



MEETING MINUTES

May 19, 2022

1. Roll Call

Acting Chairperson Brian Rzeppa called the meeting to order at 6:00PM.

Member	Present	Absent
Emily Hornbeck	X	
Rina Belanger		Excused
Kathy Kane	X	
Carrie Hancock	X	
Katie Mans	X	
Camille Meyer		Excused
Mark Nestor	X	
David Patz		X
Brian Rzeppa	X	
Steven Rzeppa	X	
James Schropp		X
Total	7	4

A quorum was present. Others present: John Iacoangeli, Beckett & Raeder.

2. Approval of Minutes

The minutes of the April 7, 2022 meeting were not included the packet. The Chair decided that they would be available at the June meeting for review.

3. Old Business

- a. Downtown Survey. Iacoangeli reviewed with the Board the proposed downtown property and business owner survey. He added that Kathy Kane and Rina Balanger assisted with the preparation of the survey. Iacoangeli stated once approved by the Board the survey would be distributed to downtown property owners and businesses using GIS parcel information. The survey would be distributed in June with the results available at the July board meeting. A motion was made by Mayor Rzeppa and seconded by Hornbeck to approve the survey for distribution. A vote by voice was taken. Motion passed.

4. New Business

- a. Financial Report Ending April 30, 2022. Iacoangeli reviewed with the Board the April 30, 2022 financial report provided by the City. Iacoangeli noted that the \$100,000 and \$70,000 bond payment plus interest were made in April. Iacoangeli also noted that the expenditure account list should be expanded to include more categories for the DDA to budget and track, and he would get with Jill Cooper in Finance to review. Motion by

Mayor Rzeppa and seconded by Hancock to approve the financial report. A vote by voice was taken. Approved.

- b. DDA Meeting Schedule. Chairperson Rzeppa asked the board to consider moving the monthly meeting to the 2nd Thursday of the month at 6PM. This change would provide sufficient time to prepare materials for City Council in the event the DDA needed to request their support and/or approval on programs and projects. A motion was made by Mayor Rzeppa and seconded by Hornbeck to schedule the monthly DDA meeting to the 2nd Thursday of the month. A vote by voice was taken. Approved.
- c. Downtown Tour. The DDA's downtown tour was discussed and the July 19, 2022 at 6PM was selected for the date and time. A motion was made by Mayor Rzeppa and seconded by Hancock to schedule a special meeting for July 19, 2022 at 6PM.
- d. Branding. Iacoangeli reviewed with the board several examples of downtown branding programs from Grayling and West Branch. He noted that the city is proceeding with Redevelopment Ready Community certification and one of the requirements for the program is to have a community marketing plan and brand. Iacoangeli will reach out to the firm that has worked with MEDC and the Michigan Main Street Program to seek their level of interest and anticipated budget.
- e. Festival Sponsorship. Hornbeck asked about the DDA's interest to assist with sponsorships for community festivals, like Summerfest and Winterfest. The Board discussed the need to introduce the DDA to the community and what the mission of the DDA as it relates to downtown revitalization. Hancock asked if the DDA could create a patron survey which could be used at the event and by local businesses. Iacoangeli stated that a separate patron survey could be developed in time for the summer festival. The Board discussed sponsoring the bus that is used to transport summer festival attendees from the arena to the downtown. A motion was made by Mayor Rzeppa and seconded by Hornbeck to commit up to \$5,000 to the summer festival. A vote by voice was taken. Approved.
- f. Speaker System. Iacoangeli noted that the Mayor received an email from a Trenton resident suggesting a speaker system for the downtown to play music. Iacoangeli provided a sample of a wireless outdoor speaker system produced by StreetSounds. After discussion the Mayor offered to reach out to the City's IT Department to investigate options and costs.

5. Public Comment

There was no public comment.

6. Announcements

None.

7. Next Meeting.

The next DDA meeting will be scheduled for June 9, 2022 at 6PM.

8. Adjournment

A motion was made by Nestor and supported by Belanger to adjourn the meeting at 7:10 PM.