**CITY OF LAPEER**

**MINUTES OF A REGULAR**

**DOWNTOWN DEVELOPMENT AUTHORITY**

**LAPEER MAIN STREET MEETING**

**JANUARY 22, 2020**

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, January 22, 2020 at 8:00 a.m.

**Members Present:** Chairman Dan Osentoski, Mr. Dan Gerlach, Mr. Tim Roodvoets, Mr. Ray Davis, Ms. Ginni Bruman, Mr. Tony Macksoud, Ms. Sue Griggs, Ms. Debbie Marquardt and Ms. Elizabeth Moffitt.

**Members Absent:** Mr. Bruce Cady and Mr. Dan Sharkey.

**Also Present:** Mr. James Alt, DDA Executive Director, Mr. Dale Kerbyson, City Manager, and Ms. Jill Lyons, Center for the Arts Executive Director.

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

**PUBLIC COMMENTS**

Chairman Osentoski welcomed Elizabeth Moffitt, owner of Elm Beauty Bar, to the board.

There were no public comments.

**CONSENT AGENDA**

It was moved by Mr. Gerlach and supported by Ms. Marquardt to approve the Consent Agenda for January 22, 2020 as follows:

1. Approval of minutes of DDA meeting held on November 27, 2019;
2. Approval of Treasurer Report and Bill Listing; and
3. Approval of 2019 Annual Financial Report.

**MOTION CARRIED.**

**Executive Committee**

Adoption of IRS Code Section 125 Plan

Chairman Osentoski reviewed his recommendation to adopt the Internal Revenue Code Section 125 in order to allow Executive Director James Alt to receive a $200 per month pre-tax based salary increase benefit to assist with health insurance premium costs. After discussion, it was moved by Mr. Davis and supported by Mr. Roodvoets that the DDA adopt Internal Revenue Code Section 125 Plan. **MOTION CARRIED.**

Executive Director Employment Agreement

Chairman Osentoski reviewed his recommendation to amend the Employment Agreement with James Alt to accommodate the $200 per month health insurance premium payment assistance. After discussion, it was moved by Mr. Davis and supported by Mr. Roodvoets to amend the Employment Agreement with Executive Director James Alt to include a $2,400 annual salary increase as proposed. **MOTION CARRIED.**

**MAIN STREET COMMITTEE REPORTS**

**Organization Committee**

Mr. Osentoski reported the committee met to discuss the Illuminate Lapeer project funding and scheduling a board member retreat. Mr. Alt reported the half day retreat will be facilitated by a Michigan Main Street Program representative and is tentatively scheduled for the morning of Saturday, March 14th at the William Peter mansion in Columbiaville.

**Design Committee**

There was not a report.

**Economic Restructuring Committee**

There was not a report.

**Promotion Committee**

Mr. Alt reported the committee has a new chairperson and has met to discuss the current promotional event schedule and potentially scaling down the number of October events.

**Center for the Arts**

Ms. Lyons updated the board on ticket sales, demographics, current and upcoming Gallery 194 exhibits and Pix Theatre performances. Ms. Lyons reported a Motown themed fundraiser for the Center for the Arts is scheduled for February 29th.

**STAFF REPORT**

Mr. Alt updated the board on the 2019 Impact Report and discussion was held on amending the report to identify the DDA more clearly in the report. Mr. Alt reported he will be completing the MDA Downtown Management Certification program course and that he now serves on the State Legislative Action committee. Mr. Alt also reported he is working on strategies to promote citizen participation in the 2020 Census and engaging the youth community to participate in downtown activity.

**NEW BUSINESS**

**Board Vacancies**

Discussion was held on persons interested in being appointed to fill the two remaining vacancies on the DDA board. After discussion, it was the consensus of the board to recommend the Mayor appoint Steve Elzerman of Edward Jones Financial to the DDA board.

**Election of Officers**

Discussion was held on members interested in serving in the DDA Chairperson, Vice Chairperson, Treasurer and Secretary positions. After discussion, it was moved by Mr. Davis and supported by Ms. Griggs to nominate and elect Dan Osentoski as DDA Chairman, Tim Roodvoets and DDA Vice Chairman, Dan Gerlach as DDA Treasurer and Ginni Bruman as DDA Secretary. **MOTION CARRIED.**

**2020 Main Street Community Service Plan Adoption**

Mr. Alt reviewed the proposed 2020 Main Street Community Service Plan including various services to be offered by the Michigan Main Street Program. Discussion was held on business recruitment services offered and the need to increase promotions intended to draw people downtown during the winter months. After discussion, it was moved by Ms. Bruman and supported by Mr. Gerlach to adopt the 2020 Main Street Community Service Plan. **MOTION CARRIED.**

**National Main Street Conference**

Mr. Alt reported the 2020 National Main Street Conference will be held in Dallas Texas May 18th through 20th and recommended an additional DDA member consider attending the conference in order to participate in additional workshops offered at the conference. It was moved by Mr. Roodvoets and supported by Mr. Gerlach to approve Mr. Alt attend the 2020 National Main Street Conference in Dallas Texas May 18th through 20th. **MOTION CARRIED.**

**OLD BUSINESS**

**Illuminate Lapeer Project Loan**

Mr. Osentoski updated the board on efforts to obtain a loan from Lakestone Bank to fund the DDA’s portion of the Illuminate Lapeer project. After discussion on the need to continue fundraising efforts for the project, it was moved by Mr. Roodvoets and supported by Ms. Marquardt to authorize Chairman Osentoski as a signatory on the proposed loan from Lakestone Bank in the amount of $22,000 for a 5 year period at an interest rate of 3½% with annual payments of $4,803 for the Illuminate Lapeer project. **MOTION CARRIED.**

**OTHER BUSINESS**

**Bank Account Signatory Authorization**

It was moved by Mr. Davis and supported by Ms. Griggs to update and authorize Harry Green, Dan Osentoski, Dan Gerlach and Tony Macksoud as signatories on all DDA checking and savings accounts. **MOTION CARRIED.**

Discussion was held on the need for pavement markings for the one-way traffic flow direction on Park Street, downtown sidewalk snow removal, contacting other communities to determine how sidewalk snow removal is handled and the responsibility of the business owner to clear sidewalk to the curb. Discussion was also held on City enforcement efforts on snow removal violations, handicap access along Nepessing Street and the potential visibility issue at the intersection of Court Street and Park Street due to snow storage.

**ADJOURNMENT**

There being no further business it was moved by Mr. Davis and supported by Mr. Roodvoets to adjourn the meeting at 9:09 a.m. **MEETING ADJOURNED.**

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Ms. Ginni Bruman

Secretary