

C-1
Approved
2-11-09

Downtown Development Authority
City of New Baltimore
Minutes
Wednesday, January 14, 2009

Call to Order: at 6:21 PM by Chair, Sandy McClure.

Members Present: 1) Sandy McClure, Chair, 2) Bonnie Vanderbossche, Treasurer, 3) Nancy Gruca, 4) Mark Lietke, 5) Dick Pierson, 6) Joe Drompp, 7) Shannon Longstaff, 8) Chris Nellis, 9) Karl Rutledge, 10) Tom Goldenbogen, 11) Dorothy Stabile.

Not Present: 12) Max Plante (excused).

Quorum: 8 of 12 (at Roll call)

Also Present: Judy Sproat, Director of Planning and Economic Development

Guests Present: None.

Minutes of December 10, 2009 were approved as presented by MOTION of Bonnie Vanderbossche, and seconded by Dorothy Stabile. All in favor. Motion carried.

Minutes from the September 3, 2008 meeting were not forwarded for approval and will be added to next months agenda.

Agenda item #5 was added as Chamber/School. MOTION to approve the agenda as revised by Joe Drompp, seconded by Bonnie Vanderbossche. All in favor. Motion carried.

Treasurers Report by Bonnie Vanderbossche included interest of 18 cents. Reimbursement to Max Plante for the kayak race and sponsorship for the Lions Winterfest of \$700.00, leaving a checking account balance of \$808.98. No change on the time deposit, leaving a balance of \$134,793.81. No change on the business loan.

A draw from the certificate was requested as we paid out \$400.00 in prize money since this report was prepared, leaving a checking account balance \$408.98. The certificate balance should stay between \$3,000.00 and \$3,500.00.

MOTION by Nancy Gruca, second by Mark Lietke to transfer \$2,500.00 from certificate to checking account. All in favor. Motion carried.

Chair Sandy McClure explained we need to renew our non profit membership with the Chamber of Commerce for \$79.00. MOTION by Dorothy Stabile, second by Mark Lietke to renew. All in favor. Motion carried.

MOTION by Mark Lietke, second by Dorothy Stabile to accept the treasurers' report as read. All in favor. Motion carried.

Public Comments: None.

Meeting Date: Chair Sandy McClure indicated the next meeting date will be February 11, 2009 at 7:00 P.M.

1. Election of Officers: The proposed officers were listed as follows:
Sandy McClure, Chairperson; Dick Pierson, Vice Chairperson; Max Plante, Secretary; Bonnie Vanderbossche, Treasurer. MOTION by Karl Rutledge, second by Nancy Gruca, to approve the slate of officers as listed. All in favor. Motion carried.

2. Approval of Stocking Contest Winners: The checks have already been sent and were previously approved. Winners were the Wise Men Family, Dr Seuss, Supporting Our Protectors an Army Boot, and an honorable mention for Miss Mary from the pre-school and the Flasher. Next year a panel of judges over the ballot process was recommended. A business owner, school teacher and community leader may produce more applicants.

3. Winterfest was discussed by Karl Rutledge. Currently almost 60 plungers have registered. The dates are February 24th and 25th at the new beach. There will be a chili cook off on Saturday night and Sunday is the plunge.

5. Chamber/School

Chairperson Sandy McClure explained the Chamber of Commerce needs their website enhanced. Since the DDA was discussing a community website, the chamber researched a program at the High School to employ a co-op student, 15 hours a week minimum at minimum wage of \$7.40/Hr. They would report to the Chamber and it would be a part of their grade. Lisa Edwards wondered if the DDA wanted to share the student for the DDA website. They want to keep the student on for the entire second semester of 4 months. The cost would work out to \$888.00. Mr. Rutledge asked about the person running the City of New Baltimore's website. Judy Sproat explained it would be difficult to coordinate. Mike Wojciechowski has been working on a website already for the DDA for the Blueprint program. The question of FICA and State Tax was discussed. Sub contracting was suggested as not to pay payroll taxes. Sandy McClure explained the Chamber of Commerce will be paying the student and we would be reimbursing them for a number of hours. Investigating the services of Mike Wojciechowski was discussed. The Chamber being for all surrounding communities was an issue, not just representing the City of New Baltimore.

Judy Sproat explained having access to the IT Administrator at the City on a regular basis would be helpful. A separate DDA website was suggested by Judy Sproat. Help from the City was discussed. A City website vs. a link on the City website was discussed. Having the student work at city hall was suggested while working on the DDA so not to overlap with the Chamber work. More information was requested before a decision could be made. Sandy McClure suggested there are employees at the City who could help also. A formal request should be made to the City for help.

Judy Sproat will follow up with Mike Wojciechowski to see if he has a design for the DDA Website. If not, a request to the City to establish the website will be made and she will update it as needed. Formal help from the City will be needed at some point.

4. Blueprints

Judy Sproat explained that at the last meeting the four sub-committees she was recommending were presented. She gave a brief description of each.

Organization involves getting everyone working towards the same goal, and assembling the appropriate human and financial resources to implement a downtown revitalization program. A governing board and standing committees make up the fundamental organizational structure of this volunteer program. This structure divides the workload and delineates responsibilities, and builds consensus and cooperation. Under the traditional Mainstreet program the organization committee is the DDA board.

Promotion sells a positive image of the commercial district, and encourages consumers and investors to live, work, shop, play and invest in the downtown district. By marketing the unique characteristics to residents, investors, business owners and visitors an effective promotional strategy forges a positive image throughout advertising, retail promotional activity, special events and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

Design means getting the downtown district in top physical shape, capitalizing on its best assets, such as historical buildings, and pedestrian oriented streets. An inviting atmosphere created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping conveys a positive visual message about the commercial district and what it has to offer. Instilling good maintenance practices, enhancing the physical appearance by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems and long range planning.

Economic Restructuring or Business Development works to strengthen the communities existing economic assets, while expanding and diversifying its economic base. The main street strategy helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and economic uses to build the commercial district that responds to today's consumer needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the downtown district.

Judy Sproat explained when you take a plan and identify the tasks the consultants have laid out for us and split it among four committees you are achieving successes across the board. She is recommending establishing sub committees and using the main street 4 point approach to start tackling some of the tasks that are identified in the blueprint. The consultants had two pages of year one tasks. She incorporated those into the four committees. You will see a marketing and promotion work plan, a business development work plan, and an organization and design work plans. She wants to make sure this is the work we want to accomplish this year and discuss establishing the committees. She recommended one board member as a chair, establishing a day and time for the sub committee to meet and post it for the public. Any decisions will be a recommendation to the DDA.

Discussion continued regarding how to attract committee members. An open ended commitment was proposed. Developing a large base is the goal. Each committee's work plan was discussed and priorities assigned as follows:

Marketing and Promotion Committee Work Plan

1. Develop a downtown website
2. Produce and distribute lure brochure for entire City
3. Insert in the Channel / online
4. Produce and distribute walking map for Downtown

Mike Wojciechowski discussed the website and purchasing the name was recommended. downtownnewgbaltimoremi.com or newbaltimoredowntown.com was suggested and Ms. Sproat will investigate and purchase the domain name and will be reimbursed.

Business Development Committee Work Plan

1. Develop a database of building owners and tenants, communication strategy
2. Develop a spreadsheet of available retail and office space for lease
3. Develop a strategy for marketing the City owned property on and near the bay for private development
4. Provide maximum amount of outdoor seating
5. Develop recruitment strategy for clustering, finding businesses that complement each other

Organization Committee Work Plan

The DDA has already adopted the Downtown Blueprint Plan as the foundation for the DDA and TIFA plans

1. Update DDA and TIFA Plans
2. Establish information center in Library, City Hall, Chamber of Commerce
3. Distribute information concerning the use of historic tax credits to downtown building owners
4. Host Bi-Annual Public Forums

Discussion regarding the proposed harbor followed. The federal stimulus package and the City's list of improvements were discussed. The water tower was discussed. Funding for the Police Department move to City Hall was also discussed. Given the current economic conditions, City Council is reluctant to spend. The possibility of relocating the rec center and police department was discussed.

The Blueprints suggestion for removal of trees at the park is very unpopular. The view to the water is important. The design is important and should be in place. The design of the park was discussed. Moving the pavilion was suggested. Reworking the park and whose turf it is was also discussed. Would the DDA keep up the proposed harbor. They Mayor indicated it would most probably be a separate district.

Design Committee Work Plan

1. Create and operate one-stop shop
2. Work with City, HDC and qualified preservation architect to prepare downtown design guidelines
3. Design and install flower baskets on light poles in downtown (the fiberglass poles need to be replaced first as they will not hold the weight)
4. Design and install art racks – bike racks which also serve as public art

The Mayor indicated the DDA did not have to pay for everything. The recreation board has funding as well. Judy Sproat explained the design committee will work on a priority list, review the budget, look at other funding sources both private and public donations. Discussion continued about a new TIF program incorporating the park and city hall. We need to find more money. Ms. Sproat suggested she could invite some people from the County and State to discuss expanding the DDA district. She will try to arrange that for the next meeting.

Angle parking was discussed. The city engineer will be invited to our next meeting. A preservation architect who would volunteer was suggested. Web design was discussed. Establishing the committees was discussed.

The entire DDA board is on the Organization committee. Arranging the other committees was discussed. Members volunteered for the following committees:

Marketing and Promotion: Dorothy Stabile, Karl Rutledge

Business Development: Max Plante, Joe Drompp, Richard Pierson, Mark Lietke

Design: Max Plante, Tom Goldenbogen, Shannon Longstaff, Nancy Gruca, Bonnie Vanderbossche, Sandy McClure, Dorothy Stabile, Chris Nellis.

Ms. Sproat will summarize and prepare a public proposal for DDA review before distribution. She thanked everyone for their participation. She also suggested adding to the Marketing and Promotion work plan coordinate activities with Ride the Wave, Lions, the Chamber etc.

Sandy McClure explained State Representative Jennifer Haase is a new tenant downtown.

Judy Sproat explained that as an update somebody is looking at Johnny's restaurant and has applied to City Council for the liquor license agenda. A woman is also looking at the old funeral home to do a winery. The proximity to the church may be an issue. The Mayor discussed a possible new law regarding that proximity. The Burger King proposal was tabled at the City Council meeting. The sound, light, traffic and odor was discussed. The status of Bullfrog was also discussed.

MOTION to adjourn made by Joe Drompp, second by Bonnie Vanderbossche. All in favor. Motion carried. Meeting adjourned.

Respectfully submitted,
Annette Girodat

