

**CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
7:30 A.M., THURSDAY, MARCH 18, 2010**

Present: Jackson, Cleary, Flintoft, Frisinger, Heydlauff, Holman, Lindauer, Myles, Pierce, Schwarz, Winans, Hanifan

Absent: Morrel-Samuels

Others Present: Tom Girard, Jan Bernath, Scott McElrath of Preservation Chelsea; Tom Knox, Micky Howe; Cheri Albertson, Ann Feeney, City Council; Jim Drolett, Zoning

President Jackson opened the meeting at 7:30 a.m. and welcomed the newest Board member, Pat Cleary. Guests introduced themselves.

1. **Motion by Frisinger, second by Heydlauff to approve the minutes of the February 18, 2010 DDA Board of Directors meeting with the correction of chairperson. Motion carried.**
2. **Maintenance report** - None
3. **Christmas Lights – Schwarz** – There are several lights out on the trees, which will be fixed by the installer, this week. There is a two year warranty on the lights and installation. Question raised about keeping the trees lighted. With the change to daylight savings time, it's a good time to disconnect. The Board thanked Patti Schwarz for all her work in arranging this display.
4. **Budget Update – Heydlauff** The financials for the DDA for this year and forecast of 10-11 were distributed. Lower revenue expected; final payments on 2000 bond will be made April 1st. There will be a public hearing on the budget in April, up until then, changes may be made. There should be a positive balance at 6/30/10 of approx. \$165,000.
5. **Sculpture Walk – Schwarz** The current footprint of the walk is in the DDA District. Through grants there is hope to expand the number of pads outside the district. The one at the City Office will be moved to the Library during construction. Each artist whose piece is displayed will receive a \$300 stipend; the overall winner, \$500. The Library, CCA and Schools are all planning programs related to the Walk. Vogel's and Winans' Alleys are potential sites for additional pieces
6. **National Registry of Historic Places discussion – Myles** He has met with almost all downtown businesses to ask their approval to submit the application to the National Park Service to list the downtown on the Registry. Owners may take advantage of financial incentives for investment in these properties. There are no restrictions for property's uses and area could be expanded in the future. **Motion by Myles, second by Pierce to have the area as shown on the displayed map, included on the listing on the National Registry of Historic Places and recommend to City Council that it approves this application. Motion carried unanimously.** The next submission deadline is in May and Preservation Chelsea will try to meet that deadline.
7. **Swearing In** – City Clerk Royal took this time to swear in Patrick Cleary as the newest member of the Downtown Development Authority Board of Directors.
8. **Chelsea First Update – Pat Cleary** This Steering Committee grew from the results from the four focus group meetings held in January. The goal is to hire a marketing director who will coordinate all the marketing efforts currently being used and expand the marketing to a larger radius of potential customers, businesses and residents. The Chamber of Commerce will act as

the fiduciary. This would be a part time position. The position is being advertised through several media.

9. **Jackson St\Longworth RFP discussion:** There has been only one proposal submission, from Preservation Chelsea – Chelsea Connection. The Board received the proposal and all have read it. Comments from attendees: **(a)**Heylauff – the DDA cannot finance this project, and should not be in the real estate business. **(b)** Tom Girard – They want to start a dialogue. It appears they have under estimated available grants and tax credits.**(c)**John Hanifan-The original estimate of \$1.5M done by A.R. Brouwer has been invalidated by this group, when Mr. Bean questions several things in the report. **(d)** Myles emphasizes that P.C-C.C. is trying to use available tax credits and grants and get the buildings back on the city tax rolls. **(e)** Frisinger noted that there is not a commitment from a bank for the 17% called out in the proposal. **(f)** Pat Cleary explained that his family has restored 7 historic structures. They looked at this property when it first went on the market and concluded that if redeveloped, it could not return income needed to support it operationally. The rent required to meet the investment cost would be too high to expect anyone to pay it. They were able to estimate costs because they had done it so many times before.**(g)**Peter Flintoft noted the amount of work it took to write the response to the RFP, but that there is a genuine safety concern regarding the small building on Main St., which was dismissed in the proposal. **(h)** Bob Pierce asked if the DDA is in the position to accept or reject this proposal at the April DDA Board meeting, and Hanifan replied positively.
10. **McKinley Update – Jeff Holman** Dr. Rodriguez DDS is almost ready to open; Mark Cresswell has an office on the 3rd floor of clocktower; and may have a tenant for the Hoover Building.
11. **City Manager's report – John Hanifan** Bill Conn of Mule Skinner requested permission to block the area in front of his store for a promotion next month. MDOT and Chief Toth had no objection.
12. **Chamber of Commerce Update – Bob Pierce** **(a)**The Gateway Community project is applying for grant funds for a training session to be held in Chelsea. **(b)** The Michigan Boat Show where the Chamber had a booth was attended by 62,000; 35,000 learned of Waterloo; generated 225 leads and 18 groups plan to visit. **(c)**The Great lakes Expo on Renewable Energy will move its annual meeting from Manistee. Washtenaw is applying. If successful, the meeting would be held at the Chelsea Fair Grounds. It could generate a lot of hotel room nights.
13. **New Business** – Filled orange trash bags are showing up in the east parking lot right after trash pickup day. There is an Administrative Order which prohibits setting out bags until 7 pm before the regular trash day. The City can cut open bags to find and address and will send a letter to the owners of the trash.
14. Meeting declared adjourned at 9:21 a.m.