

**CITY OF ALPENA, DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES OF A REGULAR MEETING OF THE AUTHORITY BOARD  
APPROVED 1/5/2021**

Meeting date of December 1, 2020 @ 3:00 pm

Meeting was held virtually through GoTo Meeting due to the Governor's Stay Home Stay Safe Order and through Executive Order No. 2020-154. Board members present either called in via phone or video. Members of the public were invited to join virtually as well.

Present: Todd Britton, Jennifer Calery, Corey Canute, Griffin James, Cristi Johnson, Mike Mahler, Rachel Smolinski

Absent: Joanna Cooper, Shawn Straley, Matt Wojda

Staff Present: Anne Gentry, Kingsli Kraft

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**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:**

- Randy Zeeman of Thunder Bay Arts Gallery addressed the Board and asked how the DDA is promoting businesses located on Chisholm St. Mahler shared that many of the DDA's promotions were open for businesses to participate in. Gentry gave an overview of some of the recent promotional activities led by the DDA that businesses were invited to sign up for: Small Business Countdown, Jingle Bell Crawl, promotional videos, Virtual Shopping Nights, and the holiday postcard promotion.

**3. Late Additions to the Agenda:** None.

**4. Review and Adoption of Minutes of Previous Meeting (November 2020):** It was moved by Smolinski and supported by Johnson to approve the minutes from the November 2020 Meeting of the Board. All ayes. Motion passes.

**5. Hearings:** None.

**6. Executive Director's Report:** Gentry provided an oral and written report on the Virtual Shopping Night held November 18, upcoming Virtual Storytimes with Santa, and end of year reporting.

- CIP Entries: Gentry reviewed the CIP Entries that were submitted to the City for review, which outline capital investments and projects that the DDA plans on carrying out for the next one to five years.

**7. Correspondence:** None to report.

**8. Review and Acceptance of Monthly Financial Reports (November 2020):** It was moved by Britton and supported by James to approve the Financial Reports for November 2020 as presented. All ayes. Motion passes.

## **9. Committee Reports**

- a. Budget/ Finance: Did not meet.
- b. Education & Promotion: Gentry gave an update on Virtual Storytimes with Santa scheduled for December 12 and December 19 and the upcoming Jingle Bell Crawl (holiday shopping event) scheduled for December 12.
- c. Economic Development: Mahler gave an update on the Retail Recruitment Program that would incentive businesses that have been established for five years or more to relocate or expand into the downtown district. Grant awards would be a maximum of \$10,000 and would contribute to eligible expenses specified by the program. The program would be rolling and target businesses that diversify our business mix downtown. Businesses would have to sign a minimum of a three-year lease and have a minimum amount of hours they would be open each week. Mahler also reviewed the application that the committee prepared for the program.
  - Retail Recruitment Program: Britton moved and Johnson supported to approve the DDA Retail Recruitment Program and allocate \$40,000 from our Economic Development Fund Balance towards the program, to be officially launched in the new year. All ayes.
- d. Parking: Did not meet this month.
- e. Boundary Expansion: Did not meet this month.

**10. Report from the City of Alpena:** Smolinski gave an update:

- City Hall is closed to the public through December 9, and all meetings are being conducted virtually.
- The CIP process is underway and are due later this week. CIP entries will then be reviewed by City Council and the Planning Commission.
- The Harbor Advisory Committee is meeting regularly and looking at ways to improve the marina.

**11. Unfinished Business:** None.

**12. New Business:** Mahler gave an update on a new grant program (\$10 million) through the MEDC that will open for applications December 15. Grants will be available to businesses in specified industries up to \$15,000 and will be awarded on a first-come, first-served basis.

**13. Adjournment:** There being no other business, the meeting adjourned at 4:00 pm.

*Minutes recorded and prepared by Anne Gentry.*