

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

Held on Thursday, September 22, 2011
In Council Chambers at City Hall

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

Absent: Dumas, Urie, Clement, Briggs

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

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

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

Motion by Barnes, supported by Smith, to approve the Minutes of the August 18, 2011 Regular Meeting as distributed before the meeting.
All in favor. Adopted.

Director Reagan stated that the checks to Kendall Electric and D&E Electric had been reissued as they originally included a 10% contingency.

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

Motion by Barnes, supported by Dempsey, to excuse Chairman Dumas from the meeting.

Under the Director's Report, Director Reagan stated the Michigan Main Street Center (MMSC) "Check In" was held on August 26th. This is done every other year, between accreditation years, for Master Level Main Street Communities. Representatives from the MMSC were very pleased with what is happening in Portland. They highly encouraged Portland to apply for the Michigan Main Street Branding Service. This service is a free service, worth over \$5,000, awarded to only 3 programs each year. It includes a professionally produced website and various other branding materials.

Member VanSlambrouck stated that he checked out the materials produced for other programs that have had this service done at the Michigan Downtown Conference. They were very nice. This service comes with a huge volunteer commitment.

Director Reagan stated that he had attended the Michigan Downtown Conference in Kalamazoo on September 14th – 15th along with Main Street Volunteers Diane Smith, Joel VanSlambrouck, Julie Clement, Wanda Urie and Eric Frederick. He commented that it was a very interesting conference. He said that it was especially nice to attend with so many program volunteers that care about Portland.

Under Committee Updates, Director Reagan stated that the Design Committee still has the CDBG Grant for façade rehabilitation at 136 and 140 Kent St. in progress. Once the contracts are received from the contractor they will be submitted to the MEDC for review, then construction can begin.

Mike Pline, a local artist from the Lyons area, is interested in placing artwork he created in Downtown Portland. A cooperative, public/private effort is underway to try and help fund the project.

The electric service has been installed on the Boardwalk. The Electric Department needs to make the connection and then it will be ready to use. This will be a great addition to the Downtown.

The Promotions and Marketing Committee held the First Annual “Wine the Walk” event as part of the Riverfest celebration on Saturday, August 20th. The event missed breaking even by only \$61.00. This is great for a first-year event. All expectations are that it will be even better next year.

The Portland Pay Day was another successful promotion this summer in Portland. This year over \$77,000 was kept in the area. This program has kept over \$189,000 in Portland over the past 3 years.

The Economic Revitalization Committee held a meeting on the possible revitalization of the Opera House on September 17th led by Diane Smith. Different ideas and options were discussed. The main emphasis of this effort is to bring economic development to Downtown Portland. The next meeting will be held on October 22nd at 10:00 a.m.

The Organization and Finance Committee sent out another edition of the “On the Street” Newsletter thanks to the efforts of Julie Clement. The 2011 “Oktoberfest” will be held on Saturday, October 29th in conjunction with Halloween.

Under Board Member Comments, City Manager Dempsey acknowledged the efforts of Director Reagan and all of the volunteers on making Portland’s Main Street Program be recognized statewide.

Member Smith suggested considering some kind of public education be done on why so many efforts are directed on making Downtown Portland successful.

Motion by Sunstrum, supported by Blastic, to adjourn the meeting at 3:53 P.M.
All in favor. Adopted

Respectfully submitted,

Kory Blastic, Secretary