

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OTSEGO
July 8, 2019
7:30 a.m., Otsego City Hall

A regular meeting of the Otsego Downtown Development Authority (DDA)/Main Street Board was held Monday, July 8, 2019.

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

APPROVAL OF REGULAR MINUTES

Hearing no comments for corrections or additions to the minutes, the regular meeting minutes of June 10, 2019, shall stand as submitted.

TREASURERS REPORT

The report submitted in the packet is preliminary and for informational purposes only as the City is closing its fiscal year as of June 30, 2019. A final monthly and annual report will be submitted at a later date.

COMMITTEE CHAIR UPDATES.

Stacey Withee noted the minutes from the last Economic Vitality Committee meeting were in the packet and the committee would be meeting that evening.

Joel Saukas noted the Design Committee had an update by DPW Superintendent Bosch on the alley project. Project costs with the exception of concrete have come in under original expectations. Evidently the engineering firm miscalculated the number of yards of concrete which came in \$2,000 more than originally predicted. Joel spoke on the fund raising for the anticipated pavilion project and the use of a "legacy wall" to recognize significant contributors to the project. Lastly, Joel noted that all but two of the downtown flower beds have been "adopted," with the exception of the one by the museum and one possibly by the fire department.

CONSIDERATIONS

Cyndi Trobeck, supported by Kim Rayburn, moved to approve the t-shirt logos as submitted, but to add "N" and "W" and the degree symbol to the GPS coordinates. CARRIED. The logos that contain "Main Street" will be used/provided to Main Street volunteers whereas the more general logo may be sold by local t-shirt vendors.

DISCUSSION ITEMS

Joel Saukas gave an update on the Gus Macker event. Monarch Health will not be able to provide medical services, however, there are ongoing discussions with Bronson Sports Medicine to fill this need. The committee is still looking for a few more large sponsors. He was pleased to report that USG doubled their sponsorship this year, however, the billboard previously used on US-131 has quadrupled the rental fee. Marty Bennett is currently negotiating with the billboard company. The new Otsego Public School class schedule may affect the ability to have sufficient student volunteers for the Thursday set-up. Also discussed was the ability to continue using the former Harding's Supermarket parking lot. The building has now sold to "General Wholesale" and we hope to learn more from the owner on his plans and whether the parking lot may be used. The next committee meeting will be on July 17, 2019 at 7:00 p.m.

MAIN STREET MANAGER'S REPORT

Joel played the draft video to be used for the pavilion project fund raising. Five to seven seconds still need to be edited in to highlight the MEDC match of crowd funding of the project. He has learned now that the MEDC will require a minimum of \$25,000 to be raised by August 21, 2019 before allowing the crowd funding campaign in September.

"Otsego Hair Depot" is now in one of the front units of 120 East Allegan Street. The building is now fully rented with "Flamazing Nutrition" in the back and the other front unit the retail gift shop "Linen and Earth."

It was reported that the other half of the former "Gourmet Goodies" building will be operated by an ionic foot detox center which is starting operations this week.

The sale of the former Harding's grocery store is final.

On Staff is in discussions and potentially moving to the former Spencer's restaurant. More details to hopefully come soon.

Preferred Insurance has also opened on East Allegan Street and a ribbon cutting is scheduled for July 10, 2019 at 11:45 a.m.

The State "Match on Main" grant is open. Grants up to \$25,000 are available to existing businesses that are moving or expanding into unoccupied spaces.

Mud volleyball registration is now up to 12 teams. Everything needed for the event appears to be in place and that the event should be profitable.

Joel has worked on two grants, one for the Art Garden and another for AARP Community Challenge Grant. We were not successful for the Art Garden project, and it will be some time before he learns if the second application was successful.

ECONOMIC DEVELOPER'S REPORT

Dave Rayman reviewed his report to the board and noted the following:

- The animal clinic on Fair Street has closed and moved operations to their newly expanded Plainwell location.
- He introduced Lakeshore Advantage to Peloton to see if the business might benefit from the services provided by Lakeshore Advantage.
- Ginger Titus has recently opened a second location of Edward Jones in Otsego at the former Extreme Hair Salon on East Allegan Street.
- The Otsego Plainwell Chamber of Commerce Golf Outing is Friday, July 12th.
- On behalf of the Gus Macker committee, he is still struggling with a large sponsor due to change in management.
- Gun Lake Casino is participating in the chamber golf outing, so he hopes to make connections that could lead to future partnerships in Gus Macker and/or other Main Street activities.

MEMBER COMMENTS

Sue Cramer discussed her expansion and delays in getting permits. She also mentioned that she would like to be replaced on the board but is agreeable to stay through September, 2019.

ADJOURNMENT

The meeting was adjourned on a motion by Bruce Meles, supported by Stacey Withee, at 8:09 a.m.
CARRIED.

Matthew Storbeck
Acting Secretary