



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

**Monday, February 22, 2021
12:00 p.m.**

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

1. **Ringler** called the meeting to order at 12:03pm. The Pledge of Allegiance was recited.

2. ROLL CALL:

| | |
|----------------------------------|---------------------------------------|
| Jody Arp | <u>Present-Zoom-Cedar Springs, MI</u> |
| Bernie Beier | <u>Present</u> |
| Laura Ensley | <u>Present-Zoom-Cedar Springs, MI</u> |
| Gerald Hall, Mayor | <u>12:30pm-Zoom-Cedar Springs, MI</u> |
| Sally Howland | <u>Present</u> |
| Rose Ellen Powell | <u>Present</u> |
| Todd Vriesenga, Vice Chairperson | <u>Excused</u> |
| Tom Wilkes | <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. CONFLICTS OF INTEREST AND EX-PARTE COMMUNICATION INQUIRY

Powell disclosed that she had conversation with Mr. Beier regarding snow removal.

5. APPROVAL OF AGENDA

Motion by **Powell** seconded by **Wilkes** to excuse those that cannot be here.

| | | |
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| Voice Vote | 7-0 | Motion Carried. |
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Motion by **Wilkes** seconded by **Powell** to approve the agenda as presented.

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|-------------------|------------|------------------------|
| Voice Vote | 7-0 | Motion Carried. |
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6. CONSENT AGENDA.

A. Motion to approve the minutes of the Regular and Informational Meeting January 25, 2021.

B. Motion to accept and file the financial report.

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

Voice Vote **7-0** **Motion Carried.**

7. UNFINISHED BUSINESS.

A. Motion to approve of Sign Option ____ and to seek out price quotes to complete the project.

Powell wanted to see Michigan added to the sign because there are many people from out of state that use the trail.

Motion by **Ensley** seconded by **Howland** to approve of Sign Option F and to seek out price quotes to complete the project.

Voice Vote **6-1 (Powell)** **Motion Carried.**

8. NEW BUSINESS.

A. Snow Removal Discussion

Womack asked for discussion to see if the DDA wanted to add additional sidewalks to the area that they already remove snow from. **Beier** was not in favor of removing snow all the way to 18 Mile. **Ringler** has inquired from private companies for quotes on extending the snow removal, but didn't hear back from them before the meeting. He asked. **Powell** reported that in previous years the snow has been removed when it accumulates. **Ensley** reported that the DDA should not have to pay for snow removal in the Downtown area.

B. Social District Discussion
a. Cadillac Social District

Hall arrived via Zoom at 12:30pm.

Powell wanted to make sure that there were designated areas in The Heart of Cedar Springs for concerts in the park. **Ringler** thought that the response in other communities was relatively positive. **Wilkes** would be in favor of the social district to ensure that the city stays relevant and continues to try new ideas. **Ensley** thought that the city would be missing out if they didn't participate.

C. Discussion on year-round porta-john at the Staging Area

Ensley reported that it would be a disservice to the local businesses to place a bathroom near the trail when individuals could visit a local business in town spend money. **Ringler** expressed a concern with possible vandalism. **Womack** suggested putting a sign on the existing bathroom with information on businesses.

D. Joint DDA/Chamber website discussion
a. [Heart of Rockford Website](#)

Wilkes reported that he paid approximately \$2,000, plus hosting, plus maintenance. **Ensley** was in favor of working with the Chamber of Commerce for a joint website. **Womack** suggested just adding a DDA page on the existing Chamber of Commerce webpage.

E. Preliminary 21/22 Budget Discussion

- a) \$500 Portable Restrooms
- b) \$2000 Community Event Sponsorship (Concerts \$1000, Bike Race \$1000)
- c) \$1000 Signs (social district)
- d) \$5000 Parking Lots and Parking Lot signage/improvements
- e) \$6000 Seasonal Employee
- f) \$3000 Public Art (Mural/Sculptures/Banners)
- g) \$6000 Welcome Sign Mural
- h) \$1500 Flower Box Expense
- i) \$1500 for Winter Holiday Lights Display
- j) \$300 Printing and Publishing
- k) \$100 Water Utility Expense
- l) \$500 Electric Utility Expense
- m) \$1000 Wages
- n) \$1000 Equipment Rental Expense
- o) \$1000 Material Expense
- p) \$7,000 Winter Snow Removal
- q) \$930 to fund balance

Budget=\$ 38,330

Ensley left the meeting at 1pm

Womack is proposing that the DDA pay for half of a summer DPW employee. **Powell** would like to see a contribution from the DDA for the addition of building a new bathroom near The Heart of Cedar Springs. **Beier** asked for explanation of the wages line. **Womack** reported that the wages was for watering flowers, installing new street signs, etc. **Hall** would like to move the \$930 to a training budget. **Ringler** wanted to revisit the remaining signs that need to be completed from the Sign Subcommittee.

9. CORRESPONDENCE.

A. Michigan Downtown Association Spring Training

Motion by **Powell** seconded by **Hall** to pay for any member of the DDA that wants to attend the classes to be paid or reimbursed out of this year's fund balance.

Voice Vote

7-0

Motion Carried.

10. CITY MANAGER/DDA DIRECTOR'S REPORT.

Womack reported that it has been very busy at City Hall. He remarked that the board may need to start thinking about some long term goals once more money is coming in. He asked if there were any budget changes to email him any suggested.

11. TRUSTEE COMMENTS.

Arp liked the idea of the social district and hopes it will bring more people to town. She would like to see continued progress on increasing public parking.

Beier expressed frustration on the excess snow on Main Street.

Hall discussed the need to update the Master Plan soon and wanted involve as many people as possible in the discussion.

Howland thanked everyone for participating.

Powell clarified that the Red Flannel Festival is not a private organization that it was a public non-profit and was created for the only reason to celebrate a festival. The clocktower should have new clock faces by this summer. They are also working on the Veteran honor garden as well. The CBDT created and paid for the clocktower. She clarified that the Red Flannel Festival did not paint the clock tower, but was a CBDT project.

Wilkes is happy with the progress of the meeting.

Ringler questioned if the DDA had interest in doing start up pods similar to Muskegon.

12. ADJOURNMENT.

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

Voice Vote

7-0

Motion Carried.

Rebecca Johnson, City Clerk

David Ringler, Chairperson