

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

Held on Thursday, March 17, 2011
In Council Chambers at City Hall

Members Present: Dumas, VanSlambrouck, Barnes, Sunstrum, Smith, Blastic, Dempsey, Urie, Briggs

Absent: Clement, Antaya

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

The meeting was called to order at 3:30 P.M.

Chairman Dumas welcomed new member Diane Smith to the DDA.

Motion by VanSlambrouck, supported by Barnes, to approve the Agenda with the change of "airfare" to "transportation costs" under New Business Item a; as suggested by Barnes.
All in favor. Adopted.

Motion by Smith, supported by Blastic, to approve the Minutes of the February 17, 2011 as presented.
All in favor. Adopted.

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

Under New Business, Director Reagan presented his request for approval an in between meetings expenditure for transportation costs to the National Main Street Conference in Des Moines, Iowa for himself, Mayor Barnes, and Member VanSlambrouck. The expense will be included in the April Treasurer's Report and should be approximately \$1200 - \$1500.

Motion by Dempsey, supported by Smith, to approve reimbursement of transportation costs to Des Moines, Iowa for the 2011 National Main Street Conference not to exceed \$1500.
All in favor. Adopted.

Director Reagan presented his request for approval to submit an application for a Charitable Gaming License for the 2011 Portland Pay Day promotion. There will be no change from previous events held.

Motion by Smith, supported by Sunstrum, to approve the submittal of an application for a Charitable Gaming License for the 2011 Portland Pay Day promotion.
All in favor. Adopted.

Under the Director's Report, Director Reagan stated that he would be attending the Michigan Main Street Center Quarterly Training in Wayland on March 29th and 30th which will focus on building sponsorships.

The Michigan Main Street Center Associate Level Training will be held in Portland on May 11th on the 2nd Floor of City Hall.

He stated he will be attending the National Main Street Conference in Des Moines, Iowa on May 22nd – 25th with Joel VanSlambrouck and Mayor Barnes. The conference will cover a lot of information on how to have a successful Main Street community.

Under Committee Updates, Director Reagan stated the Design Committee has received another Sign Incentive Grant application from Andy Schrauben of Duke's. It is in the process of being resubmitted with a different sign. The sign approved for Duff, Chadwick & Associates will be installed within a month.

The Promotions and Marketing Committee continues to plan the 2011 Downtown Block Party which will be held May 21st. This year's event will include a car show, mechanical bull, food vendors and children's activities. A number of great sponsorships have been received. The Chamber of Commerce will also be involved with this year's event.

The Economic Revitalization Committee has secured one of three workshops being offered by the Michigan Main Street Center for Retail Merchandising Training which will be held sometime in April on the 2nd Floor of City Hall. This will be a 2-day workshop.

The Market Analysis conducted by MSU Practicum Students is nearly complete. Director Reagan stated that he and Diane Smith had received the draft. The results of the study will be delivered to both the City Council and the DDA in April/May.

The Organization & Finance Committee will hold its Rummage Sale on April 15th & 16th on the 2nd Floor of City Hall.

The 2011 Riverfest Committee will hold a meeting tonight at 6:30 P.M. on the 2nd floor of City Hall. Riverfest will be held the 3rd weekend in August. Planning continues to proceed very well.

Under Board Comments, Mayor Barnes stated that Raffaeles Marketplace will hold an Open House on Saturday, March 19th.

Member Blastic stated that the Chamber of Commerce dinner has been rescheduled for April 12th at the Wagon Wheel Oak Room. The guest speaker will be Lt. Governor Brian Calley.

Motion by VanSlambrouck, supported by Blastic, to adjourn the meeting at 3:49 P.M.
All in favor. Adopted

Respectfully submitted,

Kory Blastic, Secretary