



**Informational
Downtown Development Authority
Board of Directors Meeting**

**Monday, January 25, 2021
12:00 p.m.**

**Cedar Springs City Hall
66 S. Main St.
Cedar Springs, Michigan**

1. **Ringer** called the Informational DDA meeting to order at 12:02pm. The Pledge of Allegiance was recited.
2. ROLL CALL:

Bernie Beier	<u>Present</u>
Laura Ensley	<u>Present-Zoom-Cedar Springs, MI</u>
Jody Arp	<u>Present-Zoom-Cedar Springs, MI</u>
Gerald Hall, Mayor	<u>Absent</u>
Tom Wilkes	<u>12:07pm Present-Zoom-Cedar Springs, MI</u>
Sally Howland	<u>12:07pm Present-Zoom-Cedar Springs, MI</u>
Rose Ellen Powell	<u>Present</u>
Todd Vriesenga	<u>Present-Zoom-Cedar Springs, MI</u>
Dave Ringler, Chairperson	<u>Present-Zoom-Cedar Springs, MI</u>

3. PUBLIC COMMENTS.

Those citizens wishing to speak on agenda and non-agenda items will be allowed a maximum of four minutes each to address their concerns. This is the only time during the meeting that citizens are allowed to address the Downtown Development Authority. Please state your name and address for the record if you would like.

None.

4. INFORMATIONAL PRESENTATION

- A. Presentation- City Manager Michael Womack
 - a. DDA Funding options
 - i. Tax Increment Financing
 - ii. Millage (up to 2 Mills)
 - iii. Special Assessments
 - iv. Revenue Bonds
 - v. Revenues from property owned or leased by the DDA
 - vi. Donations and Grants
 - vii. Contributions from local government
 - b. New On-Premises Development District (DDA) License – MCL 436.1521a(1)(b) (<http://legislature.mi.gov/doc.aspx?mcl-436-1521a>)

B. Public Question & Answer

None.

5. ADJOURNMENT.

Motion by **Beier** seconded by **Powell** to adjourn the meeting at 12:18pm.

Voice Vote

8-0

Motion Carried.

Rebecca Johnson, City Clerk

David Ringler, Chairperson



**Regular
Downtown Development Authority
Board of Directors Meeting**

Annual Reorganizational Meeting

Monday, January 25, 2021
12:00 p.m.

Cedar Springs City Hall
66 S. Main St.
Cedar Springs, Michigan

1. **Ringler** called the meeting to order at 12:18pm. The Pledge of Allegiance was Recited.
 - a. Oath of Office was issued to newly appointed/reappointed members: Tom Wilkes and David Ringler.

Clerk **Johnson** opened the floor for nominations for the office of Chairperson.

Beier nominated Ringer

Clerk **Johnson** closed the floor for nominations for the office of Chairperson.

Clerk **Johnson** called for a Roll Call Vote for Ringler as Chairperson.

Roll Call Vote **8-0** **Motion Carried.**

Clerk **Johnson** issued the Oath of Office issued to Chairperson Ringler.

Ringler opened the floor for the office of Vice-Chairperson.

Ringler nominated Vriesenga

Ringler closed the floor for nominations for the office of Vice-Chairperson.

Ringler called for a Roll Call Vote for Vriesenga as Vice-Chairperson.

Roll Call Vote **8-0** **Motion Carried.**

Clerk **Johnson** issued the Oath of Office issued to Vice-Chairperson Vriesenga.

2. ROLL CALL:

Bernie Beier	<u>Present</u>
Laura Ensley	<u>Present-Zoom-Cedar Springs, MI</u>
Jody Arp	<u>Present-Zoom-Cedar Springs, MI</u>
Gerald Hall, Mayor	<u>Absent</u>
Tom Wilkes	<u>Present-Zoom-Cedar Springs, MI</u>
Sally Howland	<u>Present-Zoom-Cedar Springs, MI</u>
Rose Ellen Powell	<u>Present</u>
Todd Vriesenga, Vice chairperson	<u>Present-Zoom-Cedar Springs, MI</u>
Dave Ringler, Chairperson	<u>Present-Zoom-Cedar Springs, MI</u>

3. PUBLIC COMMENTS.

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Brynadette Powell expressed that she was in favor of the Red Flannel Town USA option for the proposed sign at the staging area.

4. CONFLICTS OF INTEREST AND EX-PARTE COMMUNICATION INQUIRY

None.

5. APPROVAL OF AGENDA

Motion by **Ensley** seconded by **Howland** to approve the agenda as presented with the following changes: Add item 8E Lighting the Heart of Cedar Springs and add item 8F Social Districts Discussion.

Voice Vote

8-0

Motion Carried.

6. CONSENT AGENDA.

- A. Motion to approve the minutes of the November 30, 2020 meeting.
- B. Motion to accept and file the financial report.
- C. Motion to spend up to \$455 on new street signage in the DDA District
- D. Motion to spend up to \$5000 on repaving of the Ash St and Second St. parking lot.

Motion by **Powell** seconded by **Ensley** to approve the consent agenda as presented.

Voice Vote

8-0

Motion Carried.

7. UNFINISHED BUSINESS.

- A. Discussion on Welcome sign to be painted on City building at Staging Area.
 - a. "Cherishing our Heritage-Embracing our Future"
 - b. "Red Flannel Town, USA"
 - c. "A Great Place to Live, Work and Play"
 - d. "Est. 1871"
 - e. Other options

Powell expressed concern that the original design was simple and plain and the quote was approximately \$5,000. She thought that the more elaborate the design that the cost could increase. She remarked that the city got rid of the "a great place to live, work and play" slogan and replaced it with "Cherishing our Heritage—Embracing our Future". She would like to see the Red Flannel Town, USA on the sign as due to the historical nature of the festival. **Beier** would like to see Red Flannel Town, USA. **Ensley** questioned if there would be legal ramification if the City used the Red Flannel Town, USA trademark. **Womack** reported that Red Flannel is one day per year, and that the festival is a private entity. He expressed concern using public funds to support a private entity. **Ringler** likes option 1 with Grey writing rather than yellow, and "Cherishing our Heritage—Embracing our Future". **Vriesenga** prefers option 1 or 3. **Howland** favors option 1. **Arp** prefers option 1. **Wilkes** likes option 1 & 2 and suggesting adding a mitten to the sign. **Ensley** prefers option 1 & 4.

8. NEW BUSINESS.

A. Motion to donate up to \$1000 towards development and operation of the Cedar Blitz Gravel Bicycle Race in May 2021.

Motion by **Ensley** seconded by **Vriesenga** to donate up to \$1000 towards development and operation of the Cedar Blitz Gravel Bicycle Race in May 2021.

Voice Vote

8-0

Motion Carried.

B. Motion to donate up to \$1000 towards the development and operation of a summer concert series being planned for the Heart of Cedar Springs Amphitheater.

Motion to donate up to \$1000 towards the development and operation of a summer concert series being planned for the Heart of Cedar Springs Amphitheater.

Voice Vote

8-0

Motion Carried.

C. Discussion regarding the Red Flannel, and the varied assortment of pennants that used to hang on Main Street.

Powell reported that the pennants were previously purchased by the DDA and thought instead of letting them sit to possibly sell them if they were in a decent condition as a fundraiser for DDA. She requested to arrange to view them in the spring with the DPW Department. **Womack** reported that the pennants were not in a condition to be used outside and that the existing brackets that the Chamber purchased are the incorrect size. He will arrange for Ms. Powell to meet with the DPW and look over the signs in the spring.

D. Discussion on future plans/events and Capital Improvement Plans (CIP)

- a. Strawbale giveaway
- b. Deck the Downtown with Lights
- c. Façade/sign improvement grants
- d. Gus Macker Basketball Tournament
- e. Bicycle Race/Concerts
- f. Long-term goals
 - i. Creation of New Off-Street Parking Lots.
 - ii. Alley Improvements.
 - iii. Acquisition and Construction of Buildings, Structures and Property.
 - iv. Improvements to and Renovation of Existing Buildings.
 - v. Construction of Parks
 - vi. Improvements to White Pine Trail.
 - vii. Improve Accessibility to Downtown Area from White Pine Trail.
 - viii. Commercial Business and Building Development and Redevelopment
 - ix. Municipal Buildings.
 - x. Development of cohesive standardized city-wide signage standard.
 - xi. Pedestrian/Bicycle improvements.
 - xii. Business and Downtown Development and marketing
 - xiii. Establish Downtown Recreation and Annual Signature Events

Ensley explained that the Gus Macker Event brings thousands of people into town and there is an opening in August of 2021. She would propose that the chamber co-sponsor the event. **Vriesenga** reported that it will be necessary for a police budget for the event. **Powell** agreed that previous Gus Macker events needed security.

E. Lighting the Heart of Cedar Springs

Ensley reported that she visited Sparta's downtown lights and she was impressed by their display. She would like to do something similar for the Heart of Cedar Springs. She reported that the quote was \$2,100 for initial installation and \$850 per year. She is asking the board for a \$1,500 contribution in the first year and would want to add lights each year.

F. Social Districts Discussion

Powell was looking for feedback on possibly creating a social district similar to the City of Rockford. **Vriesenga** remarked that the City of Rockford uses their volunteer fire fighters as security for the event. **Arp** would be interested in using the social district for special events only. **Ringler** thought that the social districts could be used more in the summer months during special events.

9. CORRESPONDENCE.

- A. Perry Hopkins-Resignation Letter
- B. 2020 Attendance Report
- C. 2020 Minute Index

10. CITY MANAGER/DDA DIRECTOR'S REPORT.

Womack is out of town, but looking forward to coming back. He hopes that we begin to work towards recovery.

11. TRUSTEE COMMENTS.

Beier thanked everyone. He also inquired about the need to wear a mask indoors when you are over 6ft away.

Ensley is looking forward to February 1st and doing dine in at restaurants.

Howland shared that she is glad that everyone is going to be able to open soon.

Powell Red Flannel is starting 2021 with a new theme and hopes they can have the festival this year.

Vriesenga is looking forward to seeing everyone.

Arp has enjoyed being on the DDA so far.

Wilkes thanked everyone for the opportunity to serve on the board and apologized for being late.

Ringler thanked Arp, Wilkes, and Vriesenga for stepping up and contributing your talents. Please be mindful of 25% restaurant limitations and please be patient and visit during non-traditional times during the day.

12. ADJOURNMENT.

Motion by **Wilkes** seconded by **Arp** to adjourn the meeting at 1:23pm.

Voice Vote

8-0

Motion Carried.

Rebecca Johnson, City Clerk

David Ringler, Chairperson