

**CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
7:30 A.M., THURSDAY, SEPTEMBER 20, 2012
COUNCIL CHAMBERS – CHELSEA POLICE DEPARTMENT**

Present: Flintoft, Cleary, Finger, Heydlauff, Holman, Lindauer, Morrel-Samuels, Pierce, Povlich, Sanville, Schwarz

Absent: Merkel,

Others Present: City Manager Hanifan, Leslie Surel, Emily Penix, Chelseamich.com; Lucy Silverio, SunTimes; Janice Kreger, MHPN; Jan Bernath, John Frank, Cathy Bean, Preservation Chelsea; Phil Tolliver of Smokehouse 52; Jim Myles of Chelsea House Victorian Inn; Tom Girard; Mary Randolph of CAGC; Erica McClain of Chelsea Standard

President Flintoft call the meeting to order and roll call of Board at 7:30 a.m.

1. Public hearings on matters under consideration
-None scheduled
2. **Public Comment:**
-Tom Girard: Regarding the Longworth Buildings, which are contributing properties recognized by the Michigan Historic Preservation Network, are deteriorating because holes in the roof are letting water in, which will cause mold to grow. He said tarping the building would not cause it to collapse.
-Jim Myles: He is a former Councilman and DDA Board member and owner of Chelsea House Victorian Inn. He complained about the odor from the dumpster in the parking lot and asked “Who is responsible for the dumpster?”
-Jan Bernath: She read portions of a letter from State Historic Preservation Office which states that they “cannot support demolition of the Daniels addition.”
3. Approval of the Consent Agenda
-No items yet suggested for a consent agenda
4. **Motion by Lindauer, second by Pierce to approve the regular agenda with the addition of discussion regarding the dumpster in the parking lot. Motion carried**
5. **Motion by Heydlauff, second by Povlich to approve the minutes of the August 16, 2012 Board of Directors meeting with the correction in the Chamber report. Motion carried.**
6. **Submission of Bills** - None
7. **Communications to the Board** – An article from battlecreekenquirer.com was circulated to the Board regarding a project in Marshall, Michigan and the requirements if federal grant money was accepted for a redevelopment project
8. **Reports from Board Committees**
-**Chelsea First:** Pat Cleary began his report by thanking the late Bob Daniels for supporting Pat's belief that Chelsea needed a marketing campaign. Without Daniels' blessing. Pat stated that this effort would not have happened. Statistics related to the campaign: 2,000 hours devoted to the effort the the project. There have been 27 billboards viewed by 700,000

cars\month. Dozens of Chelsea businesses have partnered with Chelseamich.com to promote their businesses and the area. Cleary's has seen an all over 5% increase and 20% increase during Sounds & Sights, with 70% of customers from out of town.

-Leslie Surel and Emily Penix presented additional information:(a) 807 events have been promoted on the Chelseamich.com website.(b) There are 357 businesses listed. (c)100 registered users. (d) They designed a new look for Channel 18. (e) With Wellness Foundation support the website lists opportunities to "Move More". (f) The website connects with new sources such as Facebook and Tweeter. (g) They have developed a better calendar of events with information on the arts in the area. (h)They are developing a list of volunteer opportunities. (i)Google Analytics recorded 6500 hits this summer with as much as 2 minutes per visit.(j) 13,000 visitors have viewed the Jeff Daniels video about Chelsea. Emily and Leslie thanked Pat Cleary and Bob Pierce for all their help and support. Bob receives compliments from people who see Chelsea as ahead of the curve in its marketing efforts.

9. Reports from Officers and City Manager

-No report

10. Unfinished Business

-**Dumpster problem:** The Board discussed ways to solve the problem of odor and addressed the question of who to contact if there is a problem. City Manager Hanifan acknowledged that the business owners who use, are responsible. Morrel-Samuels suggested enclosing it. Cleary said he tries to keep it clean. The conclusion was that during the warm months, the container would have to be emptied every day.

-**Bids for demolition of Daniels addition:** There were four bids. The lowest bid of \$22,300 is from Smalley Construction. City Manager Hanifan and City Engineer Linfield will meet the representatives for a "Scope Review". **Motion by Heydlauff, second by Sanville to award the demolition contract to Smalley Construction in the amount of \$22,300. Motion carried 10 yays, 1 No(Morrel-Samuels).**

Remarks: Morrel-Samuels noted that the MSHPO cannot justify demolition and DDA legislation calls for preservation. Heydlauff noted that DDA is not responsible for redevelopment.

11. **New Business:** *The following request is related to a building in which DDA President Peter Flintoft has a direct interest and for that reason, he recused himself from the meeting and left the room. Request by Smokehouse 52 for consideration of Utility Upgrade Assistance.*

Hanifan explained that a building may already have an REU credit, but if a new business has a more intensive use of the system, additional REUs must be purchased. The DDA has budgeted funds for this. Smokehouse 52 will need 12 REUs and the building is credited with 4 REUs. 8 additional REUs will cost \$82,000. If granted the amount will be amortized over 8 years. The owner Phil Tolliver spoke of his dreams of opening this business, his intention to stay in Chelsea and hope this business would expand in many different ways. He spoke of "The Culture of the BBQ". **Motion by Cleary, second by Pierce to approve the Agreement for Utility Upgrade Assistance between Chelsea City Downtown Development Authority and HWF Enterprises, Inc. Motion carried.**

12. **Announcements:**

Chamber of Commerce: PBS's "Under the Radar" filmed in Chelsea this week, including at Jiffy and Back to the Roots. They will be back next Friday to visit the Common Grill.

--On Friday September 28 there will be a press conference at WSEC to present the new logo and information about the Gateway Initiative.

--Paint the Town Pink, sponsored by the Fire Fighters, will be held all over Chelsea on September 29, ending with a party at Chelsea Lanes parking lot.

--Guy Sanville announced the opening of the new season at the Purple Rose, with previews starting tonight. The play is "Superior Donuts" starring Randolph Mantooth. He thanked everyone for their support of the Theatre.

--Palmer Morrel-Samuels thanked the Board but announced his decision to resign from the DDA Board because "the decision-making process is not good, with the DDA intentionally violating the DDA mission". He was thanked for his service.

13. **Motion by Lindauer, second by Pierce to adjourn the meeting at 8:45 a.m. Motion carried.**