

**CITY OF ALPENA, DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES OF A REGULAR MEETING OF THE AUTHORITY BOARD
APPROVED 12/1/2020**

Meeting date of November 10, 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, Matt Wojda

Absent: Joanna Cooper, Shawn Straley

Staff Present: Anne Gentry, Kingsli Kraft

AGENDA ITEMS

- 1. Call to Order:** The meeting was called to order at 3:03 pm by Chairman Mahler. Mahler welcomed three new Board members, Jennifer Calery, Corey Canute, and Cristi Johnson.
- 2. Citizens Appearing before the Authority:** None.
- 3. Late Additions to the Agenda:** None.
- 4. Review and Adoption of Minutes of Previous Meeting (October 2020):** It was moved by Britton and supported by James to approve the minutes from the October 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 her activities. The Downtown Dollars promotion came to an end, as \$5,000 had been given out in bonus dollars to over 60 individuals and 2 businesses. She reported that Flannel Fun Night was successful and received positive feedback from businesses. She also gave an update on upcoming holiday promotions, Virtual Shopping Nights, and end of year reporting requirements.
 - DDA Board Reappointment: Mike Mahler. It was moved by Wojda and supported by James to recommend the re-appointment of Mike Mahler to another four-year term to the DDA Board of Directors. All ayes. Motion passes.
- 7. Correspondence:** None to report.
- 8. Review and Acceptance of Monthly Financial Reports (October 2020):** It was moved by Smolinski supported by Britton to approve the Financial Reports for October 2020 as presented. All ayes. Motion passes.

9. Committee Reports

- a. Budget/ Finance: Did not meet.
- b. Education & Promotion: Gentry gave an update on the holiday marketing campaign that Kraft has prepared, upcoming holiday events, and potential billboard advertising.
- c. Design & Beautification: Did not meet this month.
- d. Economic Development: Mahler gave an overview of the Retail Recruitment Program that the committee is working on. An overview of the program was attached.
 - Retail Recruitment Program: The program would incentive businesses that have been established for five years or more to relocate or expand into the downtown district, giving priority to businesses that align with our strategic priorities and diversify the mix of businesses downtown. Grant awards would be a maximum of \$10,000 and would contribute to eligible expenses specified by the program (rent differential, capital improvements, permit fees, change of utilities, signage). 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.
 - i. Applicants would meet first with Gentry for pre-screening and to review the application process. The committee would then review the application and make a recommendation to the Board.. Wojda suggested the Board would need to give full approval.
 - ii. The committee will continue to work on more details for the program and an application for next month's Board meeting.
- e. Parking: Did not meet this month.
- f. Boundary Expansion: Did not meet this month.

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

- The City is holding a joint meeting with the Township about the Fire Department.
- Andrea Kares, the new City Development Director & Planner, started her new role. She will be involved on a few DDA committees.
- She is hoping to continue to develop a coordinated regional approach to economic development.

11. Unfinished Business: None.

12. New Business: As Mahler gave an update on the Retail Recruitment Program in Committee Reports, there were no items under New Business.

13. Adjournment: It was moved by Smolinski and supported by Wojda to adjourn. The meeting adjourned at 4:05 pm.

Minutes recorded and prepared by Anne Gentry.