**CITY OF LAPEER**

**MINUTES OF A REGULAR**

**DOWNTOWN DEVELOPMENT AUTHORITY**

**LAPEER MAIN STREET MEETING**

**NOVEMBER 25, 2020**

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. Nepessing Street, Suite 106, Lapeer, Michigan on Wednesday, November 25, 2020 at 8:00 a.m.

**Members Present:** Chairman Dan Osentoski, Vice Chairman Tim Roodvoets, Mr. Dan Sharkey, Mr. Mike Burke, Mr. Steve Elzerman, Ms. Bailey RaCosta, Mr. Jeff Hogan, Ms. Debbie Marquardt (arrived at 8:04 a.m.) and Mr. Dan Gerlach (arrived at 8:30 a.m.)

**Members Absent:** Mr. Ray Davis, Ms. Ginni Bruman and Ms. Sue Griggs.

**Also Present:** Mr. James Alt, DDA Executive Director, and Ms. Jill Lyons, Center for the Arts Executive Director.

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

**PUBLIC COMMENTS**

There were no public comments.

**CONSENT AGENDA**

It was moved by Mr. Roodvoets and supported by Mr. Hogan to approve the Consent Agenda for November 25, 2020 as follows:

1. Approval of minutes of DDA meeting held on October 28, 2020; and
2. Approval of Treasurer Report and Bill Listing.

**ON A ROLL CALL VOTE:**

**Yeas:** Ms. RaCosta, Mr. Osentoski, Mr. Sharkey, Mr. Hogan, Mr. Burke, Mr. Elzerman, Mr. Roodvoets.

**Nays:** None.

**Absent:** Mr. Davis, Ms. Bruman, Ms. Griggs, Mr. Gerlach and Ms. Marquardt.

**Abstain:** None.

**MOTION CARRIED.**

Ms. Marquardt joined the meeting at 8:04 a.m.

**Executive Committee**

Mr. Osentoski reported the committee will be scheduling a meeting to discuss renewal of Mr. Alt’s employment agreement.

**MAIN STREET COMMITTEE REPORTS**

**Organization Committee**

Mr. Alt reported Leigh Young of Michigan Main Street joined the last committee meeting to review the Fund Development Program which will be utilized next year and that a poll will be sent to the members to determine a meeting date in January to develop a project priority list.

**Design Committee**

Mr. Alt thanked Mr. Sharkey for his assistance in removing the Hometown Hero banners and reported the banners will be removed in October next year to avoid weather damages. Mr. Alt stated the committee will be meeting to identify 2021 projects.

**Economic Restructuring Committee**

Mr. Alt reported Ms. RaCosta is now the chairperson for the committee and updated the board on a potential 2021 project to expand the historic district downtown to include Nepessing Street which will allow property owners to take advantage of Federal and State tax credits.

**Promotion Committee**

Mr. Alt reported the Winter Fest event has been cancelled, that the Christmas parade has tentatively been rescheduled for December 18th and that the committee will focus on promoting Small Business Saturday and the Shop Small Bingo promotion.

**Center for the Arts**

Ms. Lyons updated the board on Center for the Arts activities including current and upcoming Gallery 194 exhibits, the Art Pantry project and virtual art and theatre programs. Ms. Lyons reported the number of visitors to Gallery 194 is down, that Pix Theatre January and February shows have been rescheduled to the 2021-22 Season and that the quarterly financial report was included in the meeting packet.

Mr. Gerlach joined the meeting at 8:30 a.m.

**STAFF REPORT**

**Website/Online Directory**

Mr. Alt reviewed the costs associated with updating the DDA website and developing an online 2021 Downtown Directory stating the anticipated cost for a 2 year contract with Web Centre after discount would be $3,840 per year and that a reduced amount of printed directories would still be produced. Ms. RaCosta of Web Centre stated the online directory would also include QR codes for individual businesses. Discussion was held regarding funds collected to date for the 2020 Directory which was not printed and advertising downtown Lapeer on billboards.

After discussion, it was moved by Ms. Marquardt and supported by Mr. Hogan to print 2,000 copies of the 2021 Downtown Directory and to utilize the Web Centre marketing company to update the DDA website and create an online 2021 Downtown Directory.

**ON A ROLL CALL VOTE:**

**Yeas:** Mr. Roodvoets, Mr. Elzerman, Mr. Burke, Mr. Hogan, Ms. Marquardt, Mr. Sharkey, Mr. Osentoski and Mr. Gerlach.

**Nays:** None.

**Absent:** Mr. Davis, Ms. Bruman and Ms. Griggs.

**Abstain:** Ms. RaCosta.

**MOTION CARRIED.**

**Laptop Computer and Printer Purchase**

Mr. Alt reported the cost to purchase a new laptop computer with related programs is $1,050. It was moved by Mr. Burke and supported by Ms. Marquardt to authorize the purchase of a new laptop computer and printer for the DDA Executive Director’s office.

**ON A ROLL CALL VOTE:**

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

**Nays:** None.

**Absent:** Mr. Davis, Ms. Bruman and Ms. Griggs.

**Abstain:** None.

**MOTION CARRIED.**

Mr. Alt updated the board on maintenance needed at the Pocket Park, the decision by the owners of the White Building/Opera House not to pursue a DDA Building Improvement Loan and the hiring of the new DDA Administrative Assistant Krystal Moralee.

**NEW BUSINESS**

**December Meeting Cancellation**

It was moved by Mr. Roodvoets and supported by Ms. Marquardt to cancel the December meeting of the DDA.

**ON A ROLL CALL VOTE:**

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

**Nays:** None.

**Absent:** Mr. Davis, Ms. Bruman and Ms. Griggs.

**Abstain:** None.

**MOTION CARRIED.**

**Social District**

Mr. Alt updated the board on efforts to create a Social District on Nepessing Street from Mason Street to Cedar Street to allow open carry of alcohol containers, container requirements in the district and plans to allow use of the district from 5 p.m. to 11 p.m. on Thursdays, Fridays and Saturdays on a year round basis through 2024. After discussion, it was moved by Mr. Marquardt and supported by Mr. Hogan to support the creation of a social district as described.

**ON A ROLL CALL VOTE:**

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

**Nays:** None.

**Absent:** Mr. Davis, Ms. Bruman and Ms. Griggs.

**Abstain:** None.

**MOTION CARRIED.**

**Board Vacancy**

Mr. Alt informed the board Elizabeth Moffitt submitted her resignation from the DDA board and reviewed the interest form received from Mike O’Brien. Discussion was held on Mr. O’Brien’s involvement in various downtown activities. After discussion, it was moved by Ms. Marquardt and supported by Ms. RaCosta to recommend the City Commission appoint Mike O’Brien to the DDA.

**ON A ROLL CALL VOTE:**

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

**Nays:** None.

**Absent:** Mr. Davis, Ms. Bruman and Ms. Griggs.

**Abstain:** None.

**MOTION CARRIED.**

Mr. Alt also informed the board that the processing of the monthly DDA financial documents will now be automated and integrated with the City of Lapeer’s new BS&A financial software system.

**OLD BUSINESS**

**Farmers’ Market Pavilion**

Mr. Alt updated the board on his multiple attempts to schedule a meeting with representatives of the Lapeer County Commission to discuss the status of the DDA’s obligation related to the Farmers’ Market pavilion and maintenance needed to the pavilion structure. Discussion was held on the possibility of relocating the Farmers’ Market operation to an alternate location possibly in the City-owned parking lot behind the AT&T building at Pine St./Court St. east of the rain garden and art sculpture on Court Street, costs to build a new and larger structure, the condition of the parking lot in the area behind the AT&T building and potential co-sponsors and grants available for the project.

**ADJOURNMENT**

There being no further business it was moved by Ms. Marquardt and supported by Mr. Roodvoets to adjourn the meeting at 9:22 a.m.

**MOTION CARRIED AND MEETING ADJOURNED.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ms. Ginni Bruman

Secretary