

**CITY OF ALPENA, DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES OF A REGULAR MEETING OF THE AUTHORITY BOARD
APPROVED 12/7/2021**

Meeting date of November 2, 2021 @ 3:00 pm

Meeting was held at City Hall Council Chambers, 208 N. First Ave. Members of the public were invited to join virtually.

Present: Todd Britton, Jennifer Calery, Cristi Johnson, Mike Mahler, Rachel Smolinski, Matt Wojda

Absent: Corey Canute, Joanna Cooper, Griffin James

Staff Present: Anne Gentry

AGENDA ITEMS

- 1. Call to Order:** The meeting was called to order at 3:00 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 (October 2021):** It was moved by Smolinski and supported by Wojda to approve the minutes from the October 2021 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 from the past month. Kady Gehrke has accepted the Marketing & Outreach Coordinator position. She will begin as part-time until she completes her degree in the spring at Michigan Tech in Communication, Culture, and Media. Gentry also gave an update on Match on Main outreach, trash removal downtown, and committee preparations.
- 7. Correspondence:** None to report.
- 8. Review and Acceptance of Monthly Financial Reports (October 2021) & BA Fund 246:** It was moved by Britton and supported by Johnson to approve both the Financial Reports for October 2021 and the Budget Amendment for Fund 246. All ayes. Motion passes.
- 9. Committee Reports**
 - a. Budget/ Finance: Mahler gave an update. The committee met this past month with Anna Soik to discuss the DDA's budget, including combining Fund 246 & Fund 248, planning for employee wage increases, and looking at long-term goals.

- b. Education & Promotion: Johnson gave an update on digital advertising signs in the downtown, holiday events, and 2022 events including the Fashion Show, Restaurant Week, and a possible craft and art fair.
- c. Design & Beautification: Britton gave an update on the Sidewalk Café ordinance and application, downtown trees, and CIP projects.
- d. Economic Development: Mahler reported that the committee met and reviewed additional materials submitted by Style Warehouse for their Recruitment Grant Application. The committee recommended a \$5,000 grant award to be used towards completing a dressing room, replacing signage, and painting walls.
 - Retail Recruitment Grant: Style Warehouse. It was moved by Wojda and supported by Smolinski to award Style Warehouse a \$5,000 grant award as per the committee's recommendation. Britton abstained from any deliberation or vote. Votes: Yes (5), Abstain (1), Absent (3). Motion passes.
- e. Parking: Mahler gave an update. The committee met multiple times over the month to discuss options for improving parking downtown, after discussion and concerns were raised at Alpena City Council.
 - Parking Options for Consideration. Mahler reviewed the options prepared by the committee: creating an escalating fine system, prohibiting on-street overnight parking year-round within the downtown, and researching long-term solutions such as paid parking. Wojda moved to recommend Alpena City Council consider the options prepared: primarily, an escalating fine system, secondarily, prohibiting on-street overnight parking year-round, and lastly, to begin to explore the long-term strategy of pay for parking options downtown. Calery supported. All ayes. Motion passes.
- f. Boundary Expansion: Gentry gave an update on discussions with the MEDC about technical assistance to update our TIF plan and expand our boundaries.
 - Beckett & Raeder Proposal. Gentry reviewed the proposal from Beckett & Raeder to review our boundaries and create a new TIF Plan. Gentry will reach out to other firms to receive other cost estimates for comparison before the Board decides.

10. Report from the City of Alpena: No report was given.

11. Unfinished Business:

- Match on Main Applications. The Board reviewed three submissions from businesses interested in having a Match on Main application submitted to the Michigan Economic Development Corporation via the DDA. Gentry reviewed a rubric she created with Mahler's input to score the three applications to determine which two to submit. Before discussion or deliberation on the applications began, Johnson abstained from any deliberation or vote due to being a landlord for one applicant.

It was moved by Smolinski to submit on behalf of the Fresh Palate and Hopside Brewery for the Match on Main Program. Calery supported. Johnson abstained from the vote. Votes: Yes (5), Abstain (1), Absent (3). Motion passes.

12. New Business:

- Strategic Planning & Project Prioritization. Smolinski led a session for Board members to discuss which projects are a priority for the DDA. Gentry will use this information to prepare CIP entries and bring to the DDA December Board meeting.

13. Adjournment: There being no other business, it was moved by Johnson and supported by Calery to adjourn the meeting. The meeting adjourned at 4:31 pm.

Minutes prepared and submitted by Anne Gentry.