

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET

CITY OF OTSEGO

November 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, November 11, 2019.

Chairman Bennett called the meeting to order at 7:32 a.m. with the following members present: Ben Pobocik, Sue Cramer, Stacey Withee and Kim Rayburn. Absent: Scot Reitenour, Cyndi Trobeck, Toby Esterline and Bruce Meles. Also present: Main Street Manager, Joel Saukas; Finance Director/Treasurer, Matthew Storbeck; and Economic Development Director, Dave Rayman.

At this time, City Clerk Cronen opened the floor for nominations for the offices of Chairperson, Vice-Chairperson, Secretary, and Treasurer. On a motion by Member Withee, seconded by Member Cramer, the following members were appointed: Chairman – Marty Bennett; Vice Chairman – Ben Pobocik; Secretary – Kim Rayburn; and Treasurer – Matthew Storbeck.  
CARRIED.

Member Esterline arrived at 7:34 a.m.

APPROVAL OF REGULAR MINUTES

Member Pobocik moved to approve the October 14, 2019, minutes, seconded by Member Withee.  
CARRIED

TREASURER'S REPORT

Finance Director Storbeck gave an overview of the audit and the monthly report. He stated that the payment from the State came in at \$253,700. He commented that he will be publishing the annual report in the newspaper and also will be completing the State's Annual Report. Member Pobocik moved to approve the October 2019, Treasurer's Report, seconded by Member Rayburn.  
CARRIED.

COMMITTEE CHAIR UPDATES

Main Street Manager Saukas, Promotional & Organizational Committee – he gave an update on the following: Newsletter, Business of the Week, Volunteer Appreciation and Hometown Christmas.

Stacey Withee, EV Committee – she gave an update on the following: Small Business Saturday which will be held on November 30<sup>th</sup>.

Chairman Bennett, Design Committee – Pavilion Fundraiser, Autumn Bliss, Ice rink, and the trees in the downtown.

A discussion was held regarding the replacement of approximately ten to fifteen trees in the downtown. Member Pobocik made a motion to increase the tree budget by \$2,500, to replace all of the trees, seconded by Member Withee. CARRIED.

DISCUSSION ITEMS

A. RIVERFRONT PAVILION FUNDRAISER UPDATE

Main Street Manager Saukas thanked everyone for their efforts to obtain the fundraiser goal – the final number came in at approximately \$57, 315. He commented that funds can still be taken in for

the project and the additional funds will be used to reduce the loan from the City. He explained that he is still looking for additional grants. He reviewed the grants, donations and discounts that were received. The next step will be obtaining biddable engineer drawings.

#### B. WORK PLAN DIRECTION FOR 2020-2021

Main Street Manager Saukas asked the Board which direction they wanted to pursue in their 2020-2021 goals. He stated that Committee Chairs should begin planning for new work plans and revisit the old work plans. He commented that work plans will need to begin being reviewed in February 2020. Finance Director Storbeck commented that he would like a list of events that will be taking place for insurance purposes by the January 2020 Meeting.

#### C. NATIONAL MAIN STREET CONFERENCE IN 2020

Main Street Manager Saukas stated that the National Conference will take place in Dallas, at the end of March 2020. He commented that the budget for the conference was reduced. A brief discussion took place regarding the cost of the conference. Main Street Manager Saukas will check on the cost for him to attend the conference. Chairman Bennett asked if the National Conference was a requirement for the Main Street Manager to attend. After the costs have been determined, it will be discussed at the next meeting.

#### D. TAKEAWAYS FROM STATE AND NATIONAL CHECK-IN

Chairman Bennett commented that one takeaway from the check-in is that Main Street Director Saukas should not be running all of the events – if there is not someone else running the event, it should possibly not be done. Various events were discussed and how a chairperson for the specific event should plan and run the event (ex. Mud Volleyball, Pet Mayor, etc.). The overall takeaway is that more volunteers and new volunteers are needed,

#### DDA/MAIN STREET MANAGER'S REPORT

Main Street Manager Saukas provided a written report. Main Street Manager Saukas gave a brief overview of the Match on Main Program.

#### ECONOMIC DIRECTOR REPORT

Economic Development Director Dave Rayman provided a written report. He gave a brief update on the Smart and Simple Store and announced that the old Spencer's Building will be for rent soon.

#### MEMBER COMMENTS

None.

#### PUBLIC COMMENTS

None.

The meeting was adjourned on a motion by Member Pobocik seconded by Member Withee.  
8:20 a.m.

Angela M. Cronen, MMC  
City Clerk