

**CITY OF ALPENA, DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES OF A SPECIAL MEETING OF THE AUTHORITY BOARD
APPROVED 8/5/2020**

Meeting date of Tuesday, July 7, 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. 2020-15. Board members present either called in via phone or video. Members of the public were invited to join virtually as well.

Present: Todd Britton (via phone), Mike Mahler, Kyrie Momrik, Shawn Straley (via phone), Matt Wojda

Absent: Aaron Buza, Joanna Cooper, Griffin James, Rachel Smolinski

Staff Present: Anne Gentry, Kingsli Kraft

AGENDA ITEMS

1. Call to Order: The meeting was called to order at 3:12 pm by Chairman Mahler.

2. Citizens Appearing before the Authority: None.

3. Late Additions to the Agenda: None.

4. Review and Adoption of Minutes of Previous Meeting (June 2020 Regular Meeting of the Board & June 17, 2020 Special Meeting of the Board): It was moved by Straley and supported by Momrik to approve both sets of minutes as presented for the June 2020 Regular Meeting and June 17, 2020 Special Meeting of the Board. Roll call vote was taken:

Britton- yes Momrik- yes Wojda- yes

Mahler- yes Straley- yes

Total votes: Yes (5), No (0), Absent (4). Motion passes.

5. Hearings: None.

6. Executive Director’s Report: Gentry provided an oral and written report on the DDA Office reopening, COVID-19 relief efforts for businesses, a Virtual Merchant Meet-up held June 14, and two murals being painted as a part of Fresh Waves 2020.

- Employee compensation FY20/21: Gentry reviewed proposed changes to employee compensation and time off. She will review carryover policies for paid time off before next month’s board meeting. It was moved by Wojda and supported by Britton to approve pay increases as proposed (raise to \$14.00/hour for Kingsli Kraft and \$12.00/hour for Savannah Peterson) effective the pay period beginning June 30, 2020. Roll call vote was taken:

Britton- yes Momrik- yes Wojda- yes
Mahler- yes Straley- yes

Total votes: Yes (5), No (0), Absent (4). Motion passes.

7. Correspondence: Gentry shared that she received numerous positive and thankful emails from businesses who received matching All in for Alpena grants from the DDA.

8. Review and Acceptance of Monthly Financial Reports (June 2020): Britton moved and Straley supported to approve the financial reports for June 2020. Roll call vote was taken:

Britton- yes Momrik- yes Wojda- yes
Mahler- yes Straley- yes

Total votes: Yes (5), No (0), Absent (4). Motion passes.

9. Committee Reports

- a. Budget/ Finance: Did not meet.
- b. Education & Promotion: Gentry gave an update on the Reopening Video featuring 15 businesses, the new event Coffee & Cars, and a new Social Media Matching Program, where we would 50/50 match a merchant's marketing request up to \$50 on a boosted post on Downtown Alpena's Facebook and Instagram page.
 - Downtown Dollars campaign: It was moved by Wojda and supported by Momrik to approve a matching Downtown Dollars campaign up to \$5,000. The DDA would offer added Downtown Dollars to a purchase: buy \$25 get \$10, buy \$50 get \$15, buy \$75 get \$25.

Roll call vote was taken:

Britton- yes Momrik- yes Wojda- yes
Mahler- yes Straley- yes

Total votes: Yes (5), No (0), Absent (4). Motion passes.

- c. Design & Beautification: Did not meet this month.
- d. Economic Development: Mahler gave an update. The committee met and discussed feedback they had been receiving from businesses and any additional resources that are out there.
- e. Parking: Did not meet this month.

10. Report from the City of Alpena: None.

11. Unfinished Business: None.

12. New Business:

- Additional business relief update: Mahler gave an update on additional relief for small businesses through the MEDC Business Restart Program. The Michigan Strategic Fund took action to allocate funds to be redistributed through economic development organizations. Target Alpena will be redistributing \$3.5 million for the five-county region (Alpena, Alcona, Iosco, Presque Isle, Cheboygan). Business will be able to apply for up to \$20,000 each. Thirty percent of funds must go to minority, woman, or veteran-owned businesses.
- DDA boundary expansion: Mahler shared that various businesses had asked if we had considered ever expanding our DDA boundaries again. Gentry shared what she knows about the process. It was suggested that the board look into the full process and continue the discussion on whether it may be beneficial to add any additional properties into our district.

13. Adjournment: It was moved by Britton to adjourn. The meeting adjourned at 4:03 pm.

Minutes recorded and prepared by Anne Gentry.