

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

Held on December 19, 2013  
In Council Chambers at City Hall

Members Present: Barnes, Dempsey, Antaya, Tyler, Blastic, Smith, Urie, Clement

Absent: Dumas, Briggs, Sunstrum

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 Clement, supported by Urie, to excuse Members Dumas and Briggs.  
All in favor. Adopted.

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

Motion by Clement, supported by Blastic, to approve the Minutes of the November 21, 2013  
Regular Meeting as presented.  
All in favor. Adopted.

Motion by Barnes, supported by Clement, to approve the December 2013 Treasurer's Report as  
presented  
All in favor. Adopted.

Under Old Business, Director Reagan presented information on the proposed parcels to be  
removed from the DDA so that the number of residents will be below 100 and therefore would  
not require the formation of a Citizens' Advisory Council.

Director Reagan also presented proposed projects for a DDA extension length of 20 years and a  
suggested timeline for approval of a DDA extension beginning January 16, 2014 through May  
15, 2014.

Vice Chair Antaya inquired if jurisdictions would be able to opt out.

Director Reagan answered that jurisdictions would not be able to opt out; as they are only able to  
opt out when parcels are added to a DDA and not when they are removed.

Mayor Barnes clarified that a DDA is funded through Tax Increment Funding (TIF). This would  
not be an increase in taxes; only where the taxes are distributed.

Director Reagan also stated that conversely, when a DDA is eliminated taxes are not decreased.

Motion by Dempsey, supported by Barnes, to approve the suggestion of DDA Director Reagan and direct him to prepare a proposed plan and amendments to review on January 16, 2014. All in favor. Adopted.

Under New Business, Director Reagan presented a request for approval to renew a contract for maintenance of the clock in the downtown which will result in savings for maintenance and upkeep.

Motion by Smith, supported by Clement, to approve the contract renewal with The Verdin Company for downtown clock maintenance. All in favor. Adopted.

Under the Director's Report, Director Reagan stated that he attended the Michigan Main Street Quarterly Training in Howell on December 9<sup>th</sup> and 10<sup>th</sup>. He also noted the 2014 National Main Street Conference will be held in Detroit on May 18<sup>th</sup> – 20<sup>th</sup> and that both he and Member Sunstrum will be presenting at the conference.

Under Committee Updates, Director Reagan reported the Promotions & Marketing Committee held Holidayfest on November 22<sup>nd</sup> & 23<sup>rd</sup> with the help of many great volunteers and sponsors. There were many people that attended the event. He further thanked Member Sunstrum for taking the lead on the successful "Light Parade". This year the event made a profit of \$288.25.

The Promotions & Marketing Committee is now turning their focus to the Block Party, scheduled for Saturday, May 17<sup>th</sup>. They are hoping to increase the size of the BBQ contest introduced at last year's event.

The Economic Revitalization Committee has applied for customer service training for businesses with the Michigan Main Street Center.

The Organization and Finance Committee held a raffle for \$4,000 in travel vouchers from Stiffler Travel and Tours in Mulliken in conjunction with the annual Holidayfest on Saturday, November 23<sup>rd</sup>. The raffle didn't perform as well as hoped. Only 31 tickets were sold resulting in a loss of \$1,250.

The Organization and Finance Committee has applied for a Fund Development Service Plan with the Michigan Main Street Center. They will also be offering application based services to 5 businesses. These services will entail webisodes from Quarterline Media to market Downtown Portland at a cost of \$1,200. Applications for this service are due February 7<sup>th</sup> and will be judged based on creativity. The Michigan Main Street Center is very excited about this program as it has never been done before.

Director Reagan thanked Charlsie Abel for her efforts in the publication of the December 2013 "On the Street" newsletter.

Under Board Member Comments, Vice Chair Antaya welcomed Member Chris Tyler to the board and extended Happy Holidays to all.

Motion by Clement, supported by Urie, to adjourn the meeting at 3:57 P.M.  
All in favor. Adopted

Respectfully submitted,

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Kory Blastic, Secretary