

**CITY OF ALPENA, DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES OF A REGULAR MEETING OF THE AUTHORITY BOARD
APPROVED 8/13/2024**

Meeting date of July 2, 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, Mike Mahler, Quintin Meek, Rachel Smolinski, Melissa Tolan-Halleck, Ben Young

Absent: Jen Calery, Corey Canute, Cristi Johnson, Brian Peterson, Cassandra VanHorn, Matt Wojda

Staff Present: Anne Gentry

AGENDA ITEMS

1. Call to Order: The meeting was called to order at 3:01 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 Meetings (June 2024): It was moved by Smolinski and supported by Meek to approve the minutes from the June 2024 Board Meeting as presented. All ayes. Motion carries.

5. Hearings: None.

6. Executive Director's Report: Gentry gave an update on the success of the Flower Festival held June 7-9 and reviewed feedback from the public survey. She shared that three businesses had their best sales days ever on Saturday. Gentry also gave an update on the new Brown Trout Social District happy hour promotion, five Fresh Waves murals being painted later this summer, and progress on the alleyway. Gentry reported that the DDA received a \$25,000 Match on Main grant for the expansion at Mango's Tequila Bar.

- Michigan Arts & Culture Council Grant: Project Support. It was moved by Tolan-Halleck and supported by Jackson to approve the submission of a Project Support Grant on behalf of the Alpena DDA for \$20,000 to the Michigan Arts & Culture Council. All ayes. Motion carries.

7. Correspondences: None to share.

8. Review and Acceptance on Monthly Financial Reports (June 2024): It was moved by Smolinski and supported by Meek to accept the monthly financial reports from June 2024. All ayes. Motion carries.

9. Committee Reports:

- a. Budget/ Finance: Did not meet.
- b. Education & Promotion: Jackson gave an update on the Flower Festival and feedback for next year, including changing sponsorship levels and growing the activities offered. The committee decided not to host the Chili Chowder Cook-off this year and focus on

partnering with other businesses on downtown events during the fall. Jackson also shared feedback on the summer mailer sent out and Fresh Waves.

- c. Design & Beautification: Britton gave an update. The Cellar Building and Clem's Bait & Tackle both had updates to their designs that were approved for Façade Grant funding. The committee also discussed a dumpster enclosure for Parking Lot 1 and is still looking for cost-effective options.
- d. Economic Development: Mahler gave an update. The committee reviewed a list of vacant properties throughout the DDA district and discussed the search for a tenant for the first floor of the Center Building.

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

- The Center Alley is getting lots of use. Smolinski shared she is proud of how the pilot project has grown and the collaboration between Shannon Smolinski (Department of Public Works) and Anne/the DDA.
- Progress continues on North Second Avenue, and the street will be open for the Fourth of July temporarily. Trees will be planted in the spring.
- The fireworks have been rescheduled for July 3rd at Mich-e-kewis due to scheduling issues with the fireworks company. The City and Chamber are working on a plan for next year.
- City staff and the grant administrator are still working through grant requirements to begin construction on Culligan Plaza.

11. Unfinished Business:

- Strategic Plan: Mission Statement. The Board reviewed the Strategic Plan presentation as prepared by POW! Strategies. It was moved by Young and supported by Britton to approve the following Mission Statements for the DDA:
 - *Short version: Building a vibrant Downtown Alpena for all.*
 - *Long version: The Alpena DDA cultivates economic vitality in Downtown Alpena by bringing people together to create a thriving community for businesses, residents, property owners and visitors.*

All ayes. Motion passes.

- Strategic Plan: Vision Statement. It was moved by Smolinski and supported by Melissa Tolan-Halleck to approve the Vision Statement for the DDA:
 - *Downtown Alpena: a year-round cultural destination in Northern Michigan, blending historic charm with authenticity and unique waterfront experiences.*

All ayes. Motion passes.

12. New Business: None.

13. Adjournment: It was moved by Smolinski and supported by Britton to adjourn the meeting. The meeting adjourned at 4:04 pm.

Minutes prepared and submitted by Anne Gentry.