

DOWNTOWNMANISTEE

michigan

DATE: January 5, 2018
TO: DDA Board
FROM: Tyler Leppanen
RE: DDA Board Regular Meeting: January 5, 2017

The DDA Board shall convene at 8:00 am on Wednesday, January 10, 2018 at Manistee Blacker Airport. There is a slight scheduling conflict, so the meeting will begin in the conference room and move to the larger area after the general business items are completed at 8:30am.

The financial statements are not ready. Vanderwal, Spratto and Richards said that they are busy with tax season and forgot to get the bank statements until Friday. There also were some issues with my accounting of the downtown dollars account that I am working to correct. I hope to have the financial statements in time for the board meeting.

I have changed the agenda somewhat from the last board due to some unforeseen issues to be discussed. Also, I will keep us on the scheduled times, so we need to be efficient with our discussions and we can loop back around at the end of the meeting to cover issues that were not resolved.

If you have any other updates or new information before the meeting, please send it along to myself and the Board. You can call my office number at (231) 398-3262 or email me at tyler.leppanen@manisteedowntown.com with any questions or concerns you may have.

Manistee DDA
January 10, 2017 @ 8:00am
Manistee Blacker Airport

Strategic Planning Agenda

1. Call to order – Chair
2. Approval of Agenda
3. Public comment. (Limit 5 minutes per person.)
4. Approval of December 13, 2017 Regular Meeting Minutes
5. Financial Report
6. Director Review of Current Strategic Plan (5 minutes)
7. Discussion on Economic Development (30 minutes)
8. Review DDA Board Strategic Goal (15 minutes)
 - a. Identify strategies, timing and how to measure success
 - b. Discussion on general issues or concerns that do not fall within a committee
9. MSU Sustainable Built Environment Initiative (20 minutes)
 - a. Review and comments to send back to MSU
10. Update on Redevelopment Committee Activities (45 minutes)
 - a. Set priorities and projects
 - b. Identify how to measure success
11. Update on Business Development Committee Activities (45 minutes)
 - a. Set priorities and projects
 - b. Identify how to measure success
12. Update on Design Committee Activities (45 minutes)
 - a. Set priorities and projects
 - b. Identify how to measure success
13. Marketing & Promotions (45 minutes)
 - a. Discussion on how we utilize marketing dollars
 - b. Discussion on events and what our goals are for events
 - c. Set priorities and events
 - d. Identify how to measure success
14. Public Comment. (Limit 5 minutes per person.)
15. Adjournment

MINUTES
REGULAR MEETING OF THE MANISTEE DDA
COUNCIL CHAMBERS, CITY HALL
WEDNESDAY, DECEMBER 13 – 12:00 P.M.

CALL TO ORDER: Meeting called to order by Chairperson Brooks at 12:01pm.

MEMBERS PRESENT: Valarie Bergstrom, Rachel Brooks, Tamara DePonio, T Eftaxiadis, Karen Goodman, Barry Lind, Todd Mohr, Jim Smith

STAFF PRESENT: Tyler Leppanen

MEMBERS ABSENT: None.

OTHERS PRESENT: Roger Zielinski and Thad Taylor

APPROVAL OF AGENDA:

Motion by Mohr to approve the agenda as presented. Motion supported by Smith and concurred by unanimous vote.

APPROVAL OF MINUTES OF REGULAR MEETING OF OCTOBER 11, 2017

Motion by Smith to approve the minutes of October 11, 2017. Motion supported by Bergstrom and concurred by unanimous vote.

PUBLIC COMMENTS

None.

COMMITTEE REPORTS:

Design

No update.

Marketing and Promotions

Brooks stated that 2018 events were confirmed and sponsorship packets would be sent out. There was discussion about Women's Wine and Chocolate, tabled to be discussed at Strategic Planning session.

Redevelopment

Eftaxiadis informed the Board that there was no meeting this month. There are three main issues the committee is working on: Rental Rehabilitation grants, MSU conceptual plans, and commercial rehabilitation district.

Business Development

Bergstrom had three updates. The committee requested the Chamber reconsider the S.C.O.R.E. program, and the committee is working on starting two separate business plan competitions. Leppanen to send video of Ludington's "Momentum" to the Board.

FINANCIAL REPORTS

September Check Register

Motion by Eftaxiadis to approve the September Check Register. Motion supported by Smith. Yeas All. Motion Carried.

October Financial Statements

Motion by Smith to approve the October Financial Statements. Motion supported by Eftaxiadis. Yeas All. Motion Carried.

November Financial Statements

Motion by Lind to approve the November Financial Statements. Motion supported by Eftaxiadis. Yeas All. Motion Carried.

OLD BUSINESS

Marketing and Promotions Committee Chair

Mohr nominated Brooks as Marketing and Promotions Committee Chair. Nomination supported by Bergstrom. No other nominations were received. Yeas All.

BOARD MEETING SCHEDULE

Motion by Lind to approve the 2018 DDA Board Meeting Schedule. Motion supported by Bergstrom. Yeas All. Motion Carried.

NEW BUSINESS

Budget Amendment 12-13-17

There was discussion about why Women's Wine and Chocolate event was not working. Lind believes that the event should be drawing the committee's target demographic. Brooks explained that the merchants at the meeting did not like the event because they were not seeing sales the day off and the event saw a decline in attendance. Leppanen suggested that ticket sales not being online and only at two locations was the cause in decline and that merchants should view the event as advertising not necessarily to drive sales.

Item was tabled for future meeting.

Annual Audit Fiscal Year 2016/2017

Lind and Eftaxiadis questioned why the auditor was not there to present. Leppanen said that he was unsure if the Board wanted or needed a presentation. The consensus was to delay approving the audit until a presentation can be made at the February Board meeting.

Item was tabled for February meeting.

Draft Strategic Plan

Changes to the correct date and location were made. Brooks suggested that comments for strategic plan be made prior to the meeting. Leppanen suggested December 27 as the deadline for comments. Lind requested that Leppanen send current strategic plan and reminder for the deadline at least a week prior.

Motion by Smith to approve the Strategic Plan Agenda. Motion supported by Bergstrom. Yeas All.
Motion Carried.

ADJOURNMENT

Motion by Smith for adjournment at 1:53 pm. Supported by Goodman and concurred by unanimous vote.

Valarie Bergstrom, Secretary

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