

**Manchester Downtown Development Authority**  
**April 21, 2009**  
**Unapproved Minutes**

Members Present: Ray Berg, Alan Dyer, Susan Fielder, Karen Hinkley, Karl Racenis, and Dawn Steele.

Pledge of Allegiance 7:05

Dawn Steele was officially sworn into office by Julie Schaible prior to the meeting. Dawn was welcomed by all Board members present.

Approval of agenda as amended adding Item #4 to old business: Bergmann Invoice and Item #1 to new business: Filling DDA Secretarial position. Motion to approve by Berg, 2<sup>nd</sup> by Dyer. All in favor.

Approval of March 17, 2009 minutes adding Karen Hinkley to those present and modifying Ray Berg attendance and follow-up assignments regarding Antique Street Lamps and Lumecom. Motion to approve by Hinkley, 2<sup>nd</sup> by Berg. 4 in Favor, 2 abstain

Public participation – none

**OLD BUSINESS:**

**Review of Street lighting-**

Consumers Energy Status - Racenis

- 1) Review TEA grant proposal for new members, initial designs:  
Regulated Consumers: Larry Gardner (32 lights); Unregulated Division: Tom Madden (replacing *VanderVough*) (85 lights) and DDA current proposal (68 lights).
- 2) Expect new proposal from Unregulated Consumers in 2 weeks.

Illuminart Feedback - Berg

- 1) Illuminart will attend summer meeting at no charge to describe available services.
- 2) Berg asked them to address 6 specific questions including downward illumination and static charge vulnerability.
- 3) Illuminart is not an MDOT approved vendor. Berg will contact Jeff Wallace (Lynn Kirby) to refer Illuminart to potential approval process.
- 4) Considering Village Planning Commission/DDA combined presentation.

AA LED street light observations - Berg

- 1) Light illuminate top of globe to lesser extent
- 2) "White" light seemed too bright
- 3) Recommends we continue to evaluate AA experience, discussion with engineers
- 4) Multiple options available providing desired effects

**Downtown Planning & Marketing-**

AA SPARK - Berg

- 1) Contacted Michael Finney regarding funding for economic development plans
- 2) Review of SPARK projects found no similar projects to meet our expectations
- 3) Finney reported no available funding for long-range market planning

Blueprint Grant recipients

- 1) Reported to be beneficial for neighboring communities

MEDA Conference May 5th "Inside the Economic Development Toolbox" - Berg

- 1) Met with Joe Borgstrom Michigan State Housing Authority (MISHA)  
Re: STARS program and Blue Prints (Cool Cities)
- 2) Blue Prints Website non-functional, but programs vibrant
- 3) Berg attending May 5th conference, \$80 fee paid by Chamber of Commerce  
New Market Tax Credit programs and development diversification strategies

- 4) Recommendations:

Schedule 2009 Citizens Forum

Utilize 1st part of FY10 to prepare for Blue Print Application

Budget \$15,000 by 2010 for matching fund requirements

**Michigan Downtown Association Report - Berg, Dyer, Hinkley, Racenis -**

- 1) Good attendance, wide geographical representation
- 2) Promoting Facebook marketing, targeting 20 - 50 year olds  
Example: Chicken Broil Facebook page
- 3) Proposing joint Chamber/DDA Manchester Michigan Facebook page  
Following discussion of target audience, community resources and expected costs, board members voted to support the joint Chamber/DDA Facebook page. Those in attendance expressed appreciation to Ray Berg for volunteering to initiate the design.
- 4) Berg has received 3 filming requests (Warner Brothers and Michigan Film Office)  
Emphasized Community Readiness  
Berg attended Village Council Meeting: suggesting Village ordinance/policy  
-Appoint Jeff Wallace as point person, ability to close streets etc.  
Berg preparing photographs for RealScout.com webpage

**Other: Resolution regarding Bergman Payment**

Racenis drafted a resolution (see attached) to provide an appropriate process for reimbursing the Village for the Bergman Associates design invoices. Berg moved, Dyer seconded the adoption of the resolution. Roll call vote:

Berg - yes

Dyer - yes

Fielder - yes

Hinkley - yes

Steele - yes

Racenis - yes

Resolution adopted

The Village has transferred \$10,000 from the DDA fund balance to pay the first Bergman invoice. Fielder moved that an additional \$10,000 be taken from the DDA fund balance to pay the 2nd Berman Invoice. Seconded by Hinkley. Roll call vote:

Berg - yes

Dyer - yes

Fielder - yes  
Hinkley - yes  
Steele - yes  
Racenis - yes  
Motion carried

### **NEW BUSINESS:**

**Board Secretarial Position** - Fielder described an option of hiring a recording secretary, similar to practice in place by the planning commission. The role could include minute summaries, dissemination meeting information, and other related tasks. The estimated annual cost recommended by the finance committee (Racines, Flowers and Fielder) would be \$600. The timely distribution of meeting summaries is required by PA 194. The other option is for a current Board member to volunteer to accept those responsibilities. Dawn Steele inquired about the expectations and expressed interest. Racenis nominated Steele to be appointed DDA Board Secretary, seconded by Fielder, motion carried with unanimous support. Dawn's willingness to serve saved \$600 from the expected administration costs. Board members present expressed appreciation. Discussion regarding the open DDA Board Vice Presidential position was tabled until entire Board is present.

### **Art Alliance Cultural Implementation - Racenis**

Racenis reported the Riverfolk is working with the Washtenaw County Arts Alliance in hosting community forums to develop an arts-related economic development strategy. Karl has attended previous meetings and is encouraging DDA members to attend the forums to help the group focus on the needs and constraints the downtown merchants are facing.

### **REPORTS**

**Village Administration:** not present

**Treasurer's Report:** Fielder distributed a 3-page document.

- 1) 2008-2009 Manchester DDA Budget, revised 4/17/2008
  - The original budget didn't itemize Bergman Associates invoices
  - Revenue from Federal and State Grants and Village funding estimates didn't match budgeted expenses
  - A final adjusted budget needs to be approved by Village Council in June including actual expenses and fund balance carryover.
- 2) 2008-2009 Manchester DDA Budget, revised 4/15/2009
  - Line item of \$10,000 added to left column, representing Village payment of 3rd Bergman invoice
  - Adjusted Main Street projected costs to match income sources from Federal, State and Village funding sources.
  - "Actual Spending" column added including \$20,000 DDA payment of 1st and 2nd Bergman invoices and expenses for MDA dues and Conference attendance
  - Additional line-item representing expected administrative expenses in FY 09-10. Fielder is recommending funding administrative expenses from previous fiscal year in response to delayed revenue income resulting from sporadic tax collections throughout the following fiscal year.
  - Adjustments to the Fund Balance Carryover were made to correspond with amount reported by Village budgets.
- 3) 2009-2010 Draft Manchester DDA Budget

- Included accurate Fund Balance Carry-over from FY2008 - 2009
- Divided proposed budget into 5 categories that would remain consistent in future years: administration; advertising and promotion; downtown events; volunteer project support; and DDA Board professional development.
- Line items within the 5 above categories would change from year to year, but the consistent categories would facilitate future budget analysis and return on investment decisions.
- Another line item would estimate administrative expenses from FY 2010 - 2011.

Discussion followed, Racenis expressed concern of pre-allocating administrative expenses for the following fiscal year. His thought is to include those estimated expenditures in the fund-balance carryover. He will ask the Village about correct accounting procedures. The \$600 estimated for a recording secretary can also be eliminated and added to the fund balance. He will provide Fielder with accurate Main Street Enhancement cost estimates so the figure representing the proposed Village funding can be more accurately identified.

**Chairman:** Racenis noted that he will not be present for the June 16th DDA meeting. The Board could meet in his absence or select a different date. It was decided that Board members would refer to their calendars and be prepared to select a June 16th, June 23rd or June 30th date at the May meeting.

**Adjournment:**

Motion to adjourn at 10:20 by Racenis, support by Berg, all in favor.

Respectfully submitted,  
Susan Fielder  
Treasurer