

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET  
CITY OF OTSEGO  
February 11, 2019  
7:30 A.M., Otsego City Hall

A Regular Meeting of the Otsego Downtown Development Authority (D.D.A.)/Main Street Board was held Monday, February 11, 2019.

Chairman Bennett called the meeting to order at 7:30 a.m. with the following members present: Stacey Withee, Scot Reitenour, Ben Pobocik, Kim Rayburn, Bruce Meles, Cyndi Trobeck, and Sue Cramer. Absent: Toby Esterline. Also present: Joel Saukas, Main Street Manager; City Manager, Aaron Mitchell; City Finance Director, Matthew Storbeck; and Economic Development Director, Dave Rayman.

APPROVAL OF REGULAR MINUTES

Member Withee moved to approve the January 15, 2019, minutes, seconded by Member Cramer. CARRIED

TREASURER'S REPORT

Member Meles moved to approve the January Treasurer's Report, seconded by Member Pobocik. CARRIED.

Member Esterline – arrived at 7:34 a.m.

PRESENTATIONS

A. PRESENTATION BY DAN MARTIN, OWNER OF KZOOM ON MARKETING MATERIALS FOR DOWNTOWN OTSEGO

Mr. Dan Martin, owner of Kzoom, was in attendance to give an overview of his company and what they offer to their clients. He reviewed the proposal that he had prepared for the Board. Mr. Martin answered questions of the board.

COMMITTEE CHAIR UPDATES

Chairman Bennett, Design Committee – he gave an update on the following: alley project is out for bid, work plans, and the riverfront pavilion - sub-committee for funding and crowd funding.

Main Street Manager Saukas, Organizational/Promotional Committee – he gave an update on the following: new guests at meeting, website, business of the month, no restaurant week or poker crawl, ice hockey tournament, and work plans.

Stacey Withee, EV Committee – she gave an update on the following: new business incentives, attendance of the MDEC at their meeting, and work plans.

CONSIDERATIONS

A. CONSIDERATION TO SET ASIDE \$60,000 OF UNENCUMBERED BALANCE TOWARDS THE BACK ALLEY CLOSURE PROJECT

Member Meles moved to set aside \$60,000 of unencumbered balance towards the back alley closure project, seconded by Member Pobocik. CARRIED.

## B. CONSIDERATION TO APPROVE WORK PLANS FOR THE 2019-2020 YEAR

Member Rayburn moved to approve the Spring Clean-up Work Plan, seconded by Member Pobocik. CARRIED.

Member Reitenour moved to approve the Downtown Property List Work Plan, seconded by Member Pobocik. CARRIED.

Member Pobocik moved to approve the Main Street Newsletter Work Plan, seconded by Member Esterline. CARRIED

Member Rayburn moved to approve the Autumn Bliss Work Plan, seconded by Member Esterline. CARRIED

A brief discussion took place regarding documentation of in-kind donations and reporting to the Board a follow-up of the work plan when a project is completed.

### DISCUSSION ITEMS

The Board discussed what logo should be used on Main Street apparel. It was suggested that the logo be a combination of the new Main Street Logo and the Love Otsego Logo. The original Logo Committee will meet and bring options back to the next meeting.

### A. MAIN STREET MANAGER REVIEW

At this time, MS Manager Saukas departed – 8:25 a.m. Chairman Bennett gave an overview of the results of the evaluation that was distributed and returned from the Board Members. Board Members discussed Main Street Manager Saukas's Performance Evaluation. Chairman Bennett will meet with him and discuss the Board Member's comments regarding the evaluation.

### DDA/MAIN STREET MANAGER'S REPORT

Chairman Bennett commented that Liquid Note is open. The Main Street Manager provided a written report.

### ECONOMIC DIRECTOR REPORT

Economic Development Director Dave Rayman gave a brief update and provided a written report.

### MEMBER COMMENTS

None.

### PUBLIC COMMENTS

City Manager Mitchell gave an update on the following: new social media policy.

The meeting was adjourned on a motion by Member Meles seconded by Member Withee. 8:50 a.m.

Angela M. Cronen, MMC  
City Clerk