

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

Held on Thursday, October 20, 2011
In Council Chambers at City Hall

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

Absent: Urie, Antaya

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

The meeting was called to order at 3:33 P.M.

Motion by Clement, supported by Barnes, to approve the revised Agenda.
All in favor. Adopted.

Motion by Clement, supported by Sunstrum, to approve the Minutes of the September 22, 2011 Regular Meeting as presented.
All in favor. Adopted.

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

Under New Business, Director Reagan presented a request for a budget amendment for \$4,000 for a DDA-wide Cooperative Radio Advertising campaign on WION during the months of December, January and February. This was done previously but only for the Main Street district. This would provide a great opportunity to help all businesses in the DDA district. There are funds in the fund balance to cover the expense and will not create any issues with operating expenses.

Member Smith stated this is a great cooperative effort between the DDA and Main Street.

Motion by Smith, supported by Clement, to approve a budget amendment for \$4,000 for DDA-wide Cooperative Radio Advertising.
All in favor. Adopted.

Director Reagan stated this request would now go to the City Council for approval.

Under the Director's Report, Director Reagan stated the Michigan Main Street Quarterly Training will be held in Hart on December 5th & 6th. Hart is one of the new Main Street communities.

Under Committee Updates, Director Reagan stated that the Design Committee is still working out the language in the contract with the contractor for the façade rehabilitation at 136 and 140 Kent St. This should be completed soon.

The Promotions and Marketing Committee is the process of planning Holidayfest which will be held November 18th & 19th.

The Economic Revitalization Committee will hold an 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 will conduct the seminar.

The Organization and Finance Committee will hold the 2011 “Oktoberfest” on Saturday, October 29th in the City Hall parking lot. The October 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, City Manager Dempsey thanked Electric Superintendent Hyland and the Electric Department for removing the trees and limbs from the Grand River stuck on the Grand River Ave. bridge.

Motion by Barnes, supported by VanSlambrouck, to adjourn the meeting at 3:44 P.M.
All in favor. Adopted

Respectfully submitted,

Kory Blastic, Secretary