

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OTSEGO
August 12, 2019
7:30 a.m., Otsego City Hall

A regular meeting of the Otsego Downtown Development Authority (DDA)/Main Street Board was held Monday, August 12, 2019.

Board Chairman Bennett called the meeting to order at 7:33 a.m. with the following members present: Cyndi Trobeck, Sue Cramer, Ben Pobocik, Toby Esterline, Stacey Withee, Kim Rayburn, and Scott Reitenour. Absent: Bruce Meles. Also present, Main Street Director Joel Saukas, City Manager Aaron Mitchell, Economic Development Director Dave Rayman and Finance Director Matthew Storbeck.

APPROVAL OF REGULAR MINUTES

Motion by Member Pobocik, supported by Member Reitenour to approve the regular meeting minutes of July 8, 2019. CARRIED.

TREASURERS REPORT

Questions were asked as to why there were expenditures noted in the July Financials for events that had not yet occurred. Finance Director Storbeck explained that the most, if not all, of the amounts, were adjustments for insurance prepaid with the annual renewal in February of the last fiscal year. Prepaid insurance for events occurring outside a fiscal year is held as an asset until the beginning of the next fiscal year. Then an adjustment is made to reverse the asset and show the insurance expense in the proper year. Motion by Member Withee, supported by Member Rayburn to accept the July financial reports. CARRIED.

COMMITTEE CHAIR UPDATES.

Member Reitenour stated the Design Committee was in the process of reviewing and closing out work plans from the previous year. They hope to complete this process at their next meeting.

Director Saukas reported the Promotional Committee was also reviewing its respective previous year's work plans. Also mentioned was the Business of the Week work plan and that it has been successful. In addition, he has been working with Committee Member Nathaniel Timmerman who is updating the Main Street web site and the Patronicity service for the pavilion crowdfunding campaign.

Member Withee gave a brief update on the Economic Vitality Committee. The committee hopes to include a façade improvement grant in the next fiscal year's budget. Director Saukas is working with the committee to develop that program.

CONSIDERATIONS

The current contract between the City of Otsego and the Michigan Economic Development Corporation (MEDC) to establish the Main Street Program in Otsego and thereby make the City eligible for additional services by the MEDC is being revised by the MEDC. City Manager Mitchell explained the new contract

has added language whereby the City must meet certain requirements of the Redevelopment Ready Communities (RRC) Program. A draft including some of the new language was made available in the board packet and a final document should be available for the board to consider at the next regular meeting. Manager Mitchell further explained what it meant to be a RRC certified. It was mentioned that one of the nearby Main Street communities, the City of Portland, had decided to not proceed with the RRC requirement and had dropped their Main Street affiliation.

DISCUSSION ITEMS

Director Saukas gave an update on the pavilion project. All the marketing materials have been developed and he has copies of the brochures available. The committee is working to secure initial funding required to begin the crowd funding campaign. He said they needed to have \$200,000 available and currently have secured \$195,000, including a \$75,000 loan from the City. So, an additional \$5000 is needed to be secured by mid-August, before the State will open the September matching-fund campaign.

Chairman Bennett stated that the Gus Macker Basketball Tournament was two weeks away and preparations were going well. The main issue this year was the earlier start of school and the number of volunteers available to set up courts. The school is planning to still assist in the endeavor as many students earn community service work hours helping with the event. Initial counts show 203 teams and the registration soon closes. Final numbers should be known soon, but typically the tournament has hosted about 300 teams.

Discussion of the budget and pre-paid expense was again briefly visited.

Manager Mitchell mentioned that there were concerns regarding motorcycles parking on the new alley renovations behind M-89 Sports Bar. Discussion occurred as to whether this was appropriate and how to proceed. The consensus was that the new alley way should be identified as being for pedestrian traffic and that there should be no parking of vehicles allowed. Signage will be obtained and posted on existing light poles or as needed between the parking lot and the alley. There was also some discussion regarding noise of motorcycles leaving late in the evening and whether the noise ordinance applies or there were other enforcement strategies the police department could use to quiet the loud bikes.

Chairman Bennett mentioned there were new businesses downtown. He encouraged board members to stop in and meet the new owners and staff and show their support.

MEMBER COMMENTS

Member Trobeck mentioned that at 7:30 a.m., Friday, August 16, 2019, during the local Rotary meeting, Otsego Public Schools will be giving a tour of the new learning center for anyone who is interested. She also informed the board that a local community member recently bought a used 24 passenger "Trolley" to hopefully partner in local community events and perhaps help revive the Main Street Poker Run event.

CITY MANAGER'S REPORT

City Manager Mitchell gave the board a brief update of a legal suit brought against the City regarding temporary signage in a residential district. The suit was recently made public by the media, therefore, he wanted to inform the board as to more of the details and answer any questions.

The City was participating in WMU's Communiversy Night on Saturday, September 14, 2019. Anyone who is interested and would like to purchase tickets should contact City Hall.

K-Zoom, the media/marketing group the City has contracted with, will be taking video during the Gus Macker tournament and the chamber of commerce's upcoming Creative Arts Festival.

Lastly, the City was contacted by an individual interested in "Dougies" bar. They inquired about the code/building violations and mentioned they might be interested in bidding on the property in an October auction. This was the first news heard about a possible auction, as the City has been dealing with the bank with interest in the property to complete unfinished construction.

ADJOURNMENT

The meeting was adjourned on a motion by Member Meles, supported by Member Trobeck, at 8:18 a.m. CARRIED.

Matthew Storbeck
Acting Secretary