



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

**Monday, March 28, 2022
12:00 p.m.**

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

1. **Ringler** called the meeting to order at 12:00pm. The Pledge of Allegiance was recited.
2. ROLL CALL:

Jody Arp	<u>Present</u>
Bernie Beier	<u>Present</u>
Laura Ensley	<u>Present</u>
Pamela Conley, Mayor	<u>Excused</u>
Sally Howland	<u>Present</u>
Rose Ellen Powell	<u>Present</u>
Todd Vriesenga	<u>Excused</u>
Tom Wilkes	<u>Present</u>
Dave Ringler	<u>Present</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

XIII. Establish Downtown Recreation and Annual Signature Events. This component consists of the creation and development of signature events and activities in the downtown area.

- Promotion of business and the downtown core through festivals and events.
- Creation and maintenance of recreation activities, signature events and ongoing attractions to increase the downtown core's attractiveness to visitors, drawing people to the downtown core and encouraging them to linger in the downtown area.
- Such other improvements as the City of Cedar Springs Downtown Development Authority Board deems to be necessary or incidental to the items set forth above.
- This component is expected to take twenty (20) years to complete at an estimated cost of \$200,000.

B. Public Question & Answer

Powell wanted to know if there is extra work involved with this proposal. **Womack** said that it really isn't anything different than what The Board is doing now.

5. ADJOURNMENT.

Motion by **Wilkes**, seconded by **Arp** to adjourn the informational meeting at 12:07pm.

Voice Vote

7-0

Motion Carried.

Tracey Blackmer, Deputy Clerk

David Ringler, Chairperson



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

MINUTES

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None.

4. CONFLICTS OF INTEREST AND EX-PARTE COMMUNICATION INQUIRY.

None.

5. APPROVAL OF AGENDA.

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

Voice Vote 7-0 Motion Carried

6. CONSENT AGENDA.

- A. Motion to approve the minutes of the regular February 28, 2022 meeting.
- B. Motion to accept and file the financial report.
- C. Motion to approve the MNRTF letter of support

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

7. UNFINISHED BUSINESS

A. Motion to approve and recommend the 2022-2023 DDA Budget to the City Council.

a. Proposed 2022-23 Budget

- i. \$500 Portable Restrooms
- ii. \$3,000 Community Event Sponsorship (*Concerts \$1500, Bike Race \$1,500*)
- iii. \$500 Signs (social district)
- iv. \$20,000 Parking Lots and Parking Lot signage/improvements
- v. \$10,000 Employee
- vi. \$5,000 Public Art (Mural/Sculptures/Banners)
- vii. \$5,000 Kent Theater festival or streetscape envisioning
- viii. \$500 Flower Box Expense
- ix. \$8,000 for Winter Holiday Lights Display
- x. \$300 Printing and Publishing
- xi. \$100 Water Utility Expense
- xii. \$500 Electric Utility Expense
- xiii. \$1,000 Wages
- xiv. \$1,000 Equipment Rental Expense
- xv. \$1,000 Material Expense
- xvi. \$6,000 Winter Snow Removal
- xvii. \$6,080 Sidewalks
- xviii. Budget=\$ 68,480.00

Beier wanted to know how the budget is determined and how are the funds distributed. **Womack** stated the budget is a living document and is based on estimates. The Board has the final authority on how much is spent and can combine or transfer funds as needed by doing a budget amendment. The Board wanted to revise \$5,000 Kent Theater Festival or streetscape envisioning \$5,000 to Summer Events.

Motion by **Wilkes** seconded by **Howland** to approve the budget as shown.

Roll Call Vote

7-0

Motion Carried

B. 71 N. Main St. mural modification proposal

- a. Draft Proposed Mural
- b. Mural contract relevant portions

Ensley had 2 more sizes of wings added to the mural and a final copy was viewed by the Board.

Motion by **Beier** seconded by **Wilkes** to approve the mural at 71 N. Main.

Voice Vote

7-0

Motion Carried

C. Discussion on 2022-23 Downtown lighting display purchase and installation

- a. \$950 for HOCS labor

- b. \$6,742 first year cost for downtown lights (2/3's of total cost)
 - i. "Left" side
 - ii. "Right" side
- c. Proposed yearly labor cost is \$4,085 for HOCS and Main St. labor.

Wilkes stated that if there is money in the budget to do all of downtown, then The Board should consider doing so, with consideration of the Chamber paying for 1/3 of the cost.

- C. Discussion on Heart of Cedar Springs Domain
 - i) heartofcedar.com
 - ii) heartofcs.com
 - iii) heartofcedarsprings.com

Motion by **Ensley** seconded by **Howland** to approve the purchase of the 3 domains at a cost not to exceed \$45 per year.

Roll Call Vote **7-0** **Motion Carried**

- D. Discussion on Fence Repair for 70 N. Main

Womack reported that Mr. Vriesenga was going to work with the property owner to find a possible solution.

- E. Discussion on Social District Draft

Ringler suggested that whatever is decided, consistency is important. So far there has been no issues with the Social District and they would like to see it every day of the week.

Motion by **Ensley** seconded by **Beier** to have the Social District every day of the week and the hours being noon to 10pm.

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

8. NEW BUSINESS.

- A. Discussion on the Kent Theater, façade improvement/street scape or festival

Womack suggested having a movie festival downtown where DDA could sponsor free movies on a certain night of the week.

9. CORRESPONDENCE.

- A. 2022 Calendar

10. CITY MANAGER/DDA DIRECTOR'S REPORT.

Womack is hoping to hire someone soon to help with the DDA tasks.

11. TRUSTEE COMMENTS.

Beier wanted to thank everyone for a good meeting. He thought it was very fun and productive.

Howland was glad to see things moving forward and getting done.

Ensley reported that she was excited to see some changes coming.

Powell was glad to see everyone and thinks everything is going great.

Wilkes missed the Christmas decorations.

Ringler wanted to mention the Cedar Blitz is May 21. There may be 300-400 racers at this wonderful event. He also mentioned the several companies that donated to this event. He thanked everyone for coming.

Motion by **Arp** seconded by **Wilkes** to adjourn the meeting at 1:06pm.

Voice Vote

7-0

Motion Carried

Tracey Blackmer, Deputy Clerk

David Ringler, Chairperson