

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OTSEGO
OTSEGO CITY HALL
March 8, 2021
7:30 A.M.

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

Chairman Bennett called the meeting to order at 7:30 a.m. with the following members present: Ben Pobocik, Kim Rayburn, Toby Esterline, Scot Reitenour, Bruce Meles, and Stacey Withee. Absent: Cyndi Trobeck, and Sue Cramer. 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 Pobocik moved to approve the Regular Minutes of February 8, 2021, with a one clarification noted, seconded by Member Rayburn. CARRIED

TREASURER'S REPORT

Member Pobocik moved to accept February Treasurer's Report, seconded by Member Rayburn. CARRIED.

COMMITTEE CHAIR UPDATES

Member Withee, EV Committee – she gave an update on the following: presentation from Michigan Main Street last month.

Main Street Manager Sweeney, Community Engagement Committee – he gave an update on the following: sponsored event, State grant, ideas for the upcoming year, and scheduling a brainstorming session.

Chairman Bennett, Design Committee – he gave an update on the following: pavilion building general contractor's withdrawal, potential new general contractor – Kurt Vissar of Property Revolutions, and general pavilion update.

PRESENTATIONS

CONSIDERATIONS

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

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

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

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

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

The Vacancy Sign Work Plan was presented, with no motion or support. A brief discussion took place regarding the measuring of success and asking realtors to participate. The EV Committee was asked to come back with specific goals and the suggestion of asking realtors to participate.

The Community Outreach Work Plan was presented, with no motion or support. A discussion took place regarding the measurement of the number of volunteers, fund raising amounts, interest, cost versus net return, and more intentional communication to key people. The Community Engagement Team was asked to bring this Work Plan back to the Board.

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.

Main Street Manager Sweeney gave an overview of the Maestro software program. He stated that the program would track project management, volunteer management, donor and donation management, and property management. He answered questions of the Board. Member Meles moved to approve the Maestro Work Plan, with the sponsorship (\$600.00) of Member Pobocik for the first year only, seconded by Member Rayburn. CARRIED. The Board thanked Member Pobocik.

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

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

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

Member Rayburn moved to approve the Pet Mayor Work Plan, seconded by Member Withee. CARRIED.

The Ribbon Cutting Work Plan, was presented with no motion or support. The Community Engagement Team was asked to bring this back for approval with more detailed information.

DISCUSSION ITEMS

A. BUILDING SALE UPDATE

Chairman Bennett gave an update on the sale of the Museum. He stated that the City Commission had approved the removal of the deed restriction and now they are awaiting the closing at Devon Title.

B. MICHIGAN MAIN STREET CALL UPDATE

Chairman Bennett reported that Michigan Main Street will present our standards in June 2021, then next year do a trial run through to see how we are doing and then in 2022 have our actual accreditation.

C. FUNDRAISING – GOAL SETTING

Main Street Manager Sweeney asked what a reasonable goal would be. He commented that he has been looking at benchmarking that other Main Street communities have. He asked what is a good goal that also makes sense.

Chairman Bennett reported that the Main Street National Conference will be held virtually this year and if anyone is interested to contact Main Street Manager Sweeney to watch it at his office. He also stated that there is free registration for all small businesses, but they have to register on their own.

DDA/MAIN STREET MANAGER'S REPORT

DDA/Main Street Manager Sweeney provided a written report. Highlights included: website is up and running, potential Intern, and Match on Main.

ECONOMIC DIRECTOR REPORT

Economic Development Director Dave Rayman provided a written report. Highlights included: new Chamber President, Annual Dinner on hold, Chamber met with JBS regarding donation, and the Chamber golf Outing is July 9, 2021.

MEMBER COMMENTS

None.

PUBLIC COMMENTS

City Manager Mitchell recommended that once the museum sale is completed, a rental agreement should be negotiated and finalized on paper.

The meeting was adjourned on a motion by Member Pobocik, seconded by Member Meles.
8:34 a.m.

Angela M. Cronen, MMC
City Clerk