

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

Held on Thursday, May 19, 2011
In Council Chambers at City Hall

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

Absent: Dempsey, Antaya

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

The meeting was called to order at 3:31 P.M.

Motion by Barnes, supported by Smith, to excuse members Dempsey and Antaya from the meeting. All in favor. Adopted.

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

Motion by Briggs, supported by Smith, to approve the Minutes of the April 21, 2011 meeting as presented. All in favor. Adopted.

Director Reagan stated that he would contact American Rentals in regard to having the sales tax charge removed for the margarita mix for the Block Party.

Motion by Barnes, supported by VanSlambrouck, to approve the Treasurer's Report contingent on the removal of the sales tax charge by American Rentals for the margarita mix for the Block Party. All in favor. Adopted.

There was no old or new business.

Under the Director's Report, Director Reagan updated the Board on recent and upcoming trainings. People Practices for Businesses, by Julie Mann, was held on May 5th. It was an excellent training.

The MMSC Associate Level Training scheduled for May 11th was canceled due to travel costs.

Retail Merchandising Training was on May 17th and 18th with approximately 15 people attending. Scott Day provided excellent insight to those in attendance. This free training is one of three offered by the Michigan Main Street Center.

Director Reagan stated that he will be attending the National Main Street Conference with Mayor Barnes and Joel VanSlambrouck May 22nd-25th in Des Moines, Iowa. They plan to bring valuable new information.

Under Committee Updates, Director Reagan presented a photo of the sign installed by Duff, Chadwick & Associates as a result of the Sign Incentive Grant. The sign is an excellent example of the goal of the Design Committee in implementing the Sign Incentive Grant Program.

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.

They are also planning the Annual Portland Pay Day event which is scheduled to take place from June 15th through August 31st. There are already businesses signing up to be a part of this event.

The Economic Revitalization Committee will hold several trainings over the summer at City Hall. The Fundamentals of Business Marketing will be held June 21st from 6:00 to 8:30 P.M. The Team SBA Financing Roundtable will be held July 19th from 1:00 to 3:30 P.M. The Fundamentals of Business Legal Issues will be held from 6:00 to 8:00 P.M.

The Organization & Finance Committee published the May 2011 "On the Street" Newsletter with the help of Julie Clement.

Director Reagan also stated the Economic Revitalization Committee held a community meeting on May 14th to gauge community support to revitalize the Opera House built in 1880. The project has been roughly estimated at approximately \$3-5 million. The meeting was well attended by over 20 individuals. There is hope that this potential project will be taken on by the community as it will not be funded by the City or the DDA.

Member VanSlambrouck stated that the building has been evaluated for its soundness. Now community support is being gauged for its restoration.

Mayor Barnes commented that they are looking for community input. Photos will be available at www.portlandmainstreet.org.

Member Smith commented that this possible restoration is not meant to be in competition with the Portland Civic Players but rather to complement it.

Motion by Smith, supported by VanSlambrouck, to adjourn the meeting at 3:46 P.M.
All in favor. Adopted

Respectfully submitted,

Kory Blastic, Secretary