

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET

CITY OF OTSEGO

September 9, 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, September 9, 2019.

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

APPROVAL OF REGULAR MINUTES

Member Pobocik moved to approve the August 12, 2019, minutes, seconded by Member Trobeck. CARRIED

TREASURER'S REPORT

Member Pobocik moved to approve the August 2019, Treasurer's Report, seconded by Member Withee. CARRIED.

COMMITTEE CHAIR UPDATES

Main Street Manager Saukas, Promotional & Organizational Committee – he gave an update on the following: website, Pavilion Fundraiser, donors list, banner with thermometer, volunteer database, Gus Macker, Pet Mayor, Hometown Christmas and the September 21<sup>st</sup> Pavilion Fundraising Concert.

Stacey Withee, EV Committee – she gave an update on the following: façade grant, Gus Macker, Small Business Saturday, pictures taken by Grace Krueger, and car charging stations. The history of the car charging stations was briefly discussed.

Chairman Bennett, Design Committee – he gave an update on the following: Pavilion Fund Raising-Crowd Funding – brochure, Autumn Bliss – October 12, and the scheduled Gus Macker Wrap-up Meeting. He also reported that there are not final numbers in for the Gus Macker, but they had the largest crowd and the weather was beautiful, businesses did very well – even on the M-89 strip. Member Trobeck mentioned that all of the City Commissioners attended the Gus Macker and some even volunteered.

CONSIDERATIONS

A. MAIN STREET CONTRACT

Chairman Bennett stated that Main Street has asked that an amended contract be executed, which would not extend the date of the original contract which expires in December 2020, only add RRC requirements. Member Rayburn moved to authorize City Manager Mitchell to enter into an Amended Main Street Contract, as presented, seconded by Member Withee. CARRIED. The Amended Main Street Contract will be presented to the City Commission at their next meeting, to authorize the City Manager to execute the agreement.

DISCUSSION ITEMS

A. RIVERFRONT PAVILION FUNDRAISER UPDATE

A lengthy discussion took place regarding the following: launch of the crowd funding – releasing information to media sources; website & social media; in-kind sponsors; concert at the riverfront;

competitions to raise funds – between companies; credit card fees; and the five percent fee being charged.

Jenny Boerman, Executive Director of the Chamber of Commerce asked if the Chamber could sponsor and organize a Rubber Duck Race with the proceeds going towards the Pavilion fundraiser. The Chamber would like to sell the ducks at the concert and at Creative Arts Festival. The Board was in consensus to let the Chamber “run with it”.

**B. DDA STATE REQUIREMENTS UPDATE**

Main Street Manager Saukas explained the new Main Street requirements. He stated that the following items will need to be addressed: adoption of a Development Plan; have DDA Minutes available online; synopsis of all activities; and Informational Meetings. He stated that he will be scheduling the Informational Meetings in October and November.

**C. EAGLE SCOUT PROJECT IN DOWNTOWN OTSEGO**

Main Street Manager Saukas stated that Dillion Avery has requested to build two picnic tables for an Eagle Scout Project. He explained that one picnic table would be ADA Compliant. He stated that placement of the picnic tables have not yet been determined. He commented that Mr. Avery asked that Main Street cover the cost of pizza for the group, at a cost of \$30-40.00.

**D. REMINDER OF MICHIGAN MAIN STREET QUARTERLY TRAINING IN GRAND HAVEN**

The next training will be held in Grand Haven on October 8 & 9, 2019. Please contact Main Street Manager Saukas if you are interested in attending. The topic is going to be Place Marketing.

City Manager Mitchell commented that Kzoom has been taping and there will be a professional video produced next year.

**DDA/MAIN STREET MANAGER’S REPORT**

Main Street Manager Saukas provided a written report. He stated that the National Main Street check-in will be held on November 6, 2019.

**ECONOMIC DIRECTOR REPORT**

Economic Development Director Dave Rayman provided a written report.

Chairman Bennett gave an update on the businesses in the downtown.

**MEMBER COMMENTS**

None.

**PUBLIC COMMENTS**

None.

The meeting was adjourned on a motion by Member Pobocik seconded by Member Withee.  
8:17 a.m.

Angela M. Cronen, MMC  
City Clerk