

**CITY OF CHELSEA  
DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
7:30 A.M., THURSDAY, DECEMBER 17, 2009**

**Present:** Jackson, Flintoft, Frisinger, Heydlauff, Lindauer, Myles, Pierce, Schwarz, Winans, Hanifan

**Absent:** Galvin, Holman, Morrel-Samuels

**Others Present:** Bill Harmer, CDL Director; Cheri Albertson, Ann Feeney, City Council; Jan Bernath, Cathie Clark, Tom Knox, Michele ??

President Jackson opened the meeting at 7:30 a.m.

1. **Motion by Heydlauff, second by Lindauer to approve the minutes of the December 1, 2009 and November 19, 2009 Board of Directors meetings. Motion carried.**
2. Role of Ann Feeney at Board meetings: There is no problem with Ms. Feeney acting as the recorder at meetings. If there were a vacancy, she could be nominated to fill that spot.
3. **Maintenance Report** – John Hanifan asked that if there are any concerns or complaints regarding snow removal downtown, to let him know. **(a)** Winans noted that icy conditions occur at Main and W. Middle because of water dripping from the adjacent building. Also that corner is quite dark and possibly could be improved with an additional lamp attached to an existing pole. **(b)** It was noted that the alley next to Vogels & Fosters is quite dark and could benefit from a light. **(c)** Although Winans alley is less slippery than in the past, it can still be a problem. Hanifan agreed to look into these concerns. **(d)** Hanifan demonstrated how a new lamp could improve illumination, its direction and intensity, while saving energy. They are installing lamps in two places in the city as a demonstration prior to any purchase.
4. **LED Lights** – The holiday lights look good and any that are currently out will be repaired by the installation company. Hanifan reported that it would cost \$80 to 90,000 to replace all city lights with LEDs. He spoke of changing the existing globes only which contain LED bulbs.
5. **Library report – Bill Harmer** **(a)** The new website was up Dec. 1 and looks good. It can act as a community forum, spotlighting services and programs. It will have reciprocal links. There will be blogs with opportunity for dialogue with patrons. **(b)** CDL received a \$17,000 grant from Chelsea Community Foundation to continue the concert reading program with the Purple Rose. It also received a grant from Chelsea Education Foundation for a program called “Authors in Chelsea” to work with the schools. **(c)** The Library presented its program to help local businesses through the Marketing Committee, to help promote Chelsea as a destination. **(d)** Harmer had his 90 day review and it was favorable. **(e)** There are 800\day, 25-30,000 patrons per month. He sees it as an opportunity to capitalize for marketing.
6. **Budget update – Heydlauff** He spoke with Kim Garland to plan for a quarterly update in January, taking the DDA through December.
7. **Marketing Committee** – **(a)** It will meet January 6 with Hank Weber who has been hired to focus a group of business owners to help gather information to develop a plan when approaching an Ad Agency to hire. They will also gather information from other sources. **(b)** Morrel-Samuels Passport idea is a good one, but the board believed it was too late in the season to implement the plan. There are many ideas proposed, but there needs to be a comprehensive,

inclusive plan. Hanifan will forward the Roger City plan for the Board and Marketing Committee to review.

8. **Longworth\Jackson St.** - Hanifan will distribute the RFP for the property after the New Year.
  9. **Chamber of Commerce –Pierce** (a) Citizen of the Year Banquet previous evening – 138 guests. (b) Business Leadership Award nominations due until 12\31. Ambassador Club will select the winner. (c)Travel Writers tour last week; great response. (d) Michigan Outdoor Recreation Show 2\18-2\21. CACC will have booth with Ypsilanti CVB. The Theme is “Balancing Nature and Commerce”, with goal of developing recreational tourism.
  10. **Parking Strategy** – No feedback received. South Street is still parked solidly. Leaving greetings instead of tickets has not been a financial loss to the City. Heydlauff likes not seeing the officers writing tickets. Frisinger believes there needs to be a deterrent to business owners taking all the good parking spaces.
  11. **Public Participation** – Jan Bernath asked about the RFP for the Longworth Project. She was under the impression the RFP was finalized and wondered why the meeting at City office did not take place. Hanifan explained that what she had was the draft, not the final document. The schedule will be altered by approximately one month to work around the Holiday season. The final document will be posted on the website and advertised.
- Cheri Albertson spoke about a 4/5 page of photos in the December issue of “Country Living Magazine”. The photo included buildings in a downtown very similar to Chelsea. She said the DDA and its marketing effort should use that type of national, or at the minimum, regional focus.
12. Meeting adjourned at 8:50 a.m.