

CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS REGULAR MEETING
7:30 AM, Thursday, June 18, 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 Finger, Seconded by Lehman to approve Regular Agenda.**
 - **All ayes.**
5. Meeting Minutes –
 - **Motion by Finger, Seconded by Moran to approve Meeting Minutes of May 21, 2020 regular meeting.** *(with correction of Stephanie Moran being not present; spelling of “parklets”; spelling of “Sweet Savor Saturdays”)*
 - **All ayes.**
6. Submission of bills – None
7. Communications to the board – None
8. Reports from City Manager & Officers:
 - Outdoor Seating – Approved by City Council and well underway. More restaurants will open in the coming weeks.
 - Palmer Commons – Use of this also approved by City Council. Being used by Breathe Yoga and hopefully will be used by others.
 - MDSC Program – Julia Upfal reported that this program has brought three \$5,000 awards to local businesses and 15 others have been awarded \$1,000 to \$5,000.
 - July Meeting – At the time of the meeting it was uncertain if the remote meetings guidelines from the state will be extended. *(Since the meeting it was announced that the guidelines are being extended so it's likely that the July meeting will again be via Zoom).*
9. Unfinished Business:
 - Wayfinding Signs & Alleyways – With the fiscal year coming to a close, consideration was given to using budgeted funds towards these two outstanding projects.
 - Jennifer Fairfield raised the question of the possible need for new or improved parking related signs. It was agreed to consider these in evaluating any new signs. Mayor Johnson noted the need to consider consolidation of signs so we do not have more signs than needed.
 - **Motion by O'Reilly, Seconded by Livengood to spend up to \$18,000** (from the 2019/2020 budget) **for Reskinning the Wayfinding Signs and improvements to the Alleyways.** (Colors and other details to be worked out)
 - **All ayes.**

10. New Business:

- MLive advertising update – Terris Aherns reported that the campaign went live June 7th. So far it's been seen 150,892 times and there have been 164 clicks on the 3 rotating ads / spots. The content of the webpage is being updated daily. Many updates are dependent on the member businesses providing timely updates to the chamber.
 - It was requested that the webpage also stress the new availability of outdoor seating.
- Current Budget Update – Heading into the final weeks of the current budget. TIF capture timing can often skew things.

11. Chamber Announcements: Eat, Drink & Enjoy set for July. Sweet Savor Saturdays are upcoming as well. Deadline for Citizen of the Year and Lifetime awards is July 26. Curling Fest set for July 31st. Golf Outing September 9. Family Fun Nights on the horizon. The new Sculpture Walk pieces are well received.

12. Adjournment – **Motion for adjournment made by O'Reilly; Seconded by Finger. All ayes. Meeting adjourned at 8:40.**

Minutes respectively submitted,

Bill O'Reilly, Secretary