

**CITY OF ALPENA, DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES OF A REGULAR MEETING OF THE AUTHORITY BOARD
APPROVED 12/3/2024**

Meeting date of October 1, 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, Jen Calery, Cristi Johnson, Mike Mahler, Brian Peterson, Rachel Smolinski, Melissa Tolan-Halleck, Ben Young

Absent: Corey Canute, Loren Jackson, Quintin Meek, 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. Approval of the Agenda:** Johnson requested to add public wi-fi in the downtown district to the agenda under New Business. It was moved by Britton and supported by Young to approve the agenda as amended. All ayes. Motion carries.
- 4. Review and Adoption of Minutes of Previous Meetings (September 2024):** It was moved by Peterson and supported by Calery to approve the minutes from the September 2024 Board Meeting as presented. All ayes. Motion carries.
- 5. Hearings:** None.
- 6. Executive Director's Report:** Gentry shared that all five murals are completed as part of Fresh Waves 2024 and shared the completed print pieces about all the murals downtown. Gentry also gave an update about establishing a food co-op, properties that have come available for rent or sale, upcoming fall events, and upcoming grant opportunities.
- 7. Correspondences:** None to share.
- 8. Review and Acceptance on Monthly Financial Reports (September 2024):** It was moved by Britton and supported by Peterson to accept the monthly financial reports from August 2024. All ayes. Motion carries.
- 9. Committee Reports:**
 - a. Budget/ Finance: Did not meet.
 - b. Education & Promotion: Johnson gave an update on holiday promotions, the Downtown Dollars promotion offered during the Holiday Open House, the holiday mailer, New Year's Eve planning, and business networking events to launch in 2025. Johnson also announced that Tolan-Halleck is taking over the Chair position of this committee.
 - c. Design & Beautification: Britton gave an update on the seven façade grants reviewed by the committee for funding, Christmas decorations for the season, and the purchase of new holiday banners for the expanded district.

- d. Economic Development: Mahler reviewed the two incentive programs the committee developed and recommended for approval.

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

- Culligan Plaza is in the design stage. Full plans and specs will be completed to go out to bid this winter with construction in the spring.
- Bay View restrooms will begin this fall and should be ready for next summer.
- The Friends of Alpena Courts are also working with the City to complete court improvements at Bay View park.
- The Veteran's Day Parade is next Monday, it will start at McRae Park and go down Second Avenue. It will go to Council's next meeting for formal approval.

11. Unfinished Business: None.

12. New Business:

- DDA Recruitment Programs: Gentry reviewed the two recruitment grant programs as developed by the Economic Development committee.
 - It was moved by Smolinski and supported by Young to approve the Downtown Alpena Activation Grant and allocate up to \$10,000 from the Economic Development Fund Balance towards the program, requiring a 1:1 match for applicants. All ayes. Motion carries.
 - It was moved by Young and supported by Tolan-Halleck to approve the Rental Incentive Program and allocate up to \$10,000 from the Economic Development Fund Balance towards the program, requiring a 1:1 match for applicants. All ayes. Motion carries.
- Façade Grant Awards: Britton abstained from all deliberation and vote. It was moved by Smolinski and supported by Calery to approve a \$20,354 Façade Grant to 616 N. Second Ave. and an additional \$35,352 Façade Grant award to 106, 108, 110 Third Ave & 131, 133, 135 W. Chisholm St. Ayes (7), Abstain (1), Nays (0), Absent (5). Motion passes.
- Residential Façade Grant Award: It was moved by Calery and supported by Britton to approve a Residential Façade Grant award of \$5,000 to 910 W. Chisholm St. All ayes. Motion passes.
- Jen Calery Board Seat: Calery's board seat will be renewed for four years until the Board appoints a new downtown resident to fill that role.
- Public Wi-Fi: Johnson shared her experience traveling in European cities that had public wi-fi. The board discussed possibilities and what it would entail to offer public wi-fi downtown. It will be added to a future meeting agenda. Johnson will follow up with the City Engineer for more information.

13. Adjournment: It was moved by Britton and supported by Peterson to adjourn the meeting. The meeting adjourned at 3:50 pm.

Minutes prepared and submitted by Anne Gentry.