

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
JANUARY 25, 2023**

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, January 25, 2023 at 8:00 a.m.

Members Present: Chairman Tim Roodvoets, Mayor Debbie Marquardt, Dan Gerlach, Catherine Bostick-Tullius, Mike O'Brien, Ashley Fanson, Jason Rogers, Jeff Hogan, Tony Stroh, Buddy Beyer and Bailey RaCosta.

Members Absent: Dan Sharkey and Tom LaMagna.

Also Present: Executive Director James Alt, Police Chief Jeremy Howe and Center for the Arts Executive Director Jill Lyons.

Chairman Roodvoets called the meeting to order at 8:01 a.m.

PUBLIC COMMENTS

There were no public comments.

CONSENT AGENDA

082 2023 1-25 Consent Agenda

It was moved by Bostick-Tullius and supported by Stroh to approve the Consent Agenda for January 25, 2023 as follows:

1. Approval of minutes of DDA meeting held on November 23, 2022;
2. Approval of Treasurer Report and Bill Listing;
3. Approval of 2022-23 Budget Amendment #1; and
4. Approval of FYE June 30, 2022 Audit Report.

Yeas: Members Roodvoets, Marquardt, Gerlach, Fanson, O'Brien, Bostick-Tullius, RaCosta, Hogan, Stroh, Rogers and Beyer.

Nays: None.

Absent: Members LaMagna and Sharkey.

MOTION CARRIED.

EXECUTIVE COMMITTEE

There was not a report.

COMMITTEE REPORTS/MINUTES

Committee reports/minutes were as submitted in the meeting packet.

OTHER REPORTS

There were no sub-committee reports.

Center for the Arts

Executive Director Lyons updated the board on recent and upcoming exhibits and art classes at Gallery 194 and Pix Theatre programs, shows, building rentals and attendance. Director Lyons also distributed and reviewed the CFA quarterly financial report and stated staff has completed AED device training.

Board Retreat

Discussion was held on the DDA board retreat held Saturday, January 21st in Owosso including the Transformation Strategy Development Plan listing overarching goals, measures of success and priority projects/activities. Discussion was held on the retreat location, Owosso's hospitality, downtown Owosso business owners cross-promotion and the possibility of holding a workshop/exchange day with Owosso DDA members.

083 2023 1-25 Transformation Strategy Plan

It was moved by Stroh and supported by Fanson to adopt Family-Friendly and Arts & Culture as the Transformation Strategy Plan.

Yeas: Members Roodvoets, Marquardt, Gerlach, Fanson, O'Brien, Bostick-Tullius, RaCosta, Hogan, Stroh, Rogers and Beyer.

Nays: None.

Absent: Members LaMagna and Sharkey.

MOTION CARRIED.

Discussion was held on the need to reorganize the DDA committee structure, priority items and committee roles and responsibility assignments, researching funding availability and potential downtown locations for installation of Electric Vehicle charging stations and the need to revisit establishing a 501C3 non-profit.

STAFF REPORT

Executive Director Alt updated the board on discussions with two potential consultants to assist with the historic designation project including next steps and cost factors, annual giving campaign funds raised to date of \$4,350, improvements planned to the downtown planters, the status of the Pure Michigan Pilot Program, the MSU FIT Assessment Program and MEDC's promotion highlighting the new Hernandez Mexican Food business opening.

NEW BUSINESS

Election of Officers

Discussion was held on the current slate and potential changes of DDA officers. Dan Gerlach informed the board he will be resigning from the DDA board effective after today's meeting and will no longer be able to serve as Treasurer. Discussion was held on duties of the Treasurer and members interested in the position.

084 2023 1-25 Election of Officers

It was moved by Stroh and supported by Marquardt to nominate and elect the following slate of DDA Officers:

Catherine Bostick-Tullius as DDA Chairperson;

Tim Roodvoets as DDA Vice Chairperson;

Mike O'Brien as DDA Treasurer; and

Ashley Fanson as DDA Secretary.

Yeas: Members Roodvoets, Marquardt, Gerlach, Fanson, O'Brien, Bostick-Tullius, RaCosta, Hogan, Stroh, Rogers and Beyer.

Nays: None.

Absent: Members LaMagna and Sharkey.

MOTION CARRIED.

Main Street NOW Conference

Discussion was held on the Main Street NOW Conference to be held in Boston on March 27th through 29th including estimated attendance costs per person, virtual session attendance options and other affordable in-state Michigan Main Street and Michigan Downtown Association workshops available for all DDA members. After discussion, it was the consensus of the board for only the Executive Director to attend the 2023 National Main Street NOW Conference in Boston.

2023 Event Schedule

Director Alt updated the board on the Promotion & Marketing Committee's recommendation for 2023 downtown events which include eliminating sponsorship of the Friday Bike Nights and combining the Grilled Cheese Fest with a Harvest Festival. Discussion was held on various issues with Friday Bike Nights, monitoring the level of business generated by the Summer Concert Series and Monday Car Cruise events and the need for more board member participation at downtown events. Discussion was also held on options for additional Friday night events during the Summer months, increasing utilization of the Center for the Arts and Pix Theatre for summer events and complaints on the noise level at downtown events.

Buddy Beyer left the meeting at 9:01 a.m.

085 2023 1-25 2023 Event Schedule

It was moved by Bostick-Tullius and supported by Stroh to approve the 2023 Event Schedule as presented.

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

Nays: None.

Absent: Members LaMagna, Sharkey and Beyer.

MOTION CARRIED.

Redevelopment Liquor License Requests

Director Alt updated the board on interest from two new businesses planning to open downtown in obtaining liquor licenses and summarized their options of either purchasing existing licenses currently in escrow or applying for a State Redevelopment or Development Liquor License. Alt reviewed the process and various steps required of the DDA, City and the business owner to apply for and obtain a Redevelopment or Development Liquor License.

ADJOURNMENT

It was moved by Marquardt to adjourn the meeting at 9:27 a.m.

MEETING ADJOURNED.

Bailey RaCosta, Secretary