

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OTSEGO
October 10, 2020
7:30 A.M.

A Regular Meeting of the Otsego Downtown Development Authority (D.D.A.)/Main Street Board was held Monday, October 10, 2020.

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

APPROVAL OF REGULAR MINUTES

Member Withee moved to approve the Regular Minutes of September 14, 2020, seconded by Member Reitenour. CARRIED

TREASURER'S REPORT

Member Rayburn moved to approve the September Treasurer's Report, seconded by Member Pobocik. CARRIED.

PRESENTATIONS

COMMITTEE CHAIR UPDATES

Member Withee, EV Committee – she gave an update on the following: Small Business Saturday and pictures.

Chairman Bennett, Design Committee – he gave an update on the following: Pavilion progress.

Community Engagement Committee – no meeting.

CONSIDERATIONS

Treasurer Storbeck asked the Board to release the assigned \$30,000.00, which had been set aside at the end of the previous fiscal year for the pavilion project. These monies will be used during this year's construction project and no longer need to be set aside. Member Pobocik moved to release the assigned fund balance of \$30,000.00, seconded by Member Esterline. CARRIED

DISCUSSION ITEMS

A. HOMETOWN CHRISTMAS EVENT

Chairman Bennett commented that Member Trobeck had sent an email to all members giving an update.

Member Meles arrived – 7:43 a.m.

Chairman Bennett stated that since Main Street is associated with the event Member Trobeck wanted input from the Board. A lengthy discussion took place regarding alternate route suggestions for the parade, candy, sponsorships and social distancing. Member Withee commented that the Hometown Christmas Committee will be meeting on Thursday.

B. MAIN STREET MANAGER – UPDATE

Chairman Bennett gave an update on the candidate Kahler Sweeney. He stated that he has invited Mr. Sweeney to tour the City on Wednesday. He will be meeting various business owners, Member Meles, and City Staff. A decision will be made after the visit.

C. FUNDRAISING THREE YEAR PLAN

Chairman Bennett gave a brief overview of the meeting/training that Main Street provided. He stated that it was recommended to come up with ideas and a monetary amount to present to the City Commission that Main Street would raise. He stated that the consensus of the attendees at the meeting was to commit to an amount of \$20,000, to be raised by June 30, 2021. He asked for input as to how Main Street is going to raise these funds. Chairman Bennett stated that a plan needs to be made and presented to the City Commission outlining how Main Street is going to raise the \$20,000. He opened the floor for discussion. The following were discussed: Selling Bricks; Bench Sponsorships; Crowdfunding; expanding Gus Macker (all effort into one event); and a Golf Outing. The Main Street Manager position was discussed in great detail. The functions and benefits of the Main Street Program were discussed. A discussion regarding how the program would be affected if the Board and/or City would perform the functions of the position. The Board indicated that they did not have the allotted time and that the City performing the functions wouldn't be well received. A lengthy discussion took place regarding the future of the downtown, the loss of funding, the City's budget shortfalls, and the overall longevity of the Main Street Program. Chairman Bennett suggested to continue the conversation at the next meeting. Member Esterline suggested that an itemized list be made as to what needs to be accomplished. Chairman Bennett will work on a list for the next meeting.

Member Esterline departed at 8:30 a.m.

City Manager Mitchell gave various ideas how to move forward if the funds are not raised. Member Meles commented that no other program has ever worked in the past. Further discussion took place regarding the Riverfront, the Main Street Program, Volunteers, and Gus Macker.

Chairman Bennett stated that he will move forward with the Main Street Manager interview.

DDA/MAIN STREET MANAGER'S REPORT

No report.

ECONOMIC DIRECTOR REPORT

Economic Development Director Dave Rayman provided a written report.

MEMBER COMMENTS

None.

PUBLIC COMMENTS

None.

The meeting was adjourned on a motion by Member Meles, seconded by Member Pobocik.
8:39 a.m.

Angela M. Cronen, MMC