

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OTSEGO
ZOOM MEETING
February 8, 2021
7:30 A.M.

A Regular Meeting of the Otsego Downtown Development Authority (D.D.A.)/Main Street Board was held Monday, February 8, 2021.

Chairman Bennett called the meeting to order at 7:33 a.m. with the following members present: Cyndi Trobeck, Ben Pobocik, Kim Rayburn, Toby Esterline, Scot Reitenour, Bruce Meles, and Sue Cramer, Stacey Withee. Absent: None. Also present: City Manager, Aaron Mitchell; City Finance Director, Matthew Storbeck; Main Street Manager, Kahler Sweeney; and Economic Development Director, Dave Rayman.

APPROVAL OF REGULAR MINUTES

Member Esterline moved to approve the Regular Minutes of January 11, 2021, seconded by Member Reitenour. CARRIED

TREASURER'S REPORT

Member Rayburn moved to accept the January Treasurer's Report, seconded by Member Reitenour. CARRIED.

COMMITTEE CHAIR UPDATES

Chairman Bennett, Design Committee – he gave an update on the following: pavilion building materials, and Work Plans.

Main Street Manager Sweeney, EV Committee – he gave an update on the following: downtown promotions, and property signage.

Main Street Manager Sweeney, Community Engagement Committee – he gave an update on the following: first informational meeting was held and another meeting is scheduled for next week.

PRESENTATIONS

CONSIDERATIONS

A. CONSIDERATION TO APPROVE WORK PLANS FOR THE 2021-2022 YEAR

Member Rayburn moved to approve the Art Garden Work Plan, seconded by Member Reitenour. CARRIED.

Member Esterline moved to approve the Downtown Summer Flower Work Plan, seconded by Member Cramer. CARRIED

Member Pobocik moved to approve the Adopt a Flower Bed Work Plan, seconded by Member Reitenour. CARRIED.

Member Meles moved to approve the Gus Macker Work Plan, seconded by Member Rayburn. CARRIED. A lengthy discussion took place regarding sponsorships and the probability of the event taking place this year.

Ice Hockey Tournament Work Plan will be brought back at a later date.

Member Meles moved to approve the Ice Rink Work Plan, seconded by Member Reitenour. CARRIED

Member Withee moved to approve the Art Garden Maintenance Work Plan, seconded by Member Cramer. CARRIED

DISCUSSION ITEMS

A. UPDATE ON STATE OF OTSEGO MAIN STREET

Main Street Manager Sweeney commented that there has been a lot of change since he arrived. He stated that everyone is on the same page and we are now looking forward. He commented that Main Street is not going away for the next fiscal year and now we are focusing on the following:

- Rebuilding – starting new
- Fundraising
- Stream line relationships with the City and Chamber
- Where do we want to be?
- Invest in current projects
- Make things happen
- What comes next?

Mayor/Member Trobeck gave an overview of the City's roles in Main Street:

- Appointment of Board Members – by the Mayor
- City Clerk's duties for the Main Street Board
- Finance Director's duties for the Main Street Board
- Funding from the City for the 2021-2022 Fiscal Year
- Assistance selling Museum – deed restrictions & quit claim of property

Mayor Trobeck commented that next year there will be three seats open on the City Commission, so things can change. She explained how the DDA TIF moneys are no longer available and nothing is guaranteed in two years. Main Street also has the option of not being a part of the City and being their own entity, like Howell. She concluded that we need to decide where to go and look into the future.

City Manager Mitchell explained the graph and the LCSA money. He stated that he is in agreement that the 2021-2022 Fiscal Year is good. He indicated that he is looking into the future and what does it look like for Main Street and the City's General Fund. He stated that if the General Fund becomes in dire need of the LCSA funds, funds may have to be limited. He commented that it is good to have conversations about the future and how we move forward.

He stated that at the recent City Commission Workshop Meeting, the Commission indicated that the riverfront is a priority, which brings up giving funds to the DDA/MS or the City investing in the riverfront, because the City can't fund both.

A discussion took place regarding the support of the City Commission and Main Street's future fundraising opportunities. Main Street Manager Sweeney commented that the fundraising is the responsibility of the Board and to make the program sustainable. Member Cramer commented that this should be a top priority for all committees to look for opportunities and get the ball rolling and get ideas. Member Pobocik stated that it is difficult to move forward with the Riverfront Plan because it takes a lot of time and money. Member Pobocik also asked how the Riverfront Plan was going to continue if the City does not support the closure of Court Street. Member Pobocik clarified the previous comment – "asking how things are going to move forward with things up in the air." A lengthy discussion took place regarding the potential closure of Court Street, the City's Master Plan, public forums for the opinions of the residents, and the next steps – parking, public facilities, etc.

Member Esterline stated that fundraising is a priority and things have to be done one step at a time. He stated that selling the museum is making the Main Street sustainable now, but he asked how much money will be needed to be sustainable and functioning year in and year out. Member Esterline stated that the Board needs a report/number that shows how much is needed to be sustainable. City Manager Mitchell commented that he agreed with Member Esterline for future planning, or if for some reason the City needed the funds. Member Cramer suggested that a timeline be established for raising funds after an amount needed is established. Main Street Manager Sweeney suggested to begin with an effective core base for fundraising and start building numbers.

B. BUILDING SALE UPDATE

The City Commission will be having a public hearing on March 1, 2021, to remove the deed restrictions. Once the restrictions are removed it will be sent to the title company so that the sale can be completed.

C. JBS HOMETOWN STRONG

Chairman Bennett gave a brief overview of the JBS funds that they are distributing. Main Street Manager Sweeney contacted JBS and asked if the Main Street Program could be considered. Main Street Manager Sweeney stated that they are giving away major gifts. Member Trobeck suggested that the Riverfront parking lot and public facilities be considered. Chairman Bennet commented that they are not sponsoring those types of projects. Member Cramer suggested a splash pad and a "Phase Two" which would include the parking lot and bathrooms. Member Meles suggested sending them the Riverfront Master Plan and let them pick. Main Street Manager Sweeney stated that they want projects brought to them for consideration. Chairman Bennett commented that the Design Team can put something together. Member Withee commented that the Riverfront Trail needs improvements.

DDA/MAIN STREET MANAGER'S REPORT

DDA/Main Street Manager Sweeney provided a written report.

ECONOMIC DIRECTOR REPORT

Economic Development Director Dave Rayman provided a written report.

MEMBER COMMENTS

None.

PUBLIC COMMENTS

City Manager Mitchell gave an update on the dam removal.

The meeting was adjourned on a motion by Member Pobocik, seconded by Member Rayburn.
8:25 a.m.

Angela M. Cronen, MMC
City Clerk