

CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS REGULAR MEETING MINUTES
7:30 AM, Thursday, May 20, 2021
HELD VIA ZOOM DUE TO COVID-19

Board Present: Tim Merkel, Kathy Finger, Ron Livengood, , Bill O'Reilly, Rob Mida Mayor Melissa Johnson

Absent: Stephanie Moran

City of Chelsea: John Hanifan, Julia Upfal

1. Call to Order – Chairperson Merkel opened the meeting at 7:32 a.m.
2. Public Comments – Kathy Gourlay spoke about Dark Skies Initiative. Sally Oui introduced herself as a astronomy professor at University of Michigan and part of the Dark Skies Initiative.
3. Consent Agenda – No items suggested.
4. Regular Agenda - **Motion by Finger, Seconded by O'Reilly to approve Regular Agenda.**
 - **All ayes. Motion is approved**
5. Meeting Minutes –
 - **Motion by Finger, Seconded by O'Reilly to approve Meeting Minutes of May 20, 2021 regular meeting minutes.**
 - **All ayes. Motion is approved**
6. Submission of bills – None
7. Communications to the board – None
8. Presentations – Several Members of the Dark Skies Chelsea group spoke about their concerns with Chelsea light pollution including street lights. There was discussion about the ability to add shields to the decorative street lights to minimize the upward light pollution.
9. Reports from City Manager & Officers:
 - Project Updates –
 - Rockwell Building – Ms. Upfal reported that the County Board of Commissioners did meet last night and Nathan Vogt from the County was there on my behalf, but I believe that they finalized the Brownfield last night, and we'll confirm with him this morning. And the state tax commission will be reviewing the commercial rehabilitation abatement, which was approved by Chelsea City Council for a 10- year abatement on the Rockwell building, and that's going to be reviewed on June
 - Parklets: The parklets have been going really well. We just had five pallets delivered to DPW earlier this week, full of parklets and the DPW will be setting those up in the coming weeks. They're also doing the sculpture walk at the same time, but we're excited to see the first four parklets installed. Those will

be used as a pedestrian thoroughfare, and we will have dining on the sidewalk for Smokehouse 52. The pedestrian thoroughfare will have kind of an art installation that people will walk through and experience as they're coming down Park Street

- Social District: City council approved a social district in downtown Chelsea. What that means is that there will be open alcohol consumption allowed in certain areas, which will be marked off by signage and direct you to designated areas for consumption where there'll be seating set up and you can bring alcohol from different businesses, as long as you are using a cup that has a sticker on it with that business's logo.

10. Unfinished Business: NONE

11. New Business:

- A. Marketing for 2021-22 – Terris Ahrens: There was much discussion regarding funding marketing for the MLIVE. Mr. Ahrens stated there was a grant program through MLive. If we commit a \$1,500 budget per month, for at least three months, June, July, and August, they will match it 100% with the same amount of advertising. So for \$1,500 a month, we get \$3,000 worth of advertising on MLive.

Motion by Johnson, Seconded by Livengood to fund the marketing program consistent with where the budgeting falls.

- B. March 2021 Financials: There was discussion regarding the financials and a request to share the bond/debt service schedules with the board.

12. Chamber Announcements:

Mr. Ahrens reported on The Chelsea Trail Challenge and Sweet Savor Saturdays, also continuing. Golf outing next month, June 16th, we are still taking teams. Let's see. Sounds & Sights is coming up, which as you know is run by Chelsea Area Festivals and Events.

13. Adjournment – **Motion for adjournment made by Finger; Seconded by O'Reilly. All ayes. Meeting adjourned at 8:31**

Minutes respectively submitted,

John P. Hanifan