

Downtown Development Authority Brownfield Redevelopment Authority

Board Meeting Minutes
Wednesday, March 1, 2017
6:30 p.m.

Present were: Groves, Carr, Harrett, Honea, Reid, Peterson, and Johnson

Absent were: Soderstrom, Blessing

Staff Present: Jean-Buhrer and Irwin

Others: Paula Schmidt

The following items were discussed:

1. The meeting was called to order by Groves at 6:30 p.m.
2. Public Comment - None
3. Approval of February 1, 2017 meeting minutes
The motion was made to recommend approval of the February 1, 2017 meeting minutes, once an addition of word “Minutes” after Board Meeting, by Honea, supported by Harrett. All approved by verbal vote. Motion carried.
4. DDA Events and Committee Agenda
Jean-Buhrer presented ideas from the Events Committee that met on February 7, 2017. It was a very well attended meeting with great input and ideas.
Follow-up to the Banner Discussion-The art teachers would prefer to wait until next year, to ensure there would be adequate time to devote to the project. Groves would like to keep updates on this project, as it is a unique addition to the community.
Jean-Buhrer also presented some additional ideas from the Events Committee that will be further discussed at future meetings.
 - a. First Fridays - Food Truck Festival Dates Approval
 - i. May 5th, June 2nd, July 7th, August 4th, September 1st - Jean-Buhrer stated the total budget for the project is attached, this is only a proposed budget. Jean-Buhrer would like to attempt a sponsorship idea to gain funding. Discussion regarding reaching out to the Chamber and including a member.

- ii. Advertising budget - Grand Blanc View - Half Color Page - Discussion regarding the most effective advertising options.
- iii. Entertainment Budget - Free Entertainment August 4th - Jean-Buhrer discussed the entertainment options, would like to use local talent, if possible. The free entertainment will be a band utilizing at-risk youth called Third Degree Burns, from Lapeer.

Motion to approve expenditure of up to \$5,610 for the First Friday Food Truck Festival by Honea, supported by Peterson. All approved by verbal vote. Motion Carried.

- b. Concerts in the Park - Food Truck with the Concerts
 - i. July 18th, July 25, August 1st - Parks and Rec actually runs this event. DDA would only be asked to cover the cost of the banner, which would be advertising the DDA. There are also logo possibilities for the DDA available.
 - ii. Advertising Budget - Grand Blanc View - Full Color Page, One Time -

Motion for approval of a \$600 expenditure for a banner for the Concerts in the Park by Harrett, supported by Carr. All approved by verbal vote. Motion Carried.

- c. Tuesday Tunes on the Musical Mile
 - i. June 27th and August 8th Dates Approval - Some discussion regarding other ideas for event, such as raffles and scavenger hunts.
 - ii. Advertising and Promotion Budget Discussion -

Motion for approval of Tuesday Tunes dates and budget by Honea, supported by Reid. All approved by verbal vote. Motion Carried.

5. FY 2017 Brownfield and DDA Financial Reports

Jean-Buhrer discussed the Brownfield Financial Report stating not much change, captured more taxes last month. She discussed the DDA Financial Report, stating there were only small changes and expenditures.
6. New Project or Idea(s) - To remain on future agendas
 - a. Façade Improvement and Discussion - Nothing new to report
 - b. Business Recruitment and Retention Discussion - Jean-Buhrer briefly discussed the Buy Local project.
 - c. Property Update and Discussion -
 - i. 11410 S. Saginaw Street (Old Marathon Station Site) - Amendments were approved at the Planning Commission meeting on February 20, 2017. Mr. Roye has until April 29, 2017 to begin construction.

- ii. Reid Road Apartments - Nothing new to report, still waiting on a signed PUD.
- iii. 11236 S. Saginaw Street (Aremia's Site) - Site plan was submitted, work should be started soon.
- iv. City Vacant Property - Sites are being marketed on Zoom Prospector, no interest yet. Developers use this site.
- d. Redevelopment Liquor Licenses Discussion - No requests at this time, option is still available. No expectations for immediate future requests.
- e. Flower Basket Discussion - Jean-Buhrer stated the original baskets purchased were returned after consulting with the florist. The baskets would not have allowed the flowers to reach full potential, larger baskets were purchased. These baskets were Michigan made and the florist is local in the community. The baskets were Flowers will be pinks, yellows, and purples. There were baskets previously purchased by Blessing that will be utilized on Grand Blvd.

Motion to approve an additional \$400 for flower baskets project by Johnson, supported by Honea. All approved by verbal vote. Motion Carried.

- f. Parking in the Downtown Discussion - Jean-Buhrer stated she will be meeting with the local business owners to discuss a plan for the old Prana Yoga site to be used as a parking lot.
- g. DDA District Boundary Features Discussion - Jean-Buhrer stated there have been some added features in regards to parking and will share when a consensus is reached.
- h. Target Market and Retail Market Analysis Studies Discussion - Jean-Buhrer mentioned this would be on a future budget.

- 7. Miscellaneous - Jean-Buhrer will be asking City Council to waive open air permit fees for Tuesday Tunes and First Friday Food Truck Festival. There was discussion regarding refundable deposits for food truck vendors to ensure attendance.
- 8. The meeting was adjourned at 7:29 P.M.
Motion to adjourn by Groves, support by Harrett. All approved by verbal vote.
Motion Carried.

Respectfully Submitted,

Christina Irwin
Acting Recording Secretary
Downtown Development
Authority