

CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS REGULAR MEETING
7:30 AM, Thursday, July 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

Absent: Tammy Lehman

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 Moran to approve Meeting Minutes of June 18, 2020 regular meeting.**
 - **All ayes.**
6. Submission of bills – None
7. Communications to the board – None
8. Reports from City Manager & Officers:
 - Outdoor Seating – Going well – seems well received.
 - Palmer Commons – Being used well though the hot weather is not helping.
 - SPARK Program – Julia Upfal reported that this new program for small business relief is rolling-out. Also, a chart was presented on the PPP loans. Loans under \$150,000 do not show the details of the recipients however 3 local businesses received loans in excess of \$150,000. On August 1st consultants will be on-hand to observe the Farmers Market.
 - August Meeting – At this time it likely will again be held via Zoom.
9. Unfinished Business:
 - Wayfinding Signs & Alleyways – A graphic of the suggested new look was presented – 3 sizes – showing black with white lettering with copper borders. If we go with a color other than green, it will mean repainting the roughly half painted so far - though at a lower cost as repairs and extra clean-up will not be required. The suggestion was to also outline the arrows.
 - **Motion to approve colors presented by Livengood, Seconded by Fairfield.**
 - **All ayes.**
 - Nothing new to report on the alleyways.

10. New Business:

- MLive advertising update – Terris Aherns reported that 3 ads ran in June. Traffic is up 101%. Everything is looking positive with good results so far.
- Current Budget Update – Balancing of Cash Basis vs. Accrual Basis explains a lot of the back and forth in figures. Things are generally in line with where they should be. We can arrange for one of the auditors to provide a review when things are completed.

11. Chamber Announcements: It's Restaurant Month – specials are noted at the website. Curling Fest set for July 31st. Golf Outing September 9. A reminder that applications for nominations for the Citizen of the Year and Lifetime awards is July 26.

12. Adjournment – **Motion for adjournment made by O'Reilly; Seconded by Moran. All ayes. Meeting adjourned at 8:18.**

Minutes respectively submitted,

Bill O'Reilly, Secretary