

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OTSEGO
OTSEGO CITY HALL
September 13, 2021
7:30 A.M.

A Regular Meeting of the Otsego Downtown Development Authority (D.D.A.)/Main Street Board was held Monday, September 13, 2021.

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

APPROVAL OF REGULAR MINUTES

Member Withee moved to approve the Regular Minutes of August 9, 2021, seconded by Member Pobocik. CARRIED

TREASURER'S REPORT

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

TEAM LEADER UPDATES

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

Community Engagement Committee – Main Street Manager Sweeney gave an update on the following: Art Garden, Art Thing, Hometown Christmas, Ladies Night, Trail for Treaters, and announced there would be no Pet Mayor this year.

Arts Committee – Main Street Manager Sweeney gave an update on the following: Art Thing, Night of Arts, and commemorative hometown Christmas ornament.

Chairman Bennett, Design Committee – he gave an update on the following: the pavilion, Phase Two of the Riverfront Development plans from Wightman for potential JBS donation, Ice Rink and Fall Decorating.

MANGER'S REPORT

Main Street Manager Sweeney gave an update on the following:

- New Annotated Agenda
- New Events – streamlined and manageable
- Event Promotion Plan
- Fund Development
- Intern Program – 5 New Positions
- Thanked the Gus Macker Committee and Volunteers – as it brought a lot of people to town

PRESENTATIONS

1. NEW NATIONAL MAIN STREET ACCREDITATION STANDARDS – KAHLER SWEENEY

Main Street Manager Sweeney gave a brief overview of the presentation regarding the New Main Street Accreditation framework. He commented that the implementation timeline will not begin until 2022-2023. He advised the Board that the complete presentation is included in the Board Packet.

CONSIDERATIONS

1. CONSIDERATION OF TRAIL FOR TREATERS WORK PLAN

Main Street Manager Sweeney commented that the Chamber is requesting to do fewer events. He commented that Member Esterline had volunteered to take on the Trail for Treaters Work Plan. A brief discussion took place regarding the advertising. Chairman Bennett commented that he thought there was not a need for a map to be published, because many begin at different locations in the downtown. Member Esterline asked when the event would take place since Halloween falls on a Sunday, and Chairman Bennett replied it would take place on Friday, in correlation with the school parties. Chairman Bennett stated that there would be no cost for the Police and Fire Departments for this event. Member Rayburn commented that also there will be additional businesses using the sidewalks that do not have store fronts. The event will take place between 4pm and 6pm. Clerk Cronen reminded the Board that a formal request is needed for the event and a license agreement with the City will need to be completed. Member Withee reminded Board Members to donate candy for the Main Street Table. Member Pobocik moved to approve the Trail For Treaters Work Plan, seconded by Member Withee. CARRIED.

2. CONSIDERATION OF MICHIGAN MAIN STREET CONTRACT

Main Street Manager Sweeney stated that the contract is the same and will be through 2022. He noted that City Manager Mitchell had a few minor clerical changes and he asked to be removed as the signatory for the City on the contract and Clerk Cronen added. Member Withee asked about the penalties for not attending regular training sessions. Main Street Manager Sweeney stated that he will be staying on top of the training requirements. Member Rayburn moved to authorize Chairman Bennett and Secretary Rayburn to execute the Michigan Main Street Contract, with the noted changes, seconded by Member Withee. CARRIED.

DISCUSSION ITEMS

1. MAIN STREET FUND DEVELOPMENT

Main Street Manager Sweeney announced that the Fund Development Meeting will be held at the Main Street Office on September 28, 2021, at 6:30 p.m. He commented that the plan will have to be fully supported by the Board. He stated that this meeting will be to brainstorm ideas and encouraged Board Members to attend if they so chose to. Main Street Manager Sweeney explained that this is to have fresh eyes with new ideas and plans. He suggested if Board Members could not attend the meeting and had ideas to contact him.

2. GUS MACKER

Chairman Bennett gave an overview of the event. He stated that profits from the event look to be between \$8,000 and \$10,000, but the final numbers are not in yet. He commented on the following:

- The event ran extremely well
- Largest number of Teams for the event
- No medical problems with the hot weather
- No rise in player tension with the hot weather
- Event done and cleaned up by 6pm on Sunday

He stated that he is looking forward to doing it again next year.

Member Andrade mentioned that two license plates were stolen at the event.

ECONOMIC DIRECTOR REPORT

Economic Development Director Dave Rayman provided a written report and the report from the Chamber. Chairman Bennett commented that he is pleased to see that potentially an ATM will be installed at City Hall.

MEMBER COMMENTS

None.

PUBLIC COMMENTS

None.

The meeting was adjourned on a motion by Member Meles, seconded by Member Pobocik.
8:02 a.m.

Angela M. Cronen, MMC
City Clerk