

CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS REGULAR MEETING
7:30 AM, Thursday, September 17, 2020
HELD VIA CONFERENCE CALL DUE TO THE COVID-19 SITUATION

Board Present: Tim Merkel, Kathy Finger, Ron Livengood, Stephanie Moran, Tammy Lehman, Bill O'Reilly

Absent: Mayor Melissa Johnson, Jennifer Fairfield

City of Chelsea: City Manager John Hanifan

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 Lehman to approve Meeting Minutes of August 20, 2020 regular meeting.**
 - **All ayes.**
6. Submission of bills – None
7. Communications to the board – None
8. Reports from City Manager & Officers:
 - Extension of Outdoor Seating – Some requests received to extend this arrangement until November 30th and that is likely though it will require City Council approval.
 - October Meeting – Meetings will continue to be held via Zoom indefinitely.
9. Unfinished Business:
 - Painting of Signs & Light poles – New mock-ups of the colors and lettering were shown. Arial is the recommended font. It should be noted that the colors are black and gold.
 - DDA Strategic Plan – This will be released publicly soon and feedback will be solicited.
10. New Business:
 - Hometown Holidays – Denise Cugliari reported that though plans are being scaled back due to COVID, there will still be a number of activities taking place. One activity planned is to have the light poles decorated in various themes by local organizations.
 - MLive advertising update – Terris Aherns reported that this 3 month ad campaign is now complete. There were 524,998 impressions and 969 clicks. Traffic has been good.
 - Current Budget Update – Auditor still set to provide a review at the October meeting. Numbers for August are still in progress so unable to report at this time.

11. Chamber Announcements: Golf Outing of September 9th went well with 92 golfers (down only 2 from last year). Sweet Savor Saturdays continuing. 3 ribbon cuttings are on tap: Cottage Rabbit, Brama House (new ownership); and Clocktower Comics. A School Board candidate forum is being planned.
12. Adjournment – **Motion for adjournment made by O’Reilly; Seconded by Finger. All ayes. Meeting adjourned at 8:00.**

Minutes respectively submitted,

Bill O’Reilly, Secretary