

**CITY OF EATON RAPIDS  
DOWNTOWN DEVELOPMENT AUTHORITY  
AGENDA**

01/08/2021

7:00 a.m.

City Hall – 2<sup>nd</sup> Floor

200 S. Main Street

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Agenda**
- 4. Presentations**
- 5. Public Hearings**
- 6. Citizen Comments (3-minute time limit)**
- 7. Consent Calendar**
  - a. Treasurer’s Report**  
*Accept the report from the City Treasurer for the December month end financials.*
  - b. Minutes of the DDA Board Regular Meeting of December 11, 2019**  
*Accept the minutes of the regular DDA Board meeting from December 13, 2019.*
- 8. Old Business**
- 9. New Business**
  - a. 2021 DDA Board Meeting Calendar**  
*Approve the calendar of meetings for the 2021 DDA Board.*
  - b. Appointment of DDA Board Chairperson**  
*Nomination and confirmation of the chairperson of the DDA Board for the 2021 calendar year.*

**c. Appointment of DDA Vice-Chairperson**

*Nomination and confirmation of the vice-chairperson of the DDA Board for the 2021 calendar year.*

**d. Appointment of DDA Secretary**

*Nomination and confirmation of the secretary of the DDA Board for the 2021 calendar year.*

**e. DDA Farmer's Market**

*Establish DDA Farmer's Market dates and times of operation for the 2021 season.*

**f. Outreach Committee 2021 Projects**

*Outline and establish 2021 Outreach Committee Projects*

**g. Design Committee 2021 Projects**

*Outline and establish 2021 Design Committee Projects*

**h. Economic Vitality 2021 Projects**

*Outline and establish 2021 Economic Vitality Committee Projects*

**i. 2021 Façade Grant**

*Outline and establish 2021 façade grant scope and timeline*

**j. 2021 DDA Budget**

*Outline and establish timeline for 2021-2022 DDA Budget*

**10. Director's Report**

**a. COVID update**

**b. Moo-ville ER**

**c. Horner Mill**

**d. Food Truck ordinance**

**11. Board Member Comments**

**12. Adjournment**

PERIOD ENDING 12/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 12/31/2020	ACTIVITY FOR MONTH 12/31/2020	AVAILABLE BALANCE	% BDGT USED
<b>Revenues</b>						
Dept 253 - CITY TREASURER						
248.253.40500	TIF TAXES	80,000.00	60,100.39	0.00	19,899.61	75.13
248.253.43000	STATE OF MICHIGAN STABILIZATION	5,000.00	5,320.60	0.00	(320.60)	106.41
248.253.66400	INTEREST INCOME	900.00	19.17	0.00	880.83	2.13
248.253.66401	INTEREST INCOME TIFA 1	0.00	0.00	0.00	0.00	0.00
248.253.66500	HALL ST. PROCEEDS	0.00	0.00	0.00	0.00	0.00
248.253.66600	RRH RENTAL PROCEEDS	0.00	0.00	0.00	0.00	0.00
248.253.69400	MISCELLANEOUS REVENUE	27,500.00	50.00	0.00	27,450.00	0.18
248.253.69401	OAKRIDGE	0.00	0.00	0.00	0.00	0.00
248.253.69402	FARM MARKET	0.00	430.00	0.00	(430.00)	100.00
248.253.69800	CAPITAL IMPROVEMENT BONDS	0.00	0.00	0.00	0.00	0.00
Total Dept 253 - CITY TREASURER		113,400.00	65,920.16	0.00	47,479.84	58.13
Dept 931 - TRANSFERS IN						
248.931.69903	TRANSFER FROM GENERAL FUND	20,000.00	0.00	0.00	20,000.00	0.00
248.931.69904	TRANSFER FROM MAJOR ST. FUND	0.00	0.00	0.00	0.00	0.00
248.931.69905	TRANSFER FROM LOCAL STREETS	0.00	0.00	0.00	0.00	0.00
248.931.69906	TRANSFER FROM PARKS FUND	0.00	0.00	0.00	0.00	0.00
248.931.69909	DUE FROM CRCF GRANT	0.00	0.00	0.00	0.00	0.00
248.931.69910	TRANSFER IN FROM TIFA II	0.00	0.00	0.00	0.00	0.00
Total Dept 931 - TRANSFERS IN		20,000.00	0.00	0.00	20,000.00	0.00
Dept 964						
248.964.69700	ALLOCATED FUND BALANCE	0.00	0.00	0.00	0.00	0.00
Total Dept 964		0.00	0.00	0.00	0.00	0.00
Dept 999 - FUND BALANCE						
248.999.69990	USE OF FUND BALANCE	0.00	0.00	0.00	0.00	0.00
Total Dept 999 - FUND BALANCE		0.00	0.00	0.00	0.00	0.00
TOTAL REVENUES		133,400.00	65,920.16	0.00	67,479.84	49.42

PERIOD ENDING 12/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 12/31/2020	ACTIVITY FOR MONTH 12/31/2020	AVAILABLE BALANCE	% BDGT USED
<b>Expenditures</b>						
Dept 371 - BUILDING DEPARTMENT						
248.371.71000	SALARY & WAGES	0.00	0.00	0.00	0.00	0.00
248.371.71500	SOCIAL SECURITY	0.00	0.00	0.00	0.00	0.00
248.371.71800	RETIREMENT FUND CONTRIBUTION	0.00	0.00	0.00	0.00	0.00
<b>Total Dept 371 - BUILDING DEPARTMENT</b>		<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
Dept 446 - BOND ISSUANCE						
248.446.96700	BOND ISSUANCE COSTS	0.00	931.00	931.00	(931.00)	100.00
<b>Total Dept 446 - BOND ISSUANCE</b>		<b>0.00</b>	<b>931.00</b>	<b>931.00</b>	<b>(931.00)</b>	<b>100.00</b>
Dept 803 - DDA/TIFA						
248.803.71000	SALARY & WAGES	45,000.00	22,048.01	3,561.60	22,951.99	49.00
248.803.71500	SOCIAL SECURITY	3,445.00	1,645.96	265.70	1,799.04	47.78
248.803.71600	HOSPITALIZATION	15,000.00	6,290.01	1,057.13	8,709.99	41.93
248.803.71700	LIFE INSURANCE	0.00	39.30	7.86	(39.30)	100.00
248.803.71800	RETIREMENT FUND CONTRIBUTION	3,600.00	2,611.77	284.92	988.23	72.55
248.803.72000	WORKMEN'S COMP INSURANCE	0.00	0.00	0.00	0.00	0.00
248.803.72800	POSTAGE	0.00	0.00	0.00	0.00	0.00
248.803.72900	OPERATING SUPPLIES	0.00	0.00	0.00	0.00	0.00
248.803.73000	OFFICE SUPPLIES	100.00	98.96	15.89	1.04	98.96
248.803.74400	OTHER SUPPLIES	0.00	55.89	0.00	(55.89)	100.00
248.803.74404	ENRICHMENT PROGRAMMING	5,000.00	2,136.68	0.00	2,863.32	42.73
248.803.80200	ATTORNEY LEGAL FEES	500.00	0.00	0.00	500.00	0.00
248.803.81100	ENGINEERING SERVICE	0.00	0.00	0.00	0.00	0.00
248.803.81500	CONTRACTED CLEARING OF SIDEWALKS	0.00	0.00	0.00	0.00	0.00
248.803.81600	CONTR. SERV. REPAIRS & MAINT.	0.00	0.00	0.00	0.00	0.00
248.803.81700	CONTRACTED PROGRAMMING	0.00	0.00	0.00	0.00	0.00
248.803.81800	CONTRACTED CONSULTANTS	0.00	0.00	0.00	0.00	0.00
248.803.82300	PUBLIC IMPROVEMENT TIFA 1	0.00	0.00	0.00	0.00	0.00
248.803.82500	PUBLIC IMPROVE-TIF 2	0.00	0.00	0.00	0.00	0.00
248.803.83000	FACADE IMPROVE PROGRAM	20,000.00	12,000.00	0.00	8,000.00	60.00
248.803.83010	MSHDA GRANT PROGRAM	0.00	0.00	0.00	0.00	0.00
248.803.85200	TELEPHONE	1,000.00	566.96	137.12	433.04	56.70
248.803.86000	TRANSPORTATION	100.00	0.00	0.00	100.00	0.00
248.803.88500	COMMUNITY PROMOTIONS	0.00	0.00	0.00	0.00	0.00
248.803.91400	FIRE & WIND INSURANCE	0.00	0.00	0.00	0.00	0.00
248.803.92100	PUBLIC UTILITIES	3,600.00	1,130.82	409.58	2,469.18	31.41
248.803.93000	SIDEWALKS	0.00	0.00	0.00	0.00	0.00
248.803.93500	FARM MARKET	0.00	949.85	0.00	(949.85)	100.00
248.803.94500	PARKING LOT LEASE	1,200.00	2,000.00	0.00	(800.00)	166.67
248.803.95600	BUSINESS RECRUITMENT	0.00	0.00	0.00	0.00	0.00
248.803.95700	MEMBERSHIP & DUES	1,000.00	1,305.00	1,305.00	(305.00)	130.50
248.803.95800	EDUCATION & TRAINING	1,000.00	0.00	0.00	1,000.00	0.00
248.803.95900	MISCELLANEOUS EXPENSE	0.00	1,668.89	0.00	(1,668.89)	100.00
248.803.96500	HALL ST. SALE EXPENSES	0.00	0.00	0.00	0.00	0.00
248.803.96900	LOSS ON HALL ST SALE	0.00	0.00	0.00	0.00	0.00
<b>Total Dept 803 - DDA/TIFA</b>		<b>100,545.00</b>	<b>54,548.10</b>	<b>7,044.80</b>	<b>45,996.90</b>	<b>54.25</b>
Dept 804 - INDUSTRIAL PARK						
248.804.97400	LAND IMPROVEMENT-TIFA II	0.00	0.00	0.00	0.00	0.00
<b>Total Dept 804 - INDUSTRIAL PARK</b>		<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

PERIOD ENDING 12/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 12/31/2020	ACTIVITY FOR MONTH 12/31/2020	AVAILABLE BALANCE	% BDGT USED
<b>Expenditures</b>						
Dept 890 - CONTINGENCIES						
248.890.98900	CONTINGENCIES	0.00	0.00	0.00	0.00	0.00
Total Dept 890 - CONTINGENCIES		0.00	0.00	0.00	0.00	0.00
Dept 901 - CAPITAL OUTLAY						
248.901.97101	CAPITAL OUTLAY	60,000.00	0.00	0.00	60,000.00	0.00
248.901.98009	OFFICE EQUIPMENT	0.00	0.00	0.00	0.00	0.00
Total Dept 901 - CAPITAL OUTLAY		60,000.00	0.00	0.00	60,000.00	0.00
Dept 906 - DEBT SERVICE						
248.906.96700	DDA-BOND ISSUANCE COST	0.00	0.00	0.00	0.00	0.00
248.906.99300	BOND PRINCIPAL-LDFA IND. PARK	0.00	0.00	0.00	0.00	0.00
248.906.99500	PAYING AGENT FEES	250.00	0.00	0.00	250.00	0.00
248.906.99800	CAP IMPROVE INTEREST/PRINCIPAL	53,656.00	9,328.00	0.00	44,328.00	17.38
Total Dept 906 - DEBT SERVICE		53,906.00	9,328.00	0.00	44,578.00	17.30
Dept 999 - FUND BALANCE						
248.999.99000	CONTRIB TO HISTORICAL SOCIETY	0.00	0.00	0.00	0.00	0.00
248.999.99900	UNALLOCATED FUND BALANCE	0.00	0.00	0.00	0.00	0.00
248.999.99901	TRANSFER TO MAJOR ST. FUND	0.00	0.00	0.00	0.00	0.00
248.999.99906	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00
248.999.99907	TRANSFER TO PARKS & REC	7,500.00	0.00	0.00	7,500.00	0.00
248.999.99908	TRANSFER TO PROJECT FUND	0.00	0.00	0.00	0.00	0.00
248.999.99909	TRANSFER TO LOCAL STREETS	0.00	0.00	0.00	0.00	0.00
248.999.99917	TRANSFER TO FOURTH OF JULY FUND	4,000.00	4,000.00	4,000.00	0.00	100.00
248.999.99980	TRANSFER TO TIFA I	0.00	0.00	0.00	0.00	0.00
Total Dept 999 - FUND BALANCE		11,500.00	4,000.00	4,000.00	7,500.00	34.78
<b>TOTAL EXPENDITURES</b>		<b>225,951.00</b>	<b>68,807.10</b>	<b>11,975.80</b>	<b>157,143.90</b>	<b>30.45</b>
<b>Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:</b>						
TOTAL REVENUES		133,400.00	65,920.16	0.00	67,479.84	49.42
TOTAL EXPENDITURES		225,951.00	68,807.10	11,975.80	157,143.90	30.45
NET OF REVENUES & EXPENDITURES		(92,551.00)	(2,886.94)	(11,975.80)	(89,664.06)	3.12

PERIOD ENDING 12/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 12/31/2020	ACTIVITY FOR MONTH 12/31/2020	AVAILABLE BALANCE	% BDGT USED
Revenues						
Dept 253 - CITY TREASURER						
251.253.66400	INTEREST INCOME	0.00	0.00	0.00	0.00	0.00
251.253.66500	FUND BALANCE USAGE	0.00	0.00	0.00	0.00	0.00
Total Dept 253 - CITY TREASURER		0.00	0.00	0.00	0.00	0.00
TOTAL REVENUES		0.00	0.00	0.00	0.00	0.00

PERIOD ENDING 12/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 12/31/2020	ACTIVITY FOR MONTH 12/31/2020	AVAILABLE BALANCE	% BDGT USED
Expenditures						
Dept 803 - DDA/TIFA						
251.803.83000	PUBLIC IMPROVEMENT	0.00	0.00	0.00	0.00	0.00
Total Dept 803 - DDA/TIFA		0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		0.00	0.00	0.00	0.00	0.00
Fund 251 - DDA BOND PROCEEDS:						
TOTAL REVENUES						
		0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		0.00	0.00	0.00	0.00	0.00
NET OF REVENUES & EXPENDITURES		0.00	0.00	0.00	0.00	0.00
TOTAL REVENUES - ALL FUNDS						
		133,400.00	65,920.16	0.00	67,479.84	49.42
TOTAL EXPENDITURES - ALL FUNDS		225,951.00	68,807.10	11,975.80	157,143.90	30.45
NET OF REVENUES & EXPENDITURES		(92,551.00)	(2,886.94)	(11,975.80)	(89,664.06)	3.12

Michigan Downtown Association  
P.O. Box 3591  
North Branch, MI 48461  
248-838-9711  
director@michigandowntowns.com



MICHIGAN  
DOWNTOWN  
ASSOCIATION

# Membership Invoice

Invoice # 2717

Don McNabb  
City of Eaton Rapids DDA/Main Street  
200 S. Main Street  
Eaton Rapids, MI 48827

PAST  
DUE

In order to continue your membership to the MDA and all the benefits it provides, please send in your payment via check, credit card (called in) or online via PayPal by March 1, 2020. Note: This year we added an opt-in contribution of \$100 to all member renewal invoices to help with our efforts in Lansing. You may opt-out of the contribution or change the contribution amount. Please contact Dana at the MDA if you have any questions.

MEMBER	ITEM	AMOUNT
City of Eaton Rapids DDA/Main Street 10/1/2020 - 10/1/2021	Municipal or Public Agency Membership Dues Contribution	125.00
Please remit payment to the address listed.		
		TOTAL: 225.00

## Payment Stub

Please tear off this stub and include with your payment.  
Send payment to:

Michigan Downtown Association  
P.O. Box 3591  
North Branch, MI 48461

or login and pay online at [www.michigandowntowns.com](http://www.michigandowntowns.com)

Member: McNabb, Don  
City of Eaton Rapids DDA/Main Street

Invoice #: 2717  
Description: Membership Dues  
Date Due: 10/1/2020

Amt. Due: ~~225.00~~ 125.00

Enclosed:

125.00



Michigan Downtown Association  
P.O. Box 3591  
North Branch, MI 48461  
248-838-9711  
director@michigandowntowns.com



MICHIGAN  
DOWNTOWN  
ASSOCIATION

# Membership Invoice

Invoice # 2717

Don McNabb  
City of Eaton Rapids DDA/Main Street  
200 S. Main Street  
Eaton Rapids, MI 48827

PAST  
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MEMBER	ITEM	AMOUNT
City of Eaton Rapids DDA/Main Street 10/1/2020 - 10/1/2021	Municipal or Public Agency Membership Dues Contribution	125.00
Please remit payment to the address listed.		
		TOTAL: 225.00

## Payment Stub

Please tear off this stub and include with your payment.  
Send payment to:

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P.O. Box 3591  
North Branch, MI 48461

or login and pay online at [www.michigandowntowns.com](http://www.michigandowntowns.com)

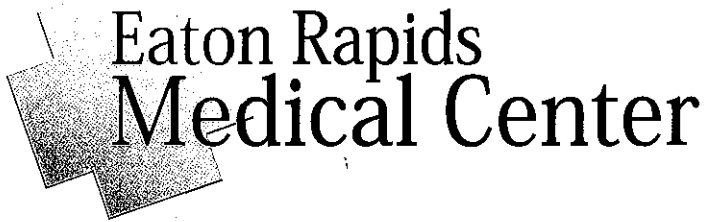
Member: McNabb, Don  
City of Eaton Rapids DDA/Main Street

Invoice #: 2717  
Description: Membership Dues  
Date Due: 10/1/2020

Amt. Due: ~~225.00~~ 125.00

Enclosed:

125.00



To whom it may concern,

Enclosed please find a donation check for your organization from Eaton Rapids Medical Center on behalf of Dr. Ashok Gupta.

Dr. Gupta wanted to give back to the local community and felt donating to your organization would be a great way to do so as you make an important impact in the lives of so many Eaton Rapids residents, especially during this difficult time.

If you would like to send a thank-you note, please address it to the following location:

Dr. Ashok and Mrs. Kavita Gupta  
2857 Audreys Way  
East Lansing, MI  
48823

Thank you for all you do for our community!

Sincerely,

A handwritten signature in cursive script that reads "Tim".

Tim Johnson,  
President and CEO  
Eaton Rapids Medical Center

Eaton Rapids Medical Center 1500 S. Main St., Eaton Rapids, MI 48827

CHECK NO. 0068939

ELEVATE EATON RAPIDS

DATE

12/04/2020

INVOICE NO.	DATE	DESCRIPTION	GROSS AMOUNT	DISCOUNT	NET AMOUNT	
2020 DONATION	11/30/2020		\$250.00	\$0.00	\$250.00	
VENDOR NO. M08936			<b>TOTALS&gt;</b>	\$250.00	\$0.00	\$250.00

DATE	INVOICE NO.	COMMENT	AMOUNT	NET AMOUNT
10/27/2020	2020 Annual			1,000.00
<b>DATE 12/31/20</b>	<b>VENDOR Elevate Eaton Rapids</b>		<b>TOTAL</b>	1,000.00

## Downtown Development Authority

December 11, 2020

The special meeting of the Downtown Development Authority was held on December 11, 2020 at City Hall, 200 S Main St, Eaton Rapids, MI 48827; and via Zoom.

Vice-Chairman DeFrance called the meeting to order at 7:01am.

Present were Vice-Chairman DeFrance (Zoom), Mayor Malewski (in-person), and Board Members Booher (In-person), Lindow (Zoom), and Willey (Zoom). Board Member Babbitt joined via Zoom at 7:04am. Absent – Chairman McNabb and Board Member McGee.

Also, present - Executive Director Smith (in-person) and Councilwoman Pam Colestock.

Motion to approve the agenda by Lindow, supported by Mayor Malewski, motion approved unanimously.

Councilwoman Colestock spoke during public comment with some concerns about the lack of promotion during Shop Small Saturday, and a lost opportunity to spend funds for advertising. The Councilwoman also spoke on considering external promotion versus grant funding to increase exposure in order to drive up consistent and sustained revenues for businesses rather than a quick influx of cash.

Councilwoman Colestock recommended a marketing and promotion campaign for the downtown in the future. She also noted that there was concern about food trucks and their ability to operate while downtown brick and mortar restaurants struggle. She wants to make sure we are doing all we can to help out brick and mortar establishments during their COVID-related restrictions.

Motion to approve the consent calendar was made by Dr. Lindow, supported by Board Member Willey. Motion approved unanimously.

Executive Director Smith presented the PA57-required update. The director discussed everything the DDA had accomplished in 2020, as well as the broad outline of plans for 2021.

The board presented feedback on the update. There was concern about the DDA utilizing the Elevate Eaton Rapids Facebook page as their own, and requested a separate page be generated for the DDA. The board asked for copies of the information being presented.

A motion was made by Willey, supported by Lindow to approve a contract with Master Mowing of East Lansing for downtown sidewalk snow removal. The motion approves a seasonal contract with a 5" snowfall trigger. After discussion, the motion was revised by Willey, supported by Lindow to approve a seasonal contract with Master Mowing of East Lansing with a 2" snowfall trigger. The revised motion passed unanimously.

A motion was made by Lindow, supported by Carducci to reject all bids for the Red Ribbon Hall roof replacement and pass them along to the buyer of the property. Motion passed unanimously.

After discussion, it was decided to table creating a second grant program.

The executive director provided his update on downtown activity. Moo-Ville will be opening soon. The library's application for the new awning was approved by the zoning board, as was a portion of QD's. The director also expressed disappointment shared by his colleagues and himself with the PMSI grant

for Shop Small Saturday marketing. He advised that if another marketing push is done in 2021, planning and development should begin in September. In the future for 2021 goals and objectives, he will make sure there is funding available for marketing and advertising campaigns.

No board committees shared reports.

Motion by Malewski, supported by Willey to adjourn. Motion carried unanimously. Meeting adjourned at 8:35am.

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**MEMORANDUM**

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**TO:** DDA BOARD OF DIRECTORS

**FROM:** JASON SMITH – MAIN STREET/DDA DIRECTOR

**SUBJECT:** 2021 DDA BOARD MEETING CALENDAR

**DATE:** 1/5/2021

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**Recommendation:** *Approve the calendar of meetings for 2021*

In keeping with the regular schedule of the DDA board, it is recommended the following dates be approved for 2021 and January 2022. Meetings would continue to begin at 7am.

02/12	03/12	04/09
05/14	06/11	07/09
08/13	09/10	10/08
11/12	12/10	01/14/2022

Your consideration and concurrence are appreciated.

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**MEMORANDUM**

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**TO:** DDA BOARD OF DIRECTORS

**FROM:** JASON SMITH – MAIN STREET/DDA DIRECTOR

**SUBJECT:** DDA FARMER’S MARKET SCHEDULE

**DATE:** 1/5/2021

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**Recommendation:** *Approve the dates and times of operation for the 2021 season*

The 2021 DDA Farmer’s Market season will begin in the spring. Establishing the dates now allows for the market to begin sending out vendor applications and advertising the market.

Wednesday markets to begin 05/26, Saturday markets to begin 05/29.

We will again be participating in the Fair Food Double Up Food Bucks program, as well as SNAP/EBT payment.

Your consideration and concurrence are appreciated.



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**MEMORANDUM**

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**TO:** DDA BOARD OF DIRECTORS

**FROM:** JASON SMITH – MAIN STREET/DDA DIRECTOR

**SUBJECT:** OUTREACH COMMITTEE 2021 PROJECTS

**DATE:** 1/5/2021

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**Recommendation:** *Outline and Establish 2021 Outreach committee projects.*

For 2021, there are a number of projects for the Outreach committee to coordinate.

1. Apply to LEAP for the ENGAGE grant. (possible coordination with the Design team to incorporate wayfinding)
2. Coordinate programming with Quality of Life (ongoing project)
3. Actively recruit businesses to downtown that are needed (ongoing project)
4. Work with business owners to expand their hours of operation (ongoing project)
5. Create a Junior Main Street Program that promotes volunteerism and engaging youth programming (coordination with Quality of Life Dept.)
6. Create cohesive signage on M-50 that directs passers-by to parking and community assets
7. Share 2020 IMPACT report with existing businesses and new investors
8. Create vacant registry program/listing and generate Property Information Packets for each. (ongoing project)
9. Develop a vacant property walking tour.
10. Work with MEDC to complete Branding phase of Main Street.

Your consideration and concurrence are appreciated.

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**MEMORANDUM**

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**TO:** DDA BOARD OF DIRECTORS

**FROM:** JASON SMITH – MAIN STREET/DDA DIRECTOR

**SUBJECT:** DESIGN COMMITTEE 2021 PROJECTS

**DATE:** 1/5/2021

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**Recommendation:** *Outline and Establish 2021 Design committee projects.*

For 2021, there are a number of projects for the Design committee to coordinate.

1. Apply to LEAP for the ENGAGE grant. (possible coordination with the Outreach team to incorporate wayfinding)
2. Identify Space for murals and commission local artists to paint
3. Update zoning ordinance to permit food and retail trucks (converted to city-wide project).
4. Actively recruit businesses to downtown that are needed (ongoing project)
5. Use façade grants to return buildings to historic architecture through education (ongoing project)
6. Create cohesive signage on M-50 that directs passers-by to parking and community assets
7. Create vacant registry program/listing and generate Property Information Packets for each. (ongoing project)
8. Fund and incentivize a rain barrel program for users located in highly impervious areas or the flood plain
9. Incentivize green roofs on properties with flat roofs.
10. Inventory and work to convert second story units to housing downtown.
11. Conduct a solar suitability analysis to determine if parking lot downtown can be covered with solar panels.
12. Work with MEDC to complete Branding phase of Main Street.

Your consideration and concurrence are appreciated.

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**MEMORANDUM**

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**TO:** DDA BOARD OF DIRECTORS

**FROM:** JASON SMITH – MAIN STREET/DDA DIRECTOR

**SUBJECT:** ECONOMIC VITALITY COMMITTEE 2021 PROJECTS

**DATE:** 1/5/2021

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**Recommendation:** *Outline and Establish 2021 Design committee projects.*

For 2021, there are a number of projects for the Economic Vitality committee to coordinate.

1. Share 2020 IMPACT report with existing businesses and new investors
2. Update zoning ordinance to permit food and retail trucks (converted to city-wide project).
3. Actively recruit businesses to downtown that are needed (ongoing project)
4. Connect local business owners and potential entrepreneurs to resources that provide support and technical assistance for the business development (ongoing project)
5. Use façade grants to return buildings to historic architecture through education (ongoing project)
6. Create vacant registry program/listing and generate Property Information Packets for each. (ongoing project)
7. Develop a vacant property walking tour.
8. Work with business owners to expand their hours of operation (ongoing project)
9. Create cohesive signage on M-50 that directs passers-by to parking and community assets
10. Inventory and work to convert second story units to housing downtown.
11. Connect residents to LEAP incubator spaces/develop a local incubator space

Your consideration and concurrence are appreciated.

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**MEMORANDUM**

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**TO:** DDA BOARD OF DIRECTORS

**FROM:** JASON SMITH – MAIN STREET/DDA DIRECTOR

**SUBJECT:** 2021 FAÇADE GRANT

**DATE:** 1/5/2021

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**Recommendation:** *Outline and establish the 2021 façade grant scope and timeline*

For 2020, the façade grant was altered significantly to provide for economic assistance to those struggling during the pandemic. In early 2021, it looks like restrictions of some sort will continue to be in place. As such the board should decide whether to continue with the façade grant with the 2020 scope in place, or separate the two focuses into different grants. Additionally, the board must decide on a timeline for the grant process.

Applications Due	April 2, 2021
Grant Awards	April 9, 2021
Notification to Awardees	April 23, 2021
All construction completed by	November 30, 2021
Deadline to submit invoices	December 31, 2021

Your consideration and concurrence are appreciated.

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**MEMORANDUM**

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**TO:** DDA BOARD OF DIRECTORS

**FROM:** JASON SMITH – MAIN STREET/DDA DIRECTOR

**SUBJECT:** 2021 DDA BUDGET

**DATE:** 1/5/2021

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**Recommendation:** *Outline and establish the 2021-2022 DDA Budget timeline*

The DDA budget will soon be coming before the DDA Board for consideration. As such, a timeline should be established in advance to ensure the Budget for the next fiscal year is passed before the end of the current fiscal year.

Presentation of the Proposed Budget	March 12, 2021
Deadline for Proposed Changes	April 9, 2021
Presentation of Draft and start of public review	May 14, 2021
Adoption of the Budget	June 11, 2021
Budget takes effect	July 1, 2021

Your consideration and concurrence are appreciated.