

**CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
7:30 A.M., THURSDAY, NOVEMBER 19, 2009**

Present: Jackson, Flintoft, Frisinger, Heydlauff, Holman, Lindauer, Morrel-Samuels, Pierce, Schwarz, Winans, Hanifan

Absent: Galvin, Myles

Others Present: Cheri Albertson, Ann Feeney of City Council; Jan Bernath, Carey Church, Art Dils, Bill Harmer, Director CDL; Scott McElrath, Tom Knox, Joe Merkel III

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

1. **Motion by Heydlauff, second by Winans to approve the minutes of the November 5, 2009 Board of Directors meeting, with corrections. Motion carried**
2. **Library Update – Bill Harmer** a) State Aide from Federal Government to libraries has been reduced from the mandated \$15M to \$6M. Chelsea only depends on this for a small amount. b) The 16 member organization which now delivers books to their libraries without cost, may have to pay for that delivery. c) Michigan Electronic Data Base, a resource for research material, would cost \$42,000 if a library had to purchase it on its own. d) Mr. Harmer spoke with people in Belleville who are researching whether to become a district library. e) The Library offers business counseling monthly. It is one on one with persons from the Small Business Technology Center. f) Saturday is the monthly reading by Purple Rose Theatre actors, of a possible future play. g) The Rossetta Stone language course has been replaced by Mango Language, which can be accessed on the library website, from home. h) There are complaints that drivers stop their car at the library door to drop off material and block traffic. He asked if the city could help.
3. **Maintenance** – no report
4. **Marketing committee report** – a) Downtown businesses are invited to River Gallery from 5 – 6 p.m., Tuesday, November 24. This is to assure the business owners that the DDA and others are working hard on their behalf. b) Art Dils explained the rationale to again place Chelsea ads in the “Golfing in Michigan Magazine”. This is part of the \$25,000 commitment by the DDA toward a Chelsea marketing plan. The new two page spread will include events, services, and a larger phone number. Eventually an ad agency will be hired for a comprehensive Chelsea plan. **Motion by Pierce, second by Schwarz to support “Golfing in Michigan Magazine” by allocating \$6,000 toward a two page ad in the next edition. Motion carried.** Marketing efforts will bring people to the city and will encourage new businesses to locate in Chelsea.
5. **Budgeting update** – No report
6. **Parking strategy discussion** – Hanifan Starting next week, the parking enforcement officers will leave a reminder note on cars which exceed the 3 hour parking limit, instead of a ticket.
7. **Jackson Street/Longworth RFP Discussion** – City Manager Hanifan presented a RFP which outlined requirements and a time line. It will be available on the City website and through notification in the local newspaper. **Motion by Flintoft, second by Winans to approve the RFP as circulated by City Manager Hanifan. Motion carried.**
8. **McKinley update** – No report
9. **City Manager's update** – No report

10. **Public Participation** **a)** Scott McElrath commented that consultants are often from out of town and hoped that locals would be considered. **b)** Jan Bernath is pleased that Chelsea is being marketed as a destination, and as a historic destination. National Register of Historic Places can be found on Google. It lists places which are registered. **c)** Joe Merkel noted that visitors are attracted to Tecumseh for its historic homes and historic markers.
11. **Chamber of Commerce update – Bob Pierce** **a)** In AAACVB's 2010 marketing plan, they are exiting “Pure Michigan” radio market and using only TV ads. They are exiting the science market and moving toward cultural tourism. **b)** Ypsilanti CVB is partnering with Chelsea in its Gateway Initiative. Waterloo has 600,000 visitors per year. 70,000 birders will also visit annually. These markets should be developed with the two CVBs **c)** The annual Chamber Board of Directors retreat is tonight. **d)** Citizen of the Year banquet will be held December 16 at the Comfort Inn and Conference Center. Tickets are available at the City office. **e)** President Jackson will emphasize personal contacts with people in town regarding Chamber activities. **f)** The Chamber needs funds to support the Executive Director and the two part time employees
12. **Old Business** – There was a question as to the status of the post office. It may go back on the market. Perhaps a suitable business could be found for the space and then assist them in negotiating a suitable price. Will Johnson is working with Representative Mark Schauer to see if stimulus money might be available to purchase it.
13. **Additional business** – The holiday lights will be installed on the downtown trees before Thanksgiving. The City workers will decorate the light poles.
14. Mark Heydlauff suggested that there be only one meeting in December, on the 17th. The Board nodded in agreement.
15. **Motion by Pierce, second by Winans to adjourn at 8:50 a.m.**