

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET  
CITY OF OTSEGO

March 9, 2020

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, March 9, 2020.

Chairman Bennett called the meeting to order at 7:30 a.m. with the following members present: Stacey Withee, Ben Pobocik, Scot Reitenour, Toby Esterline, Kim Rayburn, and Sue Cramer. Absent: Bruce Meles, and Cyndi Trobeck. 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 Rayburn moved to approve the February 10, 2020, minutes, seconded by Member Pobocik. CARRIED

TREASURER'S REPORT

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

PRESENTATIONS

COMMITTEE CHAIR UPDATES

Chairman Bennett, Design Committee – he gave an update on the following: No meeting – continue to wait on final drawings and bids for the Pavilion.

Main Street Manager Saukas, Organizational/Promotional Committee – he gave an update on the following: newsletter, current and new work plans, and possibly changing the name of the committee to the Community Engagement Committee.

Stacey Withee, EV Committee – she gave an update on the following: work plans.

CONSIDERATIONS

A. MAIN STREET MANAGER REVIEW

Main Street Manager Saukas left at this time. Chairman Bennett reviewed the written comments that were given to him. An open discussion then took place regarding the Main Street Manager's Performance Evaluation. Chairman Bennett will communicate the Board's comments to Main Street Manager Saukas.

B. WEBSITE SERVICE DISCUSSION

Main Street Manager Saukas gave an overview of the services that Pixelvine provides for a cost of approximately \$300.00 per year, which is about an increase of \$180.00 per year, and a one-time set-up fee of \$500.00. Chairman Bennett commented that this will free up some of Main Street Manager Saukas's time, and have a better website. Member Withee moved to increase

the website budget to cover the cost of the new website, not to exceed \$680.00, seconded by Member Esterline. CARRIED.

C. CONSIDERATION TO APPROVE WORK PLANS FOR THE 2020-2021 YEAR  
A brief discussion took place regarding the current funds for the current fiscal year.

The Outdoor Concert Work Plan failed with no support.

Member Withee moved to approve the Hometown Christmas Work Plan, seconded by Member Pobocik. CARRIED.

Member Cramer moved to approve the Pet Mayor Work Plan, seconded by Member Pobocik. CARRIED.

Member Rayburn moved to approve the Riverfront Pavilion Ribbon Cutting Work Plan, with a budget of \$100.00, seconded by Member Cramer. CARRIED

The Shop Hop Work Plan failed with no motion.

Member Pobocik moved to approve the Social Media Outreach Work Plan, seconded by Member Withee. CARRIED

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

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

Member Withee moved to approve the Business Introduction and Welcome Work Plan, seconded by Member Cramer. CARRIED.

Member Rayburn moved to approve the Business Training In-Store Events Work Plan, seconded by Member Withee. CARRIED.

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

The Facade Grant failed with no motion. A lengthy discussion took place. This work plan will be revisited next year.

Member Withee moved to approve the Shop Small – Shop Local Work Plan, seconded by Member Pobocik. CARRIED

Member Pobocik moved to the Small Business Saturday Work Plan, seconded by Member Cramer. CARRIED.

Member Withee moved to approve the Vacancy Signs Work Plan, seconded by Member Rayburn. CARRIED.

#### DISCUSSION ITEMS

Chairman Bennett announced that in June there will be a Lunch and Learn in Kalamazoo.

Quarterly Training on March 24<sup>th</sup> – let Main Street Manager Saukas know if you are interested.

Chairman Bennett gave an update on the new businesses coming to the downtown.

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

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 overview of Otsego Township's actions regarding First Responders and the Fire Department.

The meeting was adjourned on a motion by Member Pobocik seconded by Member Esterline.  
9:00 a.m.

Angela M. Cronen, MMC  
City Clerk