

**CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
7:30 A.M., THURSDAY, JANUARY 20, 2011
McKUNE ROOM, CHELSEA DISTRICT LIBRARY**

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

Absent: Morrel-Samuels

Others Present: Cheri Albertson, Ann Feeney, City Council; Bill Harmer, Chelsea District Library; LuAnn Koch, CAFA; Lisa Allmendinger, AA.com; Jan Bernath, Elsie Swanberg, Howard Flintoft

President Jackson opened the meeting at 7:30 a.m. and Bill Harmer, Library Director, welcomed everyone and pointed out the refreshments and facilities are. This is the first time the meetings are being video taped so President Jackson donned a hat worn by his father, noting that he was officially on duty.

1. **Motion by Frisinger, second by Heydlauff to approve the minutes of the December 16, 2010 Board of Directors meeting, with corrections. Motion carried.**
2. **Budget Update – Heydlauff.** The DDA is 50% through its budget year and 17.57% of budget has been spent. There are many projects planned and it necessary to know how monies have been reserved. The City provides monthly updates and expenditures, available online.
3. **Sounds & Sights – Craig Common** presented the 2011 Chelsea Festival Budget including Sounds & Sights, Festival Weekend and Hometown Holiday. There are funds left over from prior festivals, allowing him to request only \$25,000, \$5,000 less that 2010. There will be an Arts & Craft/Fine Arts section, with a separate manager. CCA is working on grants to cover administration costs. On February 9th there a brain storming session planned with the three committees(HTH, S & S. and Festival weekend) to develop a 5 year plan. Jackson complemented Common on his efforts and Common noted how much help he receives. **Motion by Pierce, second by Frisinger to support Chelsea Festivals in the amount of \$25,000. Motion carried.** In the future he hopes there will be a single \$10,000 sponsor of the events.
4. **Sculpture Walk – Patti Schwarz.** The 2011 Sculpture Walk budget was presented, slightly less that 2010 because cement pads are in place. Discussion: The request from DDA is for \$6,750; If a sculpture sells, a 25% commission will go into the sculpture walk fund; Cleary suggested including sales information at the site of each piece. There is some interest in Southtown to extend the walk. Schwarz noted that if \$500 is contributed by Southtown to cover the costs, there is no reason why there could not be sculptures there as well. **Motion by Myles, second by Lindauer to the support this effort in the amount of \$6,750. Motion carried.**
5. **CAFA request – Luann Koch.** CAFA Board Chair noted that the DDA captures some CAFA millage and since the Fire Station is owned by the City, it is reasonable to request the DDA to contribute to the renovation of the building. Hanifan suggested a written request with a breakout of details of the project. Heydlauff once again suggested the DDA speak with Council representative Rod Anderson. Koch noted that none of the other CAFA members will be contributing. Heydlauff noted that the upgrading of the station and the parking area around it

will be part of the long term development plan, but it too early to put a price on it.

6. **Long Term Development Plan** – Deardorff & Poley were hired at an amount not to exceed \$50,000, they agreed to meet with community stakeholders and are doing so currently. On February 16th, a community forum will be held at the Library to which the public is invited. By mid-March a “Conceptual Plan” will be in place. In April a “Conceptual Development Plan” available for viewing at an open house. In May a “Comprehensive Plan” available for viewing and discussion at an open house.
Prior to the open houses, Heydlauff and Hanifan will meet to discuss the budget, obligations, reserves, debt service, bonding possibilities and the ability to fund projects. That meeting will be announced to the Board and all will be invited to join them.
7. **Accessibility Update** – **Paul Frisinger** reviewed goals of the committee and thanked Sara Wedel, Linda Ballard and Scott McElrath for their help. Frisinger has developed an application which building owners or business owners could submit to apply for grants to help with costs of designing entrances to improve accessibility. There was an extensive discussion regarding the wide range of costs incurred by owners to make changes. Frisinger noted that in years back these small grants were to act as an incentive for owners to make their own changes, not supposed to cover all the costs. **Motion by Flintoft, second by Frisinger to approve establishing a fund up to \$20,000 in this budget to fund costs related to improved accessibility. Applications will be reviewed by the committee and recommended to the Board for funding. Motion carried.** Some improvement may be eligible for a tax deduction.
8. **Chelsea First** – **Pat Cleary**. Pryor Design will have the new web design by April. Currently information is being collected which will be part of the marketing effort. There will be a town meeting, similar to the original focus groups, to lay out the plans and showcase the progress. The Committee is a cross section of the whole community, and working hard. It is exciting to see what is coming along.
9. **Chamber of Commerce Update** – **Pierce (a)** Membership finished in a positive position. He is seeing a 10% increase and a general feeling of optimism and prospects of a good year. **(b)** From Feb.9 to Feb 12 the Michigan Public High School Hockey Showcase will be at Artic Coliseum. 44 communities will be represented. The Chamber will have a booth showcasing what the City has to offer. It is also Chocolate Extravaganza weekend, a Youth Basketball Tournament and Chelsea House Orchestra Concert. **(c)**Chamber Annual Meeting is Feb. 17 at Comfort Inn. The Business Leadership Award will be presented. **(d)** Farmers Market Manager Mary Tobin has resigned. The F.M. Committee will meet soon and come to DDA regarding location.
10. **Library Report** – **Bill Harmer (a)** On Monday January 17 the MLK\Islam in America was held at the library, with 200 attending. **(b)** He once again welcomed the DDA. **(c)**The Library website is a great source of information. **(President Jackson donned his grandfather's World War I Army helmet and expressed his appreciation for all veterans.)**
11. **Public Participation** – **(a)** Jan Bernath announced that the Michigan State Historic Preservation Office will visit on March 2nd (6:30-8:30 pm) regarding Chelsea's listing on the Register of Historic Places. In addition Debra Stewart of MEDC is willing to make a presentation on available incentives for preservation. Hanifan noted that there is a tax credit of up to 40% of costs to renovate historic buildings. **(b)** Kathy Clark asked that during renovation efforts that there be a sensitivity to the significance of certain facade elements, like doors.
12. **Motion by Myles, second by Pierce to adjourn the meeting at 8:55 a.m.. Motion carried.**
13. Motion
14. Motion

- 15. Motion
- 16. Motion
- 17. Motion
- 18. Motion
- 19. Motion
- 20. Motion
- 21. Motion
- 22. Motion
- 23. Motion
- 24. Motion