

**CITY OF ALPENA, DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES OF A REGULAR MEETING OF THE AUTHORITY BOARD
APPROVED 3/5/2024**

Meeting date of Tuesday, February 6, 2024 at 3:00 pm

Meeting was held at City Hall Council Chambers, 208 N. First Ave. with the option for members of the public to join virtually.

Present: Todd Britton, Loren Jackson, Cristi Johnson, Mike Mahler, Quintin Meek, Brian Peterson (arrived 3:13 pm), Rachel Smolinski, Melissa Tolan-Halleck, Cassandra VanHorn, Matt Wojda, Ben Young

Absent: Jen Calery, Corey Canute

Staff Present: Anne Gentry

AGENDA ITEMS

1. Call to Order: The meeting was called to order at 3:03 pm by Chairman Mahler.

2. Citizens Appearing before the Authority:

- Kevin Gitner of 319 S. Lawn St. in Alpena addressed the Board and expressed the importance of organizations like Target Alpena to seek grants and developers for the growth of Alpena. He complimented Target on their work in 2023.

3. Late Additions to the Agenda: It was moved by Wojda and supported by Smolinski to add Personnel Committee to the agenda under Committee Reports. All ayes. Motion carries.

4. Review and Adoption of Minutes of Previous Meetings (January 2024): It was moved by Smolinski and supported by Meek to approve the minutes from the January 2024 Board Meeting as presented. All ayes. Motion carries.

5. Hearings: None.

6. Executive Director's Report: Gentry gave an update on meetings with stakeholders in the expanded boundary, the Façade Restoration Initiative grant and application timeline, the Cocoa Crawl held on January 27, and Ice Festival. She also shared highlights from the past year, including the DDA's success with grants, projects, events, Downtown Dollars sales, and downtown growth. The 2023 Annual Report was shared with City Council and County Commissioners.

7. Correspondences: Gentry shared a thank you note received from Representative Cam Cavitt's office responding to an update on the Fresh Waves program and a grant received from the Michigan Arts & Culture Council.

8. Review and Acceptance on Monthly Financial Reports (January 2024): It was moved by Smolinski and supported by Tolan-Halleck to receive and file the monthly financial reports from January 2024. All ayes. Motion carries.

- BA for 246 Revenues: It was moved by Wojda and supported by Britton to approve the budget amendment for 246 Revenues. All ayes. Motion carries.

9. Committee Reports:

- a. Budget/ Finance: Mahler reported on the committee's meeting to discuss budgeting for of funds for the boundary expansion.
 - Draft Budget: Boundary Expansion. Mahler reviewed the draft budget to allocate funds from the boundary expansion. The budget committee will meet again in March to recommend a budget for the next two fiscal years.
- b. Education & Promotion: Johnson gave an update (attended virtually) on the 2024 calendar of events and the new logo. Tolan-Halleck added that the committee will be discussing collaborating with the Brown Trout Festival at their upcoming meeting.
 - DDA & Downtown Alpena Logos: Gentry shared the committee's work with Maria Kinney, the DDA's contracted graphic designer, to develop a new logo for the DDA and Downtown Alpena. It was moved by Tolan-Halleck and supported by Peterson to approve the logos as presented. All ayes. Motion carries.
- c. Design & Beautification: Britton gave an update on the Residential Façade Grant program and zoning in the expanded district.
- d. Economic Development: Mahler reported on the committee's discussions on programming in the expanded district. The committee prioritized allocating funds from the County's contribution towards the Façade Improvement grant program.
- e. Personnel Committee: Mahler shared that the Personnel Committee will need to meet in the next month to prepare the annual evaluation for the Executive Director and set goals for the next year. Young, Tolan-Halleck, Mahler, Calery, Wojda, and Britton volunteered to serve.

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

- The Alpena Ice Festival is coming up on Saturday, February 10. Even though the weather has been warm, the Police vs. Fire broomball game is still on.
- City staff is working with a grant administrator for the Culligan Plaza reconstruction. She will share updates at a future meeting.
- The Second Ave. reconstruction project is scheduled for this summer. The \$1.5 million project will repair water and sewer lines, repave, and add curbs, sidewalks, and streetscaping from Fletcher to Hueber St.
- New restrooms are planned to be constructed this summer at Bay View Park.

11. Unfinished Business:

- Residential Façade Grant Program: The Board discussed amending the Façade Improvement Grant program to allow properties that are residential to be able to apply for up to \$10,000 (with 50% cash match) in grant funds for façade renovations. It was

moved by Smolinski and supported by Young to approve the Façade Improvement Grant program with the residential addition as proposed, and to set aside \$45,000 of DDA funds to go into a new committed fund for Façade Grants, with \$10,000 designated for Residential Façade Grants. All ayes. Motion carries.

12. New Business:

- Social District Expansion: It was moved by Wojda and supported by Meek to recommend the expansion of the Social District to correlate with the expanded DDA boundary. All ayes. Motion carries. Gentry will present the request to Alpena City Council at a March meeting.
- Strategic Planning: Mahler discussed organizing a Strategic Planning session for the Board, given the number of new board members and recently expanded boundaries. The goal is to organize one in late spring or early summer. Gentry will prepare some options to discuss at a future meeting.

14. Adjournment: It was moved by Smolinski and supported by Young to adjourn the meeting. The meeting adjourned at 4:05 pm.

Minutes prepared and submitted by Anne Gentry.