

CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS STUDY SESSION
8:00 AM, Thursday, April 16, 2020
HELD VIA CONFERENCE CALL DUE TO THE COVID-19 SITUATION

Board Present: Tim Merkel, Jennifer Fairfield, Kathy Finger, Ron Livengood, Stephanie Moran, Bill O'Reilly, Mayor Melissa Johnson

City of Chelsea: City Manager John Hanifan

Absent: Tammy Lehman

1. Call to Order – Chairperson Merkel opened the meeting at 7:35 a.m.
2. Public Comments – Lisa Allmendinger of the Chelsea Update called in to offer her assistance called in to commend all in our community to doing what can be done to provide needed services.
3. Consent Agenda – No items suggested.
4. Regular Agenda - **Motion by Finger, Seconded by Fairfield to approve Regular Agenda.**
 - **All ayes.**
5. Meeting Minutes –
 - **Motion by Finger, Seconded by Moran to approve Meeting Minutes of February 20, 2020 regular meeting. All ayes.**
 - **Motion by Finger, Seconded by Johnson to approve Meeting Minutes of March 5, 2020 study session.**
 - Mayor Johnson added that there was discussion at the study session to include feasibility throughout including zero-waste options at special events. Parking was also discussed and should be moved from Section 3C to 1A under “Parking Lots”. Also Section 1C, Trash cans, should be Waste and cover piloting of zero-waste and recycling opportunities. Finally, we need to add Sustainability under Section 3 – New Development.
 - **All ayes.**
 - **Special Note:** *Due to the COVID-19 crisis, there was NO regular DDA meeting in March.*
6. Submission of bills – None
7. Communications to the board – None
8. Reports from City Manager & Officers:
 - Mr. Hanifan reported that all is operating well under the circumstances. Staff schedules are being staggered in all departments for staff safety and business continuity. In terms of the DDA, less staff time needed to maintain the area. Repaving of M52 to be completed near the railroad tracks the week of April 27th. No word yet on striping of parking spots on Main Street.

9. Unfinished Business:

- DDA Strategic Plan – As noted, this was updated at the march 5th Study Session. At what we hope to be a regular, face to face, meeting in May we can look to finalize and approve it. Kathy Finger inquired about any plans / funding for things done in the past such as historic building lighting, facade improvements, handicap access grants or REU. It was also noted that we are yet to get to Section 5 regarding Marketing.
 - This led to a discussion about Marketing and the need to devote some attention to this – in particular, how we can help local business come back following the Coronavirus situation.

10. New Business:

- 2020/2021 Budget – Timing: this should be reviewed and approved today in order to meet the City Council timeline for May. The proposed budget was presented. At this time revenues are expected to be flat and TIF capture to remain stable. Some properties were incorrectly assessed within the DDA and those have been corrected / removed which means a slight loss in revenues. “Pretty much a status quo budget”. \$60,000 is earmarked for Special Projects. Ultimately it was decided to leave that as is for now rather than try to earmark for particular items to allow more flexibility. A question was raised about Depreciation Expense - for fund accounting purposes this figure needs to be carried into the proposed budget. Discussion came back around to the question of Marketing.
 - **Motion by Finger, Seconded by O’Reilly to approve new budget. All ayes.**
- Current Budget Update – Updated reports provided - through January 31st, all was normal. \$25,000 for paving and \$10,000 for light poles to be added. Thus, in the current budget this approximately \$21,000 remaining / available in Special Projects.
- Marketing – Discussion on the need for more immediate plans to develop a marketing plan. One thought was to form a marketing committee. Ultimately it was agreed to hold a Study Session on April 23rd at 8:00 to would focus on developing a Marketing Plan. This will be held remotely. Chelsea Chamber & others to be invited.

11. Announcements: None

12. Adjournment – **Motion for adjournment made by Johnson; Seconded by Finger. All ayes. Meeting adjourned at 8:55.**

Minutes respectively submitted,

Bill O’Reilly, Secretary