

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

Meeting held February 6, 2018 @ 3:00pm  
City Hall, 208 N. First Avenue, Alpena, Michigan

*The mission of the Alpena DDA is to implement positive economic, physical, and aesthetic changes in the downtown.*

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Present: Todd Britton, Joanna Cooper, Mike Mahler, Jeff Mindock, Shawn Straley, Greg Sundin, Matt Wojda

Absent: Aaron Buza, Chad Esch, Kyrie Momrik

Staff Present: Anne Gentry

City Representation: Adam Poll

#### **AGENDA ITEMS**

1. **Call to order:** The meeting was called to order at 3:01 pm by Chairman Mahler.
2. **Late additions to agenda (requires unanimous consent):** None.
3. **Review and adoption of minutes of previous meeting:** It was moved by Sundin and seconded by Wojda to approve the minutes of the January 2018 Regular Meeting of the Board. Motion carries.
4. **Citizens appearing before the Authority:** None.
5. **Executive Director's report:** Gentry provided a written and oral report on hiring Q+M Marketing to create a digital marketing plan (see attached proposal), updating Christmas decorations, holding a strategic planning meeting, and the Farmer's Market request to move to Michekewis for this summer's location.
6. **Correspondence:** None.
7. **Review and acceptance of monthly financial reports:** It was moved by Britton and seconded by Straley to approve the financial reports for January 2018. Motion carries.
8. **Committee reports :**
  - o Budget & Finance: did not meet.
  - o Education & Promotion: Gentry provided an update on the committee's upcoming meeting with Q+M Marketing out of Ann Arbor, Michigan.
  - o Design: Gentry provided an update on the hanging flower baskets for this summer, which will be from Cherry Hill Greenhouse out of Boyne City, MI.

- Economic Development: Mahler and Wojda described the proposed updates to our by-laws, as recommended by the committee.
  - By-laws proposed revisions: It was moved by Wojda and seconded by Straley to accept the by-laws as amended. Motion carries.

**9. Report from the City of Alpena:** Poll provided an update on the following topics:

- Farmers' Market request to utilize Michekewis
- Update on Michekewis Park plan
- Splash Pad in Starlite Beach
- Anticipated street changes in the downtown (Fall 2018)

**10. Hearings:** None.

**11. Unfinished business:** None.

**12. New Business:** None.

There being no other business, the meeting adjourned at 3:36 pm.

*Minutes recorded and submitted by Anne Gentry, Executive Director.*