

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET  
CITY OF OTSEGO  
OTSEGO CITY HALL  
April 12, 2021  
7:30 A.M.

A Regular Meeting of the Otsego Downtown Development Authority (D.D.A.)/Main Street Board was held Monday, April 12, 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, Cyndi Trobeck, Sue Cramer, and Stacey Withee. Absent: Bruce Meles. 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 Rayburn moved to approve the Regular Minutes of March 8, 2021, seconded by Member Withee. CARRIED

TREASURER'S REPORT

Member Pobocik moved to accept the March Treasurer's Report, seconded by Member Withee. CARRIED.

TEAM LEADER UPDATES

Chairman Bennett, Design Committee – he gave an update on the following: the pavilion, pavilion donor sign and the Art Garden. He commented that the name of the will be T.O.P – Together Otsego Prospers.

Member Withee, EV Committee – no report.

Member Trobeck, Community Engagement Committee – she gave an update on the following: Bruce Meles sponsored event – May 1<sup>st</sup> through May 8<sup>th</sup>; and the Pavilion Ribbon Cutting – June 19<sup>th</sup>.

MANGER'S REPORT

Main Street Manager Sweeney gave an update on the following: Main Street Conference; team updates; Events Calendar; Riverfront development; 4,000 Facebook users seeing posts; pavilion rental plan; website; and Summer Intern – Sam Jacobs.

PRESENTATIONS

CONSIDERATIONS

A. CONSIDERATION TO APPROVE WORK PLANS FOR THE 2021-2022 YEAR  
Member Pobocik moved to approve the Vacancy Sign Work Plan, seconded by Member Trobeck. CARRIED.

## B. 2021-2022 BUDGET

Finance Director/Treasurer Storbeck reviewed budget as prepared. He noted that the current proposed budget didn't include an amount for fundraising/donations, the numbers were based on last year's State grant, included no capital improvements, and he asked if there was an update on the Misner mural. After a brief discussion, Member Reitenour moved to recommend to the City Commission the DDA/Main Street Budget as presented, seconded by Member Pobocik. CARRIED.

## DISCUSSION ITEMS

### A. BUILDING SALE UPDATE

Chairman Bennett and Member Trobeck gave an update on the sale of the Museum. He stated that the closing was scheduled for today.

### B. BOARD SURVEY RESULTS

Main Street Manager Sweeney gave an overview of the results of the Board Survey. He commented that he wants the Board's goals to align with his goals. He stated that the priorities of the Board focused on the river-front, volunteers, fund-raising, and refreshing the Bylaws.

### C. FUNDRAISING – GOAL SETTING

Main Street Manager Sweeney distributed a Goal Setting Information Sheet. A discussion took place regarding past fundraisers, Main Street activities, event sustainability, and benchmarking of other Main Street programs. Main Street Manager Sweeney stated that the Board should choose an amount and get started. He commented that the number can be revisited next year. Chairman Bennett stated that we will need to set the goal and start the process in July, and see where we can go in the first year. Various amounts were discussed. It was clarified that the amount will just be donations and not proceeds from events. After a lengthy discussion, it was the consensus of the Board to prepared a Fund-Raising Work Plan in the amount of \$15,000. Member Pobocik moved to amend the previously approved budget, to be presented to the City Commission, to include a line item for \$15,000, for fund-raising, seconded by Member Reitenour. CARRIED.

### D. KATHY MISNER MEMORIAL MURAL FUND

Chairman Bennett commented that there is approximately \$2,000, in the Kathy Misner Memorial Mural Fund. A discussion took place as to where the mural should and could be placed and also who could be contacted to paint the mural. Member Cramer commented that she had previously given the file to the new owners of Mezzo. Member Trobeck stated that it was Kathy's vision for the community to do a "paint by number" mural. Member Trobeck will reach out to Mezzo and Tim Campbell and report her findings at the next meeting.

## ECONOMIC DIRECTOR REPORT

Economic Development Director Dave Rayman provided a written report and the report from the Chamber.

## MEMBER COMMENTS

None.

PUBLIC COMMENTS

City Manager Mitchell updated the Board on the following:

1. Motorcyclist death in the downtown.
2. North Grant Street Improvements
3. Dam Superfund Project update

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

Angela M. Cronen, MMC  
City Clerk