

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

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

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

Absent: None

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 VanSlambrouck, to approve the revised Agenda.
All in favor. Adopted.

Motion by VanSlambrouck, supported by Clement, to approve the Minutes of the October 20, 2011 Regular Meeting as presented.
All in favor. Adopted.

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

Under New Business, Director Reagan reported that the Portland Main Street program has been awarded free branding services from the Michigan Main Street Center. A public visioning session will be held to gather information. A website and printed materials, in addition to other products of the services will be rolled out in April/May 2012.

Director Reagan also reported that the Portland Main Street program applied for the Great American Main Street Award (GAMSA) and has received notification that it is one of ten semi-finalists. Five Main Street programs will be awarded the Great American Main Street Award (GAMSA). This is a great honor as it represents the "best of the best" in Main Street communities.

Under the Director's Report, Director Reagan stated the Michigan Main Street Quarterly Training will be held in Hart on December 5th & 6th. The first day is for Main Street Managers only. The second day is for managers and volunteers and will cover time management.

Under Committee Updates, Director Reagan stated that the City Council has approved the required budget amendment required to move forward with the DDA Cooperative Radio Advertising Program with WION radio. This program is for any businesses in the DDA District.

Director Reagan is still working out the language in the contract for the façade rehabilitation at 136 and 140 Kent St. with the contractor and the MEDC.

The Promotions and Marketing Committee will be partnering with the Portland Community Arts Council and holding the annual HolidayFest which this weekend November 18th & 19th. There will be many activities to enjoy including the Snow Ball Drop, carriage rides, a parade, a chili challenge, and many more.

The Economic Revitalization Committee held a MI-SBTDC Seminar entitled “Internet Marketing & Social Media: A Toolbox for Small Business” on Tuesday, November 8th at Portland High School at 6:30 p.m. Nicole Sunstrum who works with social media at the governor’s office presented very useful information to 30 attendees.

The Organization and Finance Committee made a profit of over \$3,000 for the first time on the 2011 “Oktoberfest” on Saturday, October 29th. The event grows each year in attendance and sponsorship. Planning has already begun for next year’s event.

The November 2011 issue of “On the Street” was mailed with the monthly utility bills thanks to the efforts of Committee Chair Julie Clement.

Under Board Member Comments, Member VanSlambrouck gave further information on the upcoming training in Hart.

Member VanSlambrouck also stated that being selected as a semi-finalist for the GAMSAs is a very big achievement. This means national recognition for Portland’s program. Stakeholders in the Portland Main Street program will be asked for information in how they’ve seen Portland’s Downtown transform.

Member Briggs stated that the Portland Orchestral Society will host a free Gala Christmas Concert in coordination with the Portland Civic Players on Saturday, December 10th at 7:00 p.m. The Ionia-Maple Valley Community Band will provide a full evening of traditional holiday music.

Mayor Barnes noted the full attendance of the Board at today’s meeting.

Motion by Blastic, supported by Sunstrum, to adjourn the meeting at 3:48 P.M.
All in favor. Adopted

Respectfully submitted,

Kory Blastic, Secretary