**CITY OF LAPEER**

**MINUTES OF A REGULAR**

**DOWNTOWN DEVELOPMENT AUTHORITY**

**LAPEER MAIN STREET MEETING**

**JUNE 22, 2022**

A regular meeting of the City of Lapeer Downtown Development Authority and Lapeer Main Street was held at Lapeer City Hall, 576 Liberty Park, Lapeer, Michigan on Wednesday, June 22, 2022 at 8:00 a.m.

**Members Present:** Chairman Tim Roodvoets, Vice Chairperson Ginni Bruman, Mayor Debbie Marquardt, Dan Gerlach, Jeff Hogan, Catherine Bostick-Tullius, Tony Stroh, Dan Sharkey, Jason Rogers and Mike O’Brien (arrived 8:06 a.m.)

**Members Absent:** Bailey RaCosta.

**Also Present:** Executive Director James Alt, Police Chief Dave Frisch and Center for the Arts Executive Director Jill Lyons.

Chairman Roodvoets called the meeting to order at 8:00 a.m.

Chairman Roodvoets welcomed Jason Rogers back to the DDA board.

**PUBLIC COMMENTS**

There were no public comments.

**CONSENT AGENDA**

**063 2022 6-22 Consent Agenda**

It was moved by Marquardt and supported by Gerlach to approve the Consent Agenda for June 22, 2022 as follows:

1. Approval of minutes of DDA meeting held on May 25, 2022; and
2. Approval of Treasurer Report and Bill Listing.

**Yeas:** Members Roodvoets, Bruman, Marquardt, Gerlach, Hogan, Bostick-Tullius, Sharkey, Stroh and Rogers.

**Nays:** None.

**Absent:** Members RaCosta and O’Brien.

**MOTION CARRIED.**

**EXECUTIVE COMMITTEE**

There was not a report from the Executive Committee.

**COMMITTEE REPORTS/MINUTES**

Chairman Roodvoets stated the committee reports are as submitted in the meeting packet.

**OTHER REPORTS**

**Sub-Committee Business**

Mr. Alt reported the Economic Vitality Committee worked on the Yifty Community Downtown Dollars Card program and that the draft Case Statement should be emailed to the members soon.

**Center for the Arts**

CFA Executive Director Lyons updated the board on current and upcoming Galley 194 exhibits, art classes, the Art Pantry program, student field trip tours, the youth theater program and building rentals. Lyons also updated the board on the lighting project scheduled to be completed the last two weeks of July and stated the next Pix season has been booked and the committee is working on the new brochure. Lyons reviewed various issues in the Pix building caused by a recent electricity brown out.

Mike O’Brien arrived at 8:06 a.m.

**STAFF REPORT**

**Main Street Program Update**

Executive Director Alt stated his report is as submitted in the written report included in the meeting packet and summarized other electrical issues reported by downtown businesses due to the electrical brown out.

**NEW BUSINESS**

**Fund Development Services – Kennari Consulting**

Mary Sumners and Steven Hernandez of Kennari Consulting provided and reviewed the National Main Street Program Fund Development Service Assessment and Plan of Work for the Lapeer DDA. Sumners and Hernandez reviewed various topics including:

* Giving cycle of donors
* Methods and approach for:
  + The board of directors and philanthropic infrastructure and practices
  + implementation priorities
  + key priorities
* Strengthening the board for philanthropy including:
  + Board and committee structure
  + Term limits
* Improving Infrastructure for Philanthropy including:
  + Fundraising
  + Staffing
  + Communication tools
* Improving and Expanding Annual Giving including:
  + Donor communication
  + Community partners
  + Event evaluation and use of QR codes
  + Volunteer appreciation
  + Grant assessment
  + Major gift program

Summers and Hernandez also reviewed the Plan of Work items for June to November 2022 including:

* Meeting schedule
* Communication plan
* Major gift/fundraising strategy
* Corporate partners
* Events

Discussion was held on the role of Kennari Consulting working directly with the DDA on fund development and cultivating events to increase and utilize for fundraising.

**Case Statement**

The draft Case Statement will be emailed to members.

**Yifty Community Downtown Dollars Card**

Alt summarized the proposed Yifty Community Downtown Dollars Card program consisting of a Mastercard gift card that can only be utilized at registered downtown businesses. Discussion was held on a timetable to evaluate the success of the program, costs and benefits to participating merchants and whether the card can be utilized for online purchases.

**064 2022 6-22 Yifty Downtown Dollars Gift Card Program**

It was moved by Bostick-Tullius and supported by Hogan that the DDA proceed with registering for the Yifty Community Downtown Dollars Card program.

**Yeas:** Members Roodvoets, Bruman, Marquardt, Gerlach, Hogan, Bostick-Tullius, Sharkey, Stroh, Rogers and O’Brien.

**Nays:** None.

**Absent:** Members RaCosta.

**MOTION CARRIED.**

**Building Codes on Main Street Workshop**

Alt informed the members of an online workshop for Building Codes on Main Street available at a cost of $170 to be held on August 2, 3 & 4 from 10 a.m. to 3 p.m.

**Main Street Community Self-Assessment**

Alt reported the Main Street Community Self-Assessment results of Standards 2 and 3 will be reviewed at the next meeting.

**OLD BUSINESS**

**Board Vacancies**

Mr. Alt reported Ray Davis has resigned resulting in two current vacancies on the DDA board. Discussion was held on potential replacements and ways to increase youth involvement on the board.

**BOARD MEMBER COMMENTS**

Dan Gerlach stated he will offer $500 toward a 10% match on the Yifty Downtown Dollars Card program.

**ADJOURNMENT**

It was the moved by Gerlach to adjourn the meeting at 9:49 a.m.

**MEETING ADJOURNED.**

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Bailey RaCosta

Secretary