

**CITY OF LAPEER  
MINUTES OF A REGULAR  
DOWNTOWN DEVELOPMENT AUTHORITY  
LAPEER MAIN STREET MEETING  
January 27, 2021**

A regular meeting of the City of Lapeer Downtown Development Authority and Lapeer Main Street was held electronically via GoToMeeting at the Downtown Development Authority Executive Director's office at 410 W. Nepeensing Street, Suite 106, Lapeer, Michigan on Wednesday, January 27, 2021 at 8:00 a.m.

**Members Present:** Chairman Dan Osentoski, Mr. Dan Sharkey, Mr. Steve Elzerman, Ms. Bailey RaCosta, Mr. Jeff Hogan, Ms. Debbie Marquardt, and Mr. Dan Gerlach, Ms. Ginni Bruman, Mike O'Brian(Joined at 8:22)

**Members Absent:** Mr. Ray Davis, Ms. Sue Griggs., Mr. Tim Roodvoets, Mr. Mike Burke

**Also Present:** Mr. James Alt, DDA Executive Director, Ms. Krystal Moalee, DDA Assistant, Mr. Dave Frisch, Chief of Police, and Ms. Jill Lyons, Center for the Arts Executive Director.

Chairman Osentoski called the meeting to order at 8:03 a.m.

**PUBLIC COMMENTS**

There were no public comments.

**CONSENT AGENDA**

It was moved by Ms. Marquardt and supported by Mr. Hogan to approve the Consent Agenda for January 27, 2021 as follows:

1. Approval of minutes of DDA meeting held on November 25, 2020; and
2. Approval of Treasurer Report and Bill Listing.

**ON A ROLL CALL VOTE:**

**Yeas:** Mr. Osentoski, Mr. Sharkey, Mr. Elzerman, Ms. RaCosta, Mr. Hogan, Ms. Marquardt, Mr. Gerlach, Ms. Bruman

**Nays:** None.

**Absent:** Mr. Davis, Ms. Griggs, Mr. Roodvoets, Mr. Burke, Mr. O'Brian

**Abstain:** None.

**MOTION CARRIED.**

**Executive Committee**

Mr. Osentoski reported the Executive Committee met to review the employment agreement for Executive Director, James Alt. The Executive Committee recommended the renewal of the directors contract with a 2% raise.

It was moved by Mr. Elzerman and supported by Ms. Bruman to approve the executive director contract with a 2% raise.

**ON A ROLL CALL VOTE:**

**Yeas:** Mr. Osentoski, Mr. Sharkey, Mr. Elzerman, Ms. RaCosta, Mr. Hogan, Ms. Marquardt, Mr. Gerlach, Ms. Bruman

**Nays:** None.

**Absent:** Mr. Davis, Ms. Griggs, Mr. Roodvoets, Mr. Burke, Mr. O'Brian

**Abstain:** None.

**MOTION CARRIED.**

Mr. Osentoski presented the slate of officers for the Executive Committee and nominations were also taken from the floor. No nominations were received from the floor.

It was moved by Ms. Marquardt and supported by Mr. Hogan to re-elect Mr. Osentoski as Chairman, Mr. Roodvoets as Vice-Chairman, Mr. Gerlach as Treasurer, and Ms. Bruman as Secretary.

**ON A ROLL CALL VOTE:**

**Yeas:** Mr. Osentoski, Mr. Sharkey, Mr. Elzerman, Ms. RaCosta, Mr. Hogan, Ms. Marquardt, Mr. Gerlach, Ms. Bruman

**Nays:** None.

**Absent:** Mr. Davis, Ms. Griggs, Mr. Roodvoets, Mr. Burke, Mr. O'Brian

**Abstain:** None.

**MOTION CARRIED.**

**MAIN STREET COMMITTEE REPORTS**

**Organization Committee**

Mr. Alt reported that at the annual board of directors retreat that fund development, exploring community management software, distribution of the annual Impact report, volunteer recruitment, and revisiting the communication plan from 2019 were identified as possible projects and goals for the Organization committee.

It was moved by Mr. Hogan and supported by Mr. Elzerman that the board approve the Organization committee proposed projects and goals and move forward with work plan development.

**ON A ROLL CALL VOTE:**

**Yeas:** Mr. Osentoski, Mr. Sharkey, Mr. Elzerman, Ms. RaCosta, Mr. Hogan, Ms. Marquardt, Mr. Gerlach, Ms. Bruman

**Nays:** None.

**Absent:** Mr. Davis, Ms. Griggs, Mr. Roodvoets, Mr. Burke, Mr. O'Brian

**Abstain:** None.

**MOTION CARRIED.**

### **Design Committee**

Mr. Alt reported that at the annual board of directors retreat that exploring Committee engagement, property management, Building Improvement loan utilization and procedures and river front development were identified as possible projects and goals for the Design committee. It was also discussed to explore grants that could assist with the development of the river front, and placemaking grants that could help boost community pride.

It was moved by Mr. Osentoski and supported by Ms. Bruman that the board approve the Design committee proposed projects and goals and move forward with work plan development.

#### **ON A ROLL CALL VOTE:**

**Yeas:** Mr. Osentoski, Mr. Sharkey, Mr. Elzerman, Ms. RaCosta, Mr. Hogan, Ms. Marquardt, Mr. Gerlach, Ms. Bruman, Mr. O'Brian

**Nays:** None.

**Absent:** Mr. Davis, Ms. Griggs, Mr. Roodvoets, Mr. Burke

**Abstain:** None.

**MOTION CARRIED.**

### **Economic Restructuring Committee**

Mr. Alt reported that at the annual board of directors retreat that pursuing National designation on the federal register of historic places, expanding usage of the small business revolving loan fund, updating/expanding building inventory, reviewing district market data, re-starting business owner meet-ups, and continued focus on business recruitment and retention were identified as possible projects and goals for the Economic Restructuring Committee.

It was moved by Ms. Marquardt and supported by Mr. Hogan that the board approve the Economic Restructuring Committee proposed projects and goals and move forward with work plan development.

#### **ON A ROLL CALL VOTE:**

**Yeas:** Mr. Osentoski, Mr. Sharkey, Mr. Elzerman, Ms. RaCosta, Mr. Hogan, Ms. Marquardt, Mr. Gerlach, Ms. Bruman, Mr. O'Brian

**Nays:** None.

**Absent:** Mr. Davis, Ms. Griggs, Mr. Roodvoets, Mr. Burke

**Abstain:** None.

**MOTION CARRIED.**

### **Promotion Committee**

Mr. Alt reported that at the annual board of directors retreat that revisiting downtown events with an increased focus on retail events, boosting community pride, exploring Historic Lapeer merchandise and swag, the Meet Lapeer story telling campaign, continued partnerships with local media sources, creating a local History Walk and History scavenger hunt, and revisiting the concept of a Vernor's Festival in Lapeer were identified as possible projects and goals for the Promotion and Marketing Committee.

It was moved by Ms. Marquardt and supported by Ms. Bruman that the board approves the Promotion and Marketing Committee proposed projects and goals and move forward with work plan development.

### **Center for the Arts**

Ms. Lyons reported that all remaining shows are rescheduled to the Fall/Winter of 2021/2022. The CFA is discussing the summer kids's programs and the status of those programs are still to be decided. Ms. Lyons also reported that the CFA is applying for the Save Mi Stages grant through the MEDC and that they have already received 4 grants to date.

The CFA currently has one apartment vacancy.

### **STAFF REPORT**

Mr. Alt reported that the MEDC is bringing back the Match on Main grant program and that it will open on Feb. 9 and applications are due by March 5. The local community must review and score the applicants locally first and then can submit up to 2 applications to the state of Michigan. This will be the only round of Match on Main this year.

Mr. Alt updated the board on the current status of the Farmers Market and that Denise Becker is planning to ask the County for permission to use the pavilion for this year's market.

Mr. Alt also notified the board that Michigan Main Street will be conducting check-ins with the executive committee and working on board engagement this year. This will also include regional board of director calls later in the summer.

National Main Street is currently lobbying and advocating congress to include money in the next COVID relief bill specifically for Main Street communities across the country. Mr. Alt said National Main Street Center has been advocating for \$100 million in relief however they have increased that number recently to \$300 million and that there does seem to be some support at the federal level.

### **NEW BUSINESS**

#### **Pocket Park damage**

Mr. Alt updated the board on the bench damage in the pocket park. Todd and Pete McCreedy removed the damaged material and are looking for a piece of Blue Granite that can be used to create a new top for the damaged bench. The expense is expected to be around \$2000 or more.

There was discussion about installing cameras in the pocket park and how those might be paid for. Chief Frisch advised that with cameras you get what you pay for and there might be legal questions as to who can review the camera footage.

## **OLD BUSINESS**

### **Social District**

Mr. Alt updated the board on the status of creating a Social District within the downtown. He noted that he has consulted with various other communities who have implemented districts. The application to the state will need to come from the City and requires a resolution passed by the City Commission. The Commission will also need to review each local application.

Mr. Alt updated the board on possible costs associated with the district. Those costs could include 4 to 6 A-Frame signs at about \$200 each. Mr. Alt advised that this could be a potential sponsorship opportunity to cover the cost of the signs. Stickers to ID social district cups would run between \$150 to \$200 for a roll of \$200. Discussion was had about the cost of the stickers and that this is a cost the DDA should consider absorbing as business owners have taken a hit during COVID.

## **ADJOURNMENT**

There being no further business it was moved by Ms. Marquardt and supported by Mr. Gerlach to adjourn the meeting at 9:07 a.m.

**MOTION CARRIED AND MEETING ADJOURNED.**

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Ms. Ginni Bruman  
Secretary