

**CITY OF LAPEER  
MINUTES OF A REGULAR  
DOWNTOWN DEVELOPMENT AUTHORITY  
LAPEER MAIN STREET MEETING  
AUGUST 24, 2022**

A regular meeting of the City of Lapeer Downtown Development Authority and Lapeer Main Street was held at Lapeer City Hall, 576 Liberty Park, Lapeer, Michigan on Wednesday, August 24, 2022 at 8:00 a.m.

**Members Present:** Chairman Tim Roodvoets, Mayor Debbie Marquardt, Bailey RaCosta, Dan Gerlach, Catherine Bostick-Tullius, Tony Stroh, Mike O'Brien, Jason Rogers and Dan Sharkey (arrived 8:05 a.m.)

**Members Absent:** Vice Chairperson Ginni Bruman and Jeff Hogan.

**Also Present:** Executive Director James Alt, Police Chief Dave Frisch and Center for the Arts Executive Director Jill Lyons.

Chairman Roodvoets called the meeting to order at 8:02 a.m.

**PUBLIC COMMENTS**

Chief Frisch stated this will be his last DDA meeting as Police Chief due to his retirement in mid-September and that he has enjoyed attending the DDA meetings as it was beneficial to his position to know what is going on in downtown. Chief Frisch commented the City/downtown has a branding issue that the board should consider working to improve, that the City needs a cool name similar to other cities he has visited and commended the business owners and various board and commission members on their dedication to downtown.

**CONSENT AGENDA**

**065 2022 8-24 Consent Agenda**

It was moved by Gerlach and supported by Stroh to approve the Consent Agenda for August 24, 2022 as follows:

1. Approval of minutes of DDA meeting held on June 22, 2022; and
2. Approval of Treasurer Report and Bill Listings.

**Yeas:** Members Roodvoets, RaCosta, Marquardt, Gerlach, O'Brien, Bostick-Tullius, Sharkey, Stroh and Rogers.

**Nays:** None.

**Absent:** Members Bruman and Hogan.

**MOTION CARRIED.**

**EXECUTIVE COMMITTEE**

**Executive Director Contract**

Chairman Roodvoets reported the Executive Committee members met to discuss a strategy to add the Executive Director to the City's employee health insurance plan and that after reviewing the DDA budget it was the consensus of the committee that there were no funds available to pay the associated costs to offer the benefit. Chairman Roodvoets stated he will make a presentation to the City Commission requesting assistance with offering this benefit in order to be a competitive Main Street community.

Discussion was held on continuing the \$200 per month stipend, writing a statement to the City Commission regarding the lack of funding in the DDA budget for the benefit, the need to be a competitive Main Street community, the stated position on record of the four employee unions in opposition of the City providing this benefit to a non-City employee, funding obligations to the Center for the Arts and that the DDA needs to figure out how to fund this benefit. Additional discussion was held on the possibility of requesting the City to forgive the Downtown Lighting Improvement Project loan which would free up funds temporarily and City Attorney comments on changes needed to the current employment contract with the Executive Director.

**066 2022 8-24 City Commission Presentation - Executive Director Benefits**

It was moved by O'Brien and supported by RaCosta to recommend a presentation be made to the City Commission that the DDA has reviewed their budget and determined there is no funding to provide health care benefits to the Executive Director and to request assistance from the City to fund the benefit.

**Yeas:** Members Roodvoets, RaCosta, Marquardt, Gerlach, O'Brien, Bostick-Tullius, Sharkey, Stroh and Rogers.

**Nays:** None.

**Absent:** Members Bruman and Hogan.

**MOTION CARRIED.**

**COMMITTEE REPORTS/MINUTES**

**Design Committee – Gerlach’s Bowling Center Sign Assistance**

Director Alt reviewed the design rendering submitted by Gerlach’s Bowling Center for the Sign Assistance Program.

**067 2022 8-24 Sign Assistance Program – Gerlach’s Bowling Center**

It was moved by Bostick-Tullius and supported by Stroh to approve the sign design for the new Gerlach’s Bowling Center monument sign for reimbursement from the Sign Assistance Program.

**Yeas:** Members Roodvoets, RaCosta, Marquardt, Gerlach, O'Brien, Bostick-Tullius, Sharkey, Stroh and Rogers.

**Nays:** None.

**Absent:** Members Bruman and Hogan.

**MOTION CARRIED.**

**OTHER REPORTS**

**Center for the Arts**

CFA Executive Director Lyons updated the board on current and upcoming Galley 194 exhibits, events at the Pix Theatre, use of the facility during the Lapeer Days festival, art classes, the Art Pantry program and theater classes. Director Lyons reported installation of the new lighting system is nearly complete and distributed and reviewed the approved 2022-23 CFA Budget. Discussion was held on efforts made by the Center for the Arts to increase self-sufficiency which is complicated by the fact the building is not owned by the Center for the Arts non-profit organization, building maintenance costs and reduction in the overall percentage of the Center for the Arts budget received from the City and DDA.

Director Lyons stated it is the goal of the Center of the Arts organization to provide their employees with health benefits and better pay, to expand the audience area and to increase programming and public outreach.

Member O'Brien inquired on the Center for the Arts average monthly revenues and expenses and how the organization would address future reductions in funding.

### **Planning Commission – Zoning Ordinance Update**

Discussion was held on information received from the City Planning Consultant requesting feedback from the DDA on proposed updates to be considered by the Planning Commission at a public hearing scheduled for September 8<sup>th</sup> concerning the downtown area including removal of the CBD-2 district, new uses, increased maximum building height, building appearance and signage. Director Alt stated the Planning Commission does not plan to recommend allowing first floor residential uses in the CBD district at this time and reviewed various statistics on the benefits of permitting the use.

Catherine Bostick-Tullius left the meeting at 8:55 a.m.

### **STAFF REPORT**

#### **Main Street Program Update**

Executive Director Alt updated the board on plans to attend a MSU Extension workshop on connecting entrepreneurs and the community on September 14<sup>th</sup> and 15<sup>th</sup> in Alma.

#### **068 2022 8-24 MSU Extension Workshop – Travel Expense Reimbursement**

It was moved by Marquardt and supported by Stroh to approve travel expense reimbursement to the Executive Director to attend the MSU Extension workshop in Alma on September 14<sup>th</sup> & 15<sup>th</sup>.

**Yeas:** Members Roodvoets, RaCosta, Marquardt, Gerlach, O'Brien, Sharkey, Stroh and Rogers.

**Nays:** None.

**Absent:** Members Bruman, Hogan and Bostick-Tullius.

**MOTION CARRIED.**

Director Alt reported the DDA's pulse poll is now closed with 514 responses received, that he will be providing a tour of downtown to a MEDC representative speaking at an upcoming Economic Club luncheon, that the July 2022 Main Street Progress Report was included in the meeting packet and that Michigan Downtown Day is scheduled for September 24<sup>th</sup>.

#### **Main Street Training & MDA Annual Workshop Attendance**

Director Alt updated the board on plans and associated costs to attend the Michigan Main Street Training in Lansing on October 3<sup>rd</sup> and 4<sup>th</sup> and the MDA Annual Workshop in Muskegon on November 3<sup>rd</sup> and 4<sup>th</sup>.

**069 2022 8-24 Main Street Training & MDA Workshop Attendance**

It was moved by Stroh and supported by O'Brien to authorize expenses for the Executive Director to attend the Main Street Training in Lansing and the MDA Workshop in Muskegon

**Yeas:** Members Roodvoets, RaCosta, Marquardt, Gerlach, O'Brien, Sharkey, Stroh and Rogers.

**Nays:** None.

**Absent:** Members Bruman, Hogan and Bostick-Tullius.

**MOTION CARRIED.**

Mike O'Brien left the meeting at 9:07 a.m.

**DDA Informational Meeting**

Director Alt updated the board on the requirement for the DDA to hold two public informational meetings per year to potentially be scheduled in late September 2022 and in January or February 2023.

**OLD BUSINESS**

**Board Vacancies**

Director Alt updated the board on interest received from Ashley Fanson in serving on the DDA board and reviewed her experience and qualifications.

**070 2022 8-24 Board Member Recommendation - Ashley Fanson**

It was moved by Stroh and supported by RaCosta to recommend the Mayor appoint Ashley Fanson to the DDA board.

**Yeas:** Members Roodvoets, RaCosta, Marquardt, Gerlach, Sharkey, Stroh and Rogers.

**Nays:** None.

**Absent:** Members Bruman, Hogan, Bostick-Tullius and O'Brien.

**MOTION CARRIED.**

**BOARD MEMBER COMMENTS**

Dan Gerlach commented on concerns with the excessive sound level for various downtown events including Lapeer Days and Bike Nights and stated the set up for the Car Cruise events is not excessive.

Discussion was held regarding requesting a post Lapeer Days meeting with representatives of the Chamber of Commerce, DDA and City.

**ADJOURNMENT**

It was moved by Stroh and supported by Marquardt to adjourn the meeting at 9:21 a.m.

**MEETING ADJOURNED.**

**DRAFT**

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Bailey RaCosta, Secretary