

DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET  
CITY OF OTSEGO  
OTSEGO CITY HALL

July 11, 2022  
7:30 A.M.

A Regular Meeting of the Otsego Downtown Development Authority (D.D.A.)/Main Street Board was held Monday, July 11, 2022.

Chairman Bennett called the meeting to order at 7:30 a.m. with the following members present: Olivia Andrade, Marissa Andrus, Sarah Knash, Sandy Foster, Jason Smith and Stacey Withee. Absent: Toby Esterline. Also present: City Manager, Aaron Mitchell; Finance Director/Treasurer, Matt 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 June 13, 2022, seconded by Member Andrade. CARRIED

TREASURER'S REPORT

Member Smith moved to accept the June 2022, Treasurer's Report, seconded by Member Withee. CARRIED.

Chairman Bennett asked if the Main Street phone number was transferred to City Hall because the number is on the Gus Macker flyers. The number was not transferred to City Hall.

TEAM LEADER UPDATES

Main Street Manager Sweeney, Arts Committee – he gave an update on the following: Artisan Market, Art Thing, and the Riverfront painting event on August 14<sup>th</sup>.

Chairman Bennett, Gus Macker Committee – he gave an update on the following: the event and announced that the next meeting is at City Hall on Wednesday, at 6:00 p.m.

Clerk Cronen requested that meeting dates be submitted to be put on the City's Calendar, so there are no potential scheduling conflicts.

MANAGER'S REPORT

Main Street Manager Sweeney reported on the following – his priorities:

1. Working with DPW, on Vibrancy Grant project, not quite relinquished.
2. Checking the legal background of leaving the Main Street Program with the State.
3. Getting TOP's Branding ready to go
4. Finding Leaders for events
5. Animal Tracks
6. Shaved Ice Stand

At this time, City Manager Mitchell gave an update and overview of the Summer Fun Nights. He stated that they are half way over and are averaging about 100 people. Main Street Manager Sweeney stated that they have raised approximately \$4,500, which will be invested back into the program.

## DISCUSSION ITEMS

### 1. TOGETHER OTSEGO PROSPERS UPDATES (RESOLUTION, BRANDING, FUTURE MEETINGS, 501C3 STATUS)

Main Street Manager Sweeney announced that the City Commission recently adopted a resolution adopting TOP so that the events/programs can continue. City Manager Mitchell explained the TOP Group and how they will function. He commented that the next meeting will be only regarding DDA business. A lengthy discussion took place regarding the TOP group:

- Branding
- Facebook Page
- Meeting Times & Location
- Insurance
- Financial Questions

City Manager Mitchell will contact the City's attorney in regards to the Facebook Page and other various questions in regards to TOP Meetings.

At this time, the 501C3 status was discussed and it was determined to talk about the 501C3 at the next TOP Meeting. Main Street Manager Sweeney commented that it is not a necessity at this time, but will be needed in the future and agreed that it should be discussed at the next meeting.

### 2. WORK PLAN REVIEW

Main Street Manager Sweeney distributed a list of Work Plans, outlining what "we are doing and what we are going to do". He reviewed several events and answered questions of the Board. Member Knash asked why the Chamber wasn't involved in Ladies Night. Main Street Manager Sweeney commented that the Chamber is not interested in holding events. Member Knash asked who was in charge of Plainwell's Ladies Night. The date of the Artisan Market was discussed because it was the same day as Plainwell Days. The best attendance was from 10 am until 1pm. Member Andrade asked who assisted with the Animal Tracks and the responsibilities. Main Street Manager Sweeney stated that Animal Tracks is done in conjunction with the Library.

### 3. DDA FUND BALANCE SPENDING STRATEGY

Main Street Manager Sweeney stated that the DDA has fund balance and listed several projects off of a worksheet. Finance Director Storbeck commented that these projects were not discussed at the budget meetings, and the worksheet was for planning purposes only during the budgeting process. Chairman Bennett commented that bathrooms at the Pavilion were previously discussed. At this time, Member Andrade asked how the funds moving forward would move to TOP and where would the funds come from for next year's events. A discussion took place regarding: event funding, where the funds would

be held, how funds would be transferred to the 501C3, what can the transferred funds be used for, cost of bathrooms at the pavilion site, preparation of a cash flow sheet outlining projected projects, who will keep the books for the 501C3. Chairman Bennett stated that all decisions are at the discretion of the City Commission. The duration of the DDA was discussed as it could end at the end of this year or could be extended until 2025 when it will dissolve. Main Street Manager Sweeney suggested that the DDA continue until a 501C3 is formed.

4. RIVERFRONT DEVELOPMENT UPDATE IDEAS (BRANDING, SPRINKLERS, VIBRANCY GRANT PROJECT, RESTROOMS)

Main Street Manager Sweeney stated that he would have more information at the next meeting, and the discussion will be continued then.

ECONOMIC DIRECTOR REPORT

Economic Development Director Dave Rayman provided a written report.

MEMBER COMMENTS

City Manager Mitchell gave an update on the Rock-Tenn property and announced that a Housing Study is going to take place in the near future.

Finance Director Storbeck asked if there was an update on the Mural Project. Member Andrade gave an overview of the project – fixing the brick, painting the wall, and the painting of the mural. Finance Director Storbeck asked if all of the funds were going to the artist. Member Andrade stated that she would stay in touch with Finance Director Storbeck and City Manager Mitchell. She further commented that she would take the \$2,800, and give it to the artist.

PUBLIC COMMENTS

None.

The meeting was adjourned on a motion by Member Andrade, seconded by Member Knash. 8:40 a.m.

Angela M. Cronen, MMC  
City Clerk