

CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS REGULAR MEETING
7:30 AM, Thursday, May 21, 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, Tammy Lehman, Mayor Melissa Johnson

City of Chelsea: City Manager John Hanifan; Julia Upfal

1. Call to Order – Chairperson Merkel opened the meeting at 7:30 a.m.
2. Public Comments – None
3. Consent Agenda – No items suggested.
4. Regular Agenda - **Motion by O'Reilly, Seconded by Finger to approve Regular Agenda.**
 - **All ayes.**
5. Meeting Minutes –
 - **Motion by Finger, Seconded by Lehman to approve Meeting Minutes of April 16, 2020 regular meeting.** *(with correction to "Regular Meeting" heading)*
 - **All ayes.**
 - **Motion by Finger, Seconded by Fairfield to approve Meeting Minutes of April 23, 2020 study session.**
 - **All ayes.**
6. Submission of bills – None
7. Communications to the board – None
8. Reports from City Manager & Officers:
 - Outdoor Seating - Request to allow outdoor seating for restaurants located in DDA on a temporary basis to provide them additional options in light of the social distance requirements tied to the COVID-19 situation. One option presented was "parkets" which are temporary platforms which would allow for tables to be placed on them. These could be placed along the curb on Park Street and West Middle. For establishments such as Cleary's and Chelsea Alehouse, a section of the parking lot behind them could be blocked off for tables. The tables could be loaned from the city's supply.
 - **Motion by Lehman, Seconded by Fairfield to recommend to the City Council to allow use of certain public parking spaces for temporary outdoor seating and dining up until November 1, 2020 with the restaurants to provide the maintenance & cleaning.**
 - **All Ayes.**
 - Palmer Commons – It is available all days but Saturdays. We might consider encouraging "pop-up" businesses on a temporary basis.
 - **Motion by O'Reilly, Seconded by Lehman to recommend to the City Council to allow Palmer Commons to be used for the purpose of retail or service operations within approved parameters up until January 1, 2021.**
 - **All Ayes.**

- MEDC Programs – Julia Upfal reported that the Michigan Economic Development Council has made matches available up to \$5,000 for local businesses. This information will be shared with Chamber of Commerce members. The web address is: patronacity.com/mi

9. Unfinished Business:

- Request for Chamber of Commerce to discuss Chelseamich.com – Terris Ahrens reported that there are lots of things going on with the site currently. The Eat, Drink & Enjoy month is being moved from June to July. Sweet Save Saturdays are coming. Other details are noted in the 3 page document provided.

10. New Business:

- Marketing RFPs – No proposals were received from the recent RFP. A lengthy discussion took place regarding marketing of Chelsea and its business / activities. “What are we marketing?” was a recurring theme.
 - MLive is offering a match contribution for advertising and the Chamber of Commerce intends to apply.
 - **Motion by O’Reilly, Seconded by Livengood to approve \$1,500 / month for 3 months to support the Chamber’s advertising campaign and take advantage of this MLive match campaign.**
 - **All ayes.**
- Current Budget Update – Nothing new to share. 2020/2021 budget being finalized.
 - Remaining funds in current budget include: \$5,000 budgeted for Signs; \$5,000 for the Alleys; \$5,000 Marketing; \$8,000 for Maintenance.

11. Chamber Announcements: Golf Outing moved to September 9th; Citizen of the Year and Lifetime awards nominations deadline is July 26th.

- *All commended the Chamber and its staff for all they are doing during this crisis.*

12. Adjournment – **Motion for adjournment made by O’Reilly; Seconded by Finger. All ayes. Meeting adjourned at 9:10.**

Minutes respectively submitted,

Bill O’Reilly, Secretary