

**CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
7:30 A.M., THURSDAY, NOVEMBER 5, 2009**

Present: Jackson, Feeney, Flintoft, Frisinger, Galvin, Heydlauff, Holman, Morrel-Samuels, Myles, Pierce, Schwarz, Winans, Hanifan

Absent:

Others Present: Jason Lindauer, Mayor-Elect; Art Dils, Jane Creswell, Mark Creswell, Jan Bernath, Tom Knox, Kathy Clark, Joe Merkel III

President Jackson opened the meeting at 7:30 a.m.

1. **Motion by Frisinger, second by Winans to approve the revised minutes of the October 1, 2009 Board of Directors meeting.**
2. **Motion by Pierce, second by Morrel-Samuels to approve the minutes of the October 15, 2009 Board of Directors meeting with two corrections. Motion carried.**
3. **Maintenance update – Hanifan** The downtown sidewalk replacement is ongoing. There is a punch list of defects which will be addressed presently. The last brickwork project is in front of Palmer Ford. DPW Superintendent Craig Maier will retire as of 1\1\10, as will Jim Drolett. Drolett will return as a parttime employee in the future.
4. **Library Report** – Director Bill Harmer is at a conference and could not attend the meeting
5. **McKinley Report – Jeff Holman (a)**He thanked the City for replacing the trees in front of the Clocktower. There may be problems with electric connections for holiday tree lighting.**(b)** There is a lot of leasing discussions going on behind the scenes for space in the complex.
6. **Chamber of Commerce Update – Bob Pierce (a)** Hometown Holiday event Committee is in place. **(b)**Up until now there has not been an emphasis on the changes with the addition of LED lights on the downtown trees. It is expected to make a considerable improvement.**(c)** The Candidate Forum went well. **(d)** The **Citizen** of the Year banquet honoring Nancy Harris, Will Johnson and Bill Chandler will be held December 16 at the Comfort Inn Conference Center.
7. **Marketing Report – Mark Heydlauff\Art Dils** Heydlauff reported on the meeting of interested citizen who want to make a serious effort to market Chelsea as a destination. Individual businesses can be responsible for getting people to buy, but it is important that the DDA and City be proactive in getting people to come to Chelsea. Discussion: **(a)** The current climate is reminiscent of 20 years ago. **(b)** Efforts should be re-focused for best results. **(c)**The DDA could commit funds to the effort and then approach Council to match the amount in order to have funds to effectively market Chelsea as a destination. **Motion by Heydlauff, second by Frisinger to establish a promotional fund in the amount of \$25,000 to market the downtown and request City Council to match the funds so as to market the community as a whole. Motion carried.** The hope is that a comprehensive marketing campaign could happen quickly**(d)** Heydlauff presented the plan to do a direct mail ad campaign through ad purchases from businesses. The mailing list is 15,000 to be sent to addresses in approximately a 10 mile radius. This is a private effort funded through individual businesses, which will be mailed soon.
8. **Comprehensive discussion regarding parking:** President Jackson noted that visitors who are

angry at receiving parking tickets after having shopped, eaten and gone to the Purple Rose, swear they will never return to Chelsea.

Discussion: **(a)** Enforcement is a way to ensure adequate parking for visitors. **(b)** Is it possible to use a plate readout device to determine home of driver? **(c)** The ticket could be only a warning **(d)** Place a note that reminds drivers as a courtesy to please honor the three hour parking limit. **(e)** Perhaps a letter to business owners to remind employees to save the best places for customers. **Motion by Morrel-Samuels, second by Winans to begin this process by waiving parking fees during the holiday season as a first step and then during the holiday season present a notice in place of a ticket, regarding the three hour parking limitation. Motion carried.**

9. **Old Business – Morrel Samuels** **(a)**In the interest of transparency Morrel-Samuels suggests that the DDA Board meeting be televised **and** or the meeting times changed to evening. There is general resistance to evening meetings. Jackson suggest that there be a monthly DDA report to Council so that it would be part of the televised Council meetings. **(b)** Morrel-Samuels is revisiting the matter of writing by-laws for the DDA. Myles noted that without Roberts Rules of Order, which could be incorporated in by-laws, there is not requirement that matters that are deferred to another meeting, actually be addressed at the next meeting. Morrel-Samuels will research other DDA's by-laws for consideration by the Board. No one **else** volunteered to work (with him)**on the issue.**
10. **Public Participation – (a)**Joe Merkel III approached the Board to ask that it would consider a proposal regarding the Livery Building, which he will bring at the next meeting. It will include goals, dates, possible developer involvement and will have deadline dates through 2011. Hanifan noted the requirement that an RFP must be extended to the general public.**(b)** Tom Knox, a resident of the DDA District, requested a detailed report on monthly spending by the DDA. Hanifan will handle the request. **(c)**Mark Creswell is still looking for a location for the Great Lakes Zoological Society to establish a reptile rescue operation, perhaps also housing a gift shop, husbandry equipment. He is hoping to partner with the City and DDA to find a location. He is looking for financing and perhaps grant appeals addressing education and animal conservation, independently of the efforts Of the Livery Coalition.
11. Motion by Heydlauff, second by Winans to adjourn at 8:55 a.m., Motion carried