

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

Held on Thursday, July 21, 2011
In Council Chambers at City Hall

Members Present: Antaya, Blastic, VanSlambrouck, Barnes, Dempsey, Briggs, Sunstrum, Smith

Absent: Dumas, Clement, Urie

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

The meeting was called to order at 3:32 P.M.

Motion by VanSlambrouck, supported by Briggs, to approve the Agenda as presented.
All in favor. Adopted.

Motion by Barnes, supported by VanSlambrouck, to approve the Minutes of the June 16, 2011 meeting with changes proposed by Barnes to clarify his proposal to obtain a City credit card.
All in favor. Adopted.

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

Barnes extended his appreciation that the tax exemption issue was taken care of on the payments.

Under New Business, the election of officer for 2011-2012 was held. Director Reagan stated that he has spoken with Chairman Dumas who stated his interest in remaining the Chairman. Currently, Dumas is the Chairman, Antaya is the Vice-Chairman, VanSlambrouck is the Treasurer, and Blastic is the Secretary.

Motion by Dempsey, supported by Briggs, that all officers remain the same for the 2011-2012 year.
All in favor. Adopted.

Director Reagan explained that an amendment to the 2011-2012 Budget is needed to accept Riverfest Sponsorships and Payments. Line items will be added for both revenues and expenses. Funds will only be expensed for the amount of revenues that come in.

Motion by Smith, supported by VanSlambrouck, to recommend to the City Council an amendment to the 2011-2012 Budget to accept Riverfest Sponsorships and Payments.

Dempsey made a friendly amendment that the Main Street Board act as the depository until Council approves the amendment. If the amendment is not approved, all funds will be returned.

The vote for the motion was held.
All in favor. Adopted.

Director Reagan presented a request to the Board to approve a pledge of \$1,326 to the Ionia County Economic Alliance (ICEA). This organization has a big impact on the City of Portland.

Dempsey stated that the City has previously supported the ICEA. At this time, the ICEA is going through a fundraising drive. Due to shrinking revenues the City is looking for help in funding the support of the ICEA.

Motion by Dempsey, supported by Barnes, to make a pledge of \$1,326 to the Ionia County Economic Alliance.

All in favor. Adopted.

Director Reagan gave an update on obtaining a City credit card. The application has been prepared and is ready to be submitted; only waiting on a policy to go to the City Council for approval.

Under the Director's Report, Director Reagan updated the Board on recent and upcoming trainings. The Michigan Main Street 2011 "Check In" will be Friday, August 26th. They will come in and meet with the Main Street Board to see what is going on with the Main Street program. This will lead into next year's evaluation.

Under Committee Updates, Director Reagan stated that the Design Committee has installed hanging flower baskets in the downtown. He extended his appreciation to Margery Briggs and Kathy Parsons for their efforts.

The Promotions and Marketing Committee is planning the First Annual "Wine the Walk" event as part of the Riverfest celebration August 19th to the 21st. "Wine the Walk" will be held Saturday, August 20th. Sponsors and volunteers are needed. The "Pay Day" event is also underway through August 31st.

The Economic Revitalization Committee held the Team SBA Financing Roundtable on July 19th. The Fundamentals of Business Legal Issues will be held August 16th and will be hosted by local attorney Pat Duff.

The Organization and Finance Committee held its 2011 Main Street Volunteer Recognition Event on July 14th. Director Reagan extended his appreciation to Julie Clement for organizing the event and once again putting together the July 2011 On the Street newsletter.

Under Board Member Comments, Blastic thanked the City and the DDA for their help and contributions in the successful 4th of July festivities.

Dempsey acknowledged all of Blastic's efforts with the Chamber during his time in office. He hopes the momentum created will continue with the new President of the Chamber of Commerce.

Smith thanked Director Reagan for his time, effort, and energy. She further stated that he is well respected and she is glad that he is in Portland. She wished him a happy vacation.

Director Reagan explained the Facebook pages for the City, Main Street, Chamber of Commerce, etc. This is a quick venue to get information out to the community.

Sunstrum stated that Facebook is a great way to reach the community. It takes information to where people are. This is a great way to bring people to Portland.

Blastic thanked Director Reagan for being Paddles the Dog at the 4th of July parade for the past two years.

Dempsey reminded residents that City Hall is serving as a cooling center during business hours during the extremely hot weather. The Portland District Library is also open until 8:00 P.M.

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

Respectfully submitted,

Kory Blastic, Secretary