

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
MARCH 24, 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, March 24, 2021 at 8:00 a.m.

Members Present: Chairman Dan Osentoski, Vice Chairman Tim Roodvoets, Mr. Dan Sharkey, Ms. Debbie Marquardt, Ms. Ginni Bruman, Ms. Bailey RaCosta, Mr. Steve Elzerman, Mr. Jeff Hogan and Mr. Dan Gerlach (joined at 8:09 a.m.)

Members Absent: Mr. Mike O'Brien, Mr. Mike Burke, Mr. Ray Davis and Ms. Sue Griggs.

Also Present: Mr. James Alt, DDA Executive Director, Mr. Dale Kerbyson, City Manager, Mr. Dave Frisch, Police Chief, and Ms. Jill Lyons, Center for the Arts Executive Director.

Chairman Osentoski called the meeting to order at 8:06 a.m.

PUBLIC COMMENTS

City Manager Kerbyson provided the board an update on the recently City Commission approved establishment of a social district downtown which includes a detailed business application, a management and maintenance plan and area map accepted by the State. Chief Frisch briefly reviewed how the social district will operate, area limits of the district and stated the district will be closed for various events such as Swing Out, Homecoming parades, etc. Chief Frisch stated the City Commission has the ability to suspend the district operation if issues arise, that the area limits will be identified by signage and that various City ordinances which conflict with the social district are being amended.

Discussion was held regarding the costs associated with setting up and maintaining the district, potential grants to help with the costs, if Chef G's would be able to participate within the district if a Tavern License was obtained and that the businesses participating in the district have ordered cups with business identification stickers as required.

CONSENT AGENDA

009 2021 03-24 Consent Agenda

It was moved by Ms. Marquardt and supported by Mr. Hogan to approve the Consent Agenda for March 24, 2021 as follows:

1. Approval of minutes of DDA meeting held on February 24, 2021; and
2. Approval of Treasurer Report and Bill Listing.

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

Nays: None.

Absent: Mr. Davis, Ms. Griggs, Mr. Burke and Mr. O'Brien.

Abstain: None.

MOTION CARRIED.

Executive Committee

Mr. Alt reported the committee met with Main Street representatives who provided recommendations on the next steps and areas to focus on and that a meeting with the full board will be held potentially in June.

MAIN STREET COMMITTEE REPORTS

Organization Committee

Maestro Community Manager Program

010 2021 03-24 Maestro Program Purchase

Mr. Alt reviewed the Maestro Community Manager software program capabilities, the timeline to get the program set up and operational and the \$50 per month cost for subscription to the program. After discussion, it was moved by Mr. Hogan and supported by Mr. Elzerman to approve the purchase of the Maestro Community Manager program.

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

Nays: None.

Absent: Mr. Davis, Ms. Griggs, Mr. Burke and Mr. O'Brien.

Abstain: None.

MOTION CARRIED.

Farmers' Market / Work Plan

011 2021 03-24 Farmers' Market Support

Mr. Alt updated the board on the Organization Committee's recommendation of support for the relocation of the Farmers' Market to the parking lot along Court Street behind the AT&T building and north of the river by purchasing three 10 ft. by 10 ft. pop up tents, 2 banner signs, 2 pennant flag signs, sidewalk signs, flyers and two portable restrooms for a total of \$4,000. Mr. Alt reported the tents would also be utilized for the Car Cruise events and reviewed the storage plan for the equipment. After discussion, it was moved by Mr. Osentoski and supported by Mr. Hogan to authorize the purchase of the items to support the Farmers' Market operation as described.

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

Nays: None.

Absent: Mr. Davis, Ms. Griggs, Mr. Burke and Mr. O'Brien.

Abstain: None.

MOTION CARRIED.

Monthly Business Meet Up Events

012 2021 03-24 Business Meet Up Events

Mr. Alt reviewed plans to restart the monthly Business Meet Up events in July and the associated \$200 monthly cost to hold the events. It was moved by Mr. Osentoski and supported by Ms. Bruman to approve a \$200 monthly expenditure for the Business Meet Up events to begin in July 2021.

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

Nays: None.

Absent: Mr. Davis, Ms. Griggs, Mr. Burke and Mr. O'Brien.

Abstain: None.

MOTION CARRIED.

Design Committee

Ms. Bruman reported the committee met to discuss construction of a new pavilion and that a meeting is scheduled for April 8th to review various options for the location and process for construction of a new pavilion. Discussion was held on the potential location of the pavilion in the lot along the river behind the AT&T building which will conflict with the Lapeer Days carnival, size, utility needs, the ability to utilize the pavilion to operate as a multi-use space for other events, parking area, the deteriorated condition of the parking lot, restrooms and the need to develop a management plan for the pavilion.

Pocket Park Security System

013 2021 03-24 Pocket Park Security System

Mr. Alt reviewed the cost estimate from Thumb Alarm Systems to install a security camera system in the Pocket Park. Mr. Alt reviewed the various system options available and connections for power and wireless access. Mr. Alt stated the recordings are stored for a week and reviewed how the cameras are able to be monitored. After discussion it was moved by Mr. Osentoski and supported by Ms. Marquardt to move forward with the purchase of a security camera system for the Pocket Park at a cost estimate of \$2,000.

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

Nays: None.

Absent: Mr. Davis, Ms. Griggs, Mr. Burke and Mr. O'Brien.

Abstain: None.

MOTION CARRIED.

Economic Restructuring Committee

Mr. Alt reported the committee has started research for the establishment of a Historic designation, is working on Business Recruitment and that he has met with various property owners on plans and needs for their current vacant spaces downtown. Mr. Alt provided an update on the status of the repair issues needed at the White Building at 350 N. Court St.

Promotion Committee

Ms. Marquardt reported Webcentre has completed a draft of the updated website and that Facebook followers are up to nearly 5,000.

Mr. Alt reviewed potential new locations for the Summer Concert Series, plans to begin the Car Cruise events and status of the 2021 Downtown Business Directory.

Center for the Arts

Ms. Lyons updated the board on current and upcoming exhibits at Gallery 194, the Art Pantry program, art classes, virtual performance events and plans to hold a drive-in movie event in the parking lot behind Choice One bank on May 1st.

Dan Sharkey left the meeting at 9:22 a.m.

STAFF REPORT

Mr. Alt updated the board on the Michigan Main Street Vibrancy grant, potential mural projects if the grant is received and a meeting on possible uses for the former Refuge location on Nepessing Street. Mr. Alt reported two new businesses are opening in the Lyric Mall and that the new owner of Fat Boy's Bar & Grill plans to change the venue to an Irish Pub. Mr. Alt also updated the board on the MSU Extensions crowd investment tool which is similar to crowd funding.

Ms. RaCosta left the meeting at 9:30 a.m.

NEW BUSINESS

Tilted Axis Brewery – Outdoor Seating Expansion – 303 W. Nepessing

014 2021 03-24 Tilted Axis Outdoor Seating Expansion

Mr. Alt reviewed the request from Tilted Axis Brewery to expand the seasonal outdoor seating along the east side of their building at 303. W. Nepessing St. Discussion was held on the need for more professional drawings for the outdoor seating areas and materials for the expanded area. After discussion, it was moved by Mr. Gerlach and supported by Mr. Osentoski to recommend the City Commission approve the request from Tilted Axis Brewery to expand their seasonal outdoor seating at 303 W. Nepessing St.

Yeas: Ms. Marquardt, Ms. Bruman, Mr. Osentoski, Mr. Roodvoets, Mr. Elzerman, Mr. Hogan and Mr. Gerlach.

Nays: None.

Absent: Mr. Davis, Ms. Griggs, Mr. Burke, Mr. O'Brien, Mr. Sharkey and Ms. RaCosta.

Abstain: None.

MOTION CARRIED.

Lapeer Art Association – Bench Warming Project

015 2021 03-24 LAA Bench Warming Project

Mr. Alt updated the board on the request from the Lapeer Art Association to manage the bench warming project to repaint the benches downtown in July. After discussion, it was moved by Mr. Gerlach and supported by Mr. Osentoski to support the LAA Bench Warming Project as described.

Yeas: Ms. Marquardt, Ms. Bruman, Mr. Osentoski, Mr. Roodvoets, Mr. Elzerman, Mr. Hogan and Mr. Gerlach.

Nays: None.

Absent: Mr. Davis, Ms. Griggs, Mr. Burke, Mr. O'Brien, Mr. Sharkey and Ms. RaCosta.

Abstain: None.

MOTION CARRIED.

ADJOURNMENT

There being no further business it was moved by Mr. Osentoski and supported by Mr. Hogan to adjourn the meeting at 9:49 a.m.

MEETING ADJOURNED.

Ms. Ginni Bruman
Secretary