a Building Basics

Seminar. Director Reagan is in the process of scheduling this seminar with Kelly Larson of the Michigan Main Street Center/State Historic Preservation Office so applicants would be able to meet this requirement. The Design Committee is hoping to receive applications next month with work to be completed by June 30th.

Motion by Urie, supported by Briggs, to open the DDA Façade Incentive Grant Application Round as requested.

All in favor. Adopted.

Under the Director's Report, Director Reagan reported that the 2014 National Main Street Conference will be held in Detroit on May 18th – 20th. There are a few Main Street members attending but there are more funds available if anyone else is interested in attending.

The Michigan Main Street Center (MMSC) will hold an Associate Level Training at Portland City Hall on Wednesday, March 12th.

A Public Meeting will be held in the Portland City Hall Council Chambers on Monday, February 24th from 6:00 – 7:00 P.M. to discuss the proposed DDA Extension. Any input from the public is welcome; questions, comments or concerns.

Under Committee Updates, Director Reagan reported the Design Committee has opened the Sign Incentive Grant application process focused on creative signage. This is similar to the DDA Façade Incentive Grant Application in that it is a matching grant, up to \$2,500.

The Promotions & Marketing Committee is planning the 5th Annual Block Party, scheduled for Saturday, May 17th.

The Economic Revitalization Committee was awarded a MMSC “Customer Service Training” workshop that will likely be held this summer. This service will advise small retailers and restaurateurs how to not just meet, but exceed your customers' expectations and therefore become more competitive in the marketplace.

The Organization and Finance Committee was also awarded a service from the MMSC which focuses on creating a “Fund Development Plan” for the Main Street program. A fund development plan is an important step in successful fundraising activities.

The Organization and Finance Committee will also be offering, as a competitive based service, a free webisode service to five selected Main Street District businesses which will highlight the chosen businesses, their products, goods, and services, and will give a glimpse to the wider world why Portland is a great place to do business. The winners have been selected and will be contacted shortly.

Director Reagan thanked Charlise Abel for her efforts in the publication of the February 2014 “On the Street” newsletter. Director Reagan also thanked Kurt Fedewa for his assistance in writing articles for the newsletter.

Under Board Member Comments, Member Sunstrum asked Director Reagan to elaborate on events at the 2014 Block Party.

Director Reagan noted this year's event will include a party pavilion, a BBQ contest, crafters and vendors, and a petting zoo. Billboards along I-96 will be utilized to advertise the event.

Member Sunstrum announced this year's event will also include the return of the Portland's Got Talent contest featuring Portland's own Shelby Miller, who appeared on American Idol, as a performer and presenter of the awards.

City Manager Dempsey further explained the Public Meeting on Monday, February 24th will be a relaxed setting and will not be televised. Anyone should feel comfortable in attending with any questions, comments or concerns they may have. If anyone is unable to attend they are also able to submit written comment. The goal of the DDA Extension is to secure TIF funding before legislation is passed at the State level making significant changes that would severely limit Portland's DDA.

Motion by Dempsey, supported by Antaya, to adjourn the meeting at 4:01 P.M.
All in favor. Adopted

Respectfully submitted,

Kory Blastic, Secretary