

CITY OF ALPENA, DOWNTOWN DEVELOPMENT AUTHORITY MINUTES OF A REGULAR MEETING OF THE AUTHORITY BOARD APPROVED

Meeting date of April 3, 2018 @ 3:00 pm | City Hall, 208 N. First Avenue, Alpena, Michigan

Present: Todd Britton, Aaron Buza, Chad Esch, Mike Mahler, Jeff Mindock, Kyrie Momrik, Shawn Straley, Matt Wojda

Absent: Joanna Cooper, Greg Sundin

Staff Present: Anne Gentry

City Staff: None

AGENDA ITEMS

1. Call to Order: The meeting was called to order at 3:00 pm by Chairman Mahler.

2. Citizens Appearing before the Authority:

- Chris Chrzan, Marketing and Events Manager at the Fresh Palate, addressed the DDA Board on the following topics:
 - Parking meters: Requested the DDA Board to reconsider pursuing and installing metered parking throughout the downtown, based on fellow downtown merchant support and complaints from tourists that are unaware of parking time limits.
 - Noise variance: Requested the noise variance to be changed to midnight for the downtown district.

3. Late Additions to the Agenda: None.

4. Review and Adoption of Minutes of Previous Meeting: It was moved by Wojda and seconded by Esch to approve the minutes of the March 2018 Regular Meeting of the DDA Board, as amended. Motion carries.

5. Hearings: None.

6. Executive Director's Report: Gentry provided a written and oral report on the proposal from Adam Young/ Wade Trim for a strategic planning session, wayfinding signage, and the status of the digital marketing plan from Q+M.

- a. DDA Summer Intern: Gentry reviewed the position description for the summer intern, as recommended by the Design Committee and included in the proposed budgets for 2018/19 and 2019/20.

7. Correspondence: None.

8. Review and Acceptance of Monthly Financial Reports: Britton moved and Esch seconded to approve both the Financial Reports for March 2018 as presented and the two attached Budget Amendments for funds 216 and 217. Motion carries.

a. Budget Amendments: 216 & 217 (Life Insurance/ LTD)

9. Committee Reports

- a. Budget/ Finance: Gentry reviewed the proposed budget for 2018/2019 as recommended by the Budget/ Finance committee.
 - i. *2018/ 2019 Budget.* Esch moved and Wojda seconded to approve the Budget for 2018/2019 and 2019/2020 with the addition of \$5,000 to the Façade Grant line item (216-269-967.001). Motion carries.
- b. Education & Promotion: Gentry provided an update to the group about the marketing plan, non-digital advertising initiatives, and the creation of a signature summer event.
- c. Design & Beautification: Britton reported on Façade Grants, the summer intern position, and follow-up with the Old Town sign repair.
- d. Economic Development: Mahler updated the group on signage for vacant properties and general maintenance, and the committee's discussion about a proposed food truck ordinance.
- e. Parking: Gentry provided an update on wayfinding and parking signage and overnight parking within the downtown.

10. Report from the City of Alpena: Rich Sullenger provided updates about the Dog Park and the two-way traffic study that was completed for Second Avenue.

11. Unfinished Business

a. Dog Park Fencing: funding request: Rich Sullenger made a request on behalf of the City of Alpena to the DDA to contribute funds towards the \$7500 cost to upgrade the fence surrounding the Dog Park to a wrought-iron appearance styled fence. Momrik moved to deny financial support for the Dog Park, motion received no support. No additional action taken.

12. New Business

a. Director Performance Evaluation: Mahler reported to the group about the Personnel Committee's evaluation of the Executive Director's first year. Esch moved and Straley seconded to approve the presented report and salary raise from \$38,000 to \$40,000. Motion carries.

b. Organizational Information

i. *Board Member Reappointment: Aaron Buza.* Wojda moved and Momrik seconded to recommend the reappointment of Aaron Buza to the DDA Board for another four year term beginning 4/21/18. Motion carries.

ii. *Election of Officers:* Esch moved and Mindock seconded to reappoint officers as they are, reappointing Mike Mahler as Chairman and Matt Wojda as Vice Chairman. Motion carries.

iii. *Schedule of Meeting Dates:* Esch moved and Mahler supported to adopt the meeting dates as presented for the remainder of 2018. Motion carries.

13. Adjournment: There being no other business, the meeting adjourned at 4:20 pm.

Minutes recorded and prepared by Executive Director Anne Gentry.