

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OTSEGO
ZOOM MEETING
January 11, 2021
7:30 A.M.

A Regular Meeting of the Otsego Downtown Development Authority (D.D.A.)/Main Street Board was held Monday, January 11, 2021.

Chairman Bennett called the meeting to order at 7:33 a.m. with the following members present: Ben Pobocik, Kim Rayburn, Toby Esterline, Scot Reitenour, Bruce Meles, and Sue Cramer. Absent: Cyndi Trobeck and Stacey Withee. 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 December 14, 2020, seconded by Member Reitenour. CARRIED

Member Reitenour moved to approve the Special Minutes of December 18, 2020, seconded by Member Pobocik. CARRIED

TREASURER'S REPORT

Member Meles moved to accept the December Treasurer's Report, seconded by Member Pobocik. CARRIED.

COMMITTEE CHAIR UPDATES

Main Street Manager Sweeney, EV Committee – he gave an update on the following: Small Business Saturday, areas of focus for work plans, and property signage.

Chairman Bennett, Design Committee – he gave an update on the following: pavilion electric, Main Street banner at the pavilion site, excavating, ice rink, parking lot, and closing of Court Street.

Community Engagement Committee – no meeting.

PRESENTATIONS

CONSIDERATIONS

1. CONSIDERATION OF MAIN STREET RESOLUTION NO. 2021-01- A
RESOLUTION AUTHORIZING THE CHAIRMAN TO SIGN ON BEHALF OF THE
CITY OF OTSEGO DDA/MAIN STREET BOARD

Member Rayburn offered the following resolution and moved for its adoption, seconded by Member Cramer.

CITY OF OTSEGO
DDA/MAIN STREET
ALLEGAN COUNTY, MICHIGAN

DDA/MAIN STREET RESOLUTION NO. 2021-01

A RESOLUTION AUTHORIZING THE CHAIRMAN TO SIGN ON BEHALF OF THE
CITY OF OTSEGO DDA/MAIN STREET BOARD

WHEREAS, the DDA/Main Street Bylaws, were adopted on October 14, 2013; and

WHEREAS, Article VII- Contracts and Funds; Section 1, Contracts. The Board may authorize the executive director or an agent or agents of the authority to enter into any contract or execute and deliver any instrument on behalf of the authority within the limits authorized by Public Act 197.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS: the DDA/Main Street Board appoints an agent, Chairman Martins Bennett, who is specifically authorized to sign on behalf of the City of Otsego DDA/Main Street Board, for the sale of the Museum.

YEAS: MEMBERS: Marty Bennett, Scot Reitenour, Bruce Meles, Ben Pobocik, Sue Cramer, Kim Rayburn, and Toby Esterline.

NAYS: MEMBERS: Cyndi Trobeck & Stacey Withee.

ABSTAIN: MEMBERS: None.

ABSENT: MEMBERS: None.

RESOLUTION DECLARED ADOPTED.

DISCUSSION ITEMS

A. WORK PLANS 2020-2021

Chairman Bennett stated that work plans will need to be submitted and approved at the upcoming February and March DDA Meetings.

B. PLANNING FOR FUND DEVELOPMENT

Chairman Bennett stated that he will be presenting the Fund Development Plan to the City Commission at their February Meeting. He commented that the presentation will outline why Main Street should be funded by them, and why they should support the program.

He asked the Members for comments regarding the highlights of the program.

- Member Pobocik suggested pointing out that fifteen to twenty years ago there was not a paid director, and without a paid director nothing got done. He commented that more gets done as a formal Main Street.
- Member Cramer commented that events are held and the community counts on them. She stated that it is a big part of people's lives.
- Member Rayburn stated that since having Main Street, the community is more involved. She commented that the community just thought that things were done (flowers), and now there is more community feedback and help.
- Member Reitenour commented that he feels that the business owners are more informed. He stated that the leadership on the board is invaluable, as seen at this meeting (call) with four business owners present.
- Member Pobocik stated that in regards to the Main Street Report – Chairman Bennett referenced, that the money coming in and the numbers outweigh what we pay for a director. Chairman Bennett suggested that the numbers over the past five years be presented and also what Main Street has done.
- Member Meles asked how much money was raised for the pavilion, and commented that that it never would have happened.
- Chairman Bennett stated that in reference to the money that was raised, people won't support the City, but will support Main Street. He also commented that we have to show them why we are different from the Chamber and differentiate ourselves.
- Member Cramer commented that the Chamber focuses on their individual members. She stated that the Chamber is not focused to move forward on the Riverfront Project.
- Chairman Bennett stated that we communicate with the downtown business and we engage in the community more, and get support of events.
- Member Pobocik stated that Main Street partners with multiple groups and pulls groups together to get things done.

At this time, Chairman Bennett asked the members for input on the future of Main Street.

- Member Rayburn commented that if Main Street dissolves how would the development of the riverfront would go on, as it would be left on the City to do and it would not get done.
- Member Pobocik stated that the riverfront would not be developed and there would be empty business and vacant buildings.

- Member Reitenour commented that if Main Street is dissolved how would “Gus Macker” move forward, would the City fund it.
- Member Cramer stated that coming back from COVID, Main Street would bring the businesses together. She commented that Main Street can draw crowds which is vital moving forward. She stated that we are a charming hometown and people desire and want that “hometown”, as it is really important.
- Member Meles asked if the City wants a downtown at all – if it is not important to the fathers of the City - then let Main Street go away. Is it that important or not?
- Chairman Bennett stated that things are different than six years ago, as people are looking to start businesses and support the ones in place.

Chairman Bennett asked the Board to bring any additional comments back to the next meeting.

City Manager Mitchell commented that a meeting had taken place with a potential developer for the Rock-Tenn property. He stated that the County is in the process of approving the Brownfield Plan. He indicated that the City Commission will be having Workshop Meetings every month to discuss financials, and invited anyone who would like to attend. He commented that the City Commission is considering a Headlee Override in August.

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

None.

The meeting was adjourned on a motion by Member Meles, seconded by Member Pobocik.

8:03 a.m.

Angela M. Cronen, MMC
City Clerk