

# Downtown Development Authority

## Brownfield Redevelopment Authority

Board Meeting  
Wednesday, May 4, 2016  
6:30 p.m.

Present were: Groves, Carr, Johnson, Honea, Blessing, and Harrett

Absent were: Peterson, Soderstrom and Mainprize

Staff Present: Jean-Buhrer, Waterworth

Others: None

The following items were discussed:

1. The meeting was called to order by Groves at 6:35 p.m.

2. Public Comment  
None

3. **Approval of April 6, 2016 meeting minutes.**

The motion was made to recommend approval of the April 6, 2016 meeting minutes by Blessing, supported by Honea. All approved by verbal vote.  
Motion carried.

4. **FY 2016 Brownfield and DDA Financial Reports**

Jean-Buhrer reviewed and provided details of the Brownfield and DDA Financial Reports.

Discussion: Carr asked if it would be possible to include the old Kmart area in the DDA. Jean-Buhrer explained it can be done with an amendment however, it would open up the chance that other businesses could opt out and we could lose businesses currently in the DDA district.

5. **Tuesday Tunes on the Musical Mile Discussion**

Jean-Buhrer discussed the map sample and explained it is in the early stages. All businesses involved will be represented on the map and include their entertainment. Missy Healey has been delivering flyers for the Farmer's Market and is including flyers for the Tuesday Tunes to get merchants excited and want to be part of the event. Jean-Buhrer also spoke of advertising opportunities on PBS that would cost \$30.17 per spot for primetime. PBS has

110 spots we can purchase in conjunction with the Farmer's Market if interested.

Discussion: Johnson is currently advertising on PBS and has been very happy with the demographics it targets. It is less expensive than local channels and more effective than the ads she has placed at NCG. Jean-Buhrer suggested purchasing 28 ads would fit in the budget.

Jean-Buhrer also updated on the banner to be hung on the arches. Cost for 20 ft. stable portion of the banner is \$380 per banner. To order the 10 ft. changeable date portion is \$190 per banner. Johnson commented that the interchangeable section will allow the banner to be up for a longer period of time and the approximate \$400 cost per year would be a good investment. Groves agreed that it is a reasonable investment and will allow for more exposure. Jean-Buhrer advised the banner will go up June 10<sup>th</sup> on one side and June 13<sup>th</sup> on the other and stay up until the 29<sup>th</sup> of June.

Carr made the motion to move ahead with the purchase of (2) 20 ft. banners at \$380.00 each and (2) 10 ft. banners with changeable date option for \$180 each. In addition to the banners DDA will purchase (28) prime time PBS advertising spots for \$30.17 each. Harrett approved. All approved by verbal vote. Motion carried.

#### **6. Assessor Tax Revenue Estimation**

Jean-Buhrer presented the Financial Reports and reported that no changes have been made. Approximately \$44,000 left after de-commitment. Groves requested estimate of where we will be at year end with the new developments including Dollar Tree and Apartment projects. Jean-Buhrer will work with assessing and report back with numbers including tax estimates on the new projects if on tax roll 12/31/17.

#### **7. Michigan Downtown Association Flyer**

Jean-Buhrer discussed the movement in MI Legislation to eliminate DDA's and historical districts. Stressed importance to let the legislation know how important it is to keep them.

#### **8. Movoto's Grand Blanc Designation**

Jean-Buhrer discussed the article where Grand Blanc was ranked #6 in the Top 10 best places to live in Michigan. Jean-Buhrer spoke of the Michigan Downtown Authority meeting where they discussed ways to drive business to the downtown. Imlay City uses a DDA gift certificate program where residents can buy gift certificates at City Hall that are good to use at any DDA business to get money back into the downtown.

## 9. New Project or Idea(s)

- a. Façade improvement and discussion - No discussion
- b. Business Recruitment and Retention Discussion - Jean-Buhrer advised phone calls have been coming in regarding new business interest.
- c. Property Update and Discussion -
  - I. 11410 S. Saginaw Street - 90 day wait.
  - II. Reid Road Apartments - Jean-Buhrer discussed PUD updates.
  - III. 11350 and 11346 S Saginaw Street -The deal has fallen through and is back up for sale - 3 suites.
  - IV. 11236 S. Saginaw Street - Dollar Tree is scheduled to open on June 30<sup>th</sup>.
  - V. City Vacant Property - Jean-Buhrer reviewed map of available property.
- d. Redevelopment Liquor Licenses Discussion - Cheaper to purchase on escrow market.
- e. Main Street Discussion-
- f. Flower Discussion - Jean-Buhrer discussed and presented the sample self-watering hanging basket with flowers planted. \$55 per basket will purchase and plant (3) others to start with on corner of Grand Blanc Road and Saginaw Street. Harrett suggested using the master gardeners to aid in flower selection.

## 10. Miscellaneous

No other business

The meeting was adjourned at 7:35 PM

Respectfully Submitted,

Dianne M Waterworth  
Acting Recording Secretary  
Downtown Development  
Authority  
Brownfield Redevelopment  
Authority