

**CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
7:30 A.M., THURSDAY, FEBRUARY 17, 2011
McKUNE ROOM, CHELSEA DISTRICT LIBRARY**

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

Absent:

Others Present: Rod Anderson, Cheri Albertson, Ann Feeney, City Council; Nancy Anderson, Jane Cresswell, Howard Flintoft

President Jackson opened the meeting at 7:30 a.m. and spoke of the DDA Public Meeting held at the Depot yesterday, led by Howard Deardorff. Deardorff reviewed the 1990 plan and spoke of meeting with 60 members of the community, including 9 high school students to survey them regarding their thoughts on how they see the downtown in the future. The next DDA Public Meeting is 7- 9 p.m., March 9 at the Library.

- 1. Motion by Peter Flintoft, second by Rob Winans to approve the minutes of the January 20, 2011 Board of Directors meeting with the addition of the phrase “to improve accessibility” regarding a request made by Kathy Clark in Public Participation. Motion carried.**
- 2. Budget Update – Mark Heydlauff** a) Disbursement this past month were just regular expenses. b) It is crucial to know what funds are available in order to prioritize and to be conservative. During March they will be working on the 2011-2012 budget, expecting revenue to be down. Determine reserves, obligations such as the police station construction. c) Review question of what to fund and what to do with the vacated police station; what to fund now and how to reserve for the future; find ways to fill empty buildings. John Hanifan noted that \$2M bond issue would be the absolute ceiling of borrowed funds. Eventually Deardorff and Poley will provide cost estimates for proposed projects. d) The five areas Deardorff identified as most important to look at are Palmer property, Park St. Parking lot, Longworth corridor, two alleyways and Fed Screw complex. Also to consider is the Fire Station and accessibility. e) Hanifan repeated a remark made by a person at the DDA meeting that Chelsea is a very difficult place to open a business and many businesses walked away. He will bring to the next meeting a comparison of requirements in Chelsea to that of other communities and perhaps develop a package of information for potential new businesses.
- 3. Sculpture Walk – Patti Schwarz** The call for entrees has been out for awhile. There are currently 10 spots to be swapped out with new art. (none at Summit & Main this year). In 2009 there were 18 entrees, 2010, 25. The stipend will be \$300 and \$500 for best of show. At Cleary's suggestions, a tag will be added to the artist information indicating the art is for sale.
- 4. Long Term Development Plan –** The March 9th meeting addressing this matter needs a lot of publicity to make sure everyone comes and has input.
- 5. Accessibility Committee – Paul Frisinger** Cleary's has submitted an application for the \$500 grant to do a feasibility study on how to make his front door more handicapped accessible. **Motion by Frisinger, second by Morrel-Samuels to approve a \$500 grant to Cleary's Pub**

- for a feasibility study on improving handicap accessibility. Motion carried.**
6. **City Report – John Hanifan** a) Police Station site plan was approved by the Planning Commission with the provision that the DDA would approve the landscape plan. b) Last weekend there was all kinds of visitors to Chelsea, including 43 hockey teams and Chocolate Extravaganza customers. c) They are waiting for the Governor's budget to determine what revenue sharing will be. d) Council had its annual goals and objectives meeting and knows it will deal with income reduction. It also wants to ensure that Planning Commissioners receive enough training. He observed that the City is in the perception business so it is important that the City be aware of how what it does appears to the public. e) Frisinger asked about the DDA paying tap-in fees for a potential new business to remove a barrier. Hanifan said that paying the \$80,000 to improve the sewers near Napieralski's lot would be an example of removing a barrier which would be qualified project.
 7. **Chelsea First Report – Pat Cleary** reported on the meeting held last night at the Comfort Inn and distributed the folder with the examples of the proposed website. (www.chelseamich.com). The goal is to drive people to the website, where there will be great information. Currently the challenge is gathering information to put on the website. That will be done through the Chamber of Commerce office. A system will be put into place to help businesses and organization contribute their information. There will be a tool kit to be used by businesses to help them use the framework in promoting their business. There will be a mobile version.
 8. **Chamber of Commerce Report–Bob Pierce's)** a)The Annual Meeting is 6-8 pm tonight at the Comfort Inn. Business Leadership Award winners are Cleary's Pub and Phil Tolliver's two businesses, Bear Claw, and True North Beef Jerky. b)A Business Breakfast will be held at the Depot from 7:30 to 9:30 a.m., February 22, catered by Big Boy. c) Each Tuesday at 8:25 a.m.,there is a live radio interview with Lucy Ann Lance. Different events and persons are featured, a good way to reach Ann Arbor audiences. d) Branding efforts to market the Gateway Initiative lead to a concept\map where there are only roads, streams, paths. The area includes north to Pinckney Rec. Area, east to Zeeb Rd, west to Sargent Rd. and south to Manchester.
 9. **Public Participation – a)** Cheri Albertson' son who lives in N.C. thought the triptick concept of “day, hour, lifetime” in the new website earned a “WOW!” b)Patti Schwarz suggested a contest for art depicting “The Spirit of Chelsea” and also wants art included in the new Council Chambers. c) Rod Anderson pointed out that websites live on content as well as ease to getting to the site. It will be possible to analyze hits and adjust accordingly. d) How much the DDA should participate in the renovation of the fire station was discussed. CAFA Chair Koch will come to City Council on the 8th and the DDA meeting on the 17th to present plans and costs. e) Councilwoman Albertson inquired about the stipulations in the Federal grant CAFA received, regarding hiring replacement employees. f) Morrel-Samuels noted that the DDA should be (1) promoting community development, and historic preservation and preventing decay.
 10. **Old Business** – There was a question regarding the extent which the DDA will get involved in the Police Station landscaping, costs, etc. The involvement will be limited to the station site.
 11. **New Business** – Flintoft is working with Palmer's on the lease. The building owners wants exclusive use of the driveway after 90 days. DDA needs a drawing depicting the exact area of a lease.
 12. **Additional business:** Topics for next meeting: a) Expanding the DDA Board, b) Alley clean-up to keep the area safe and the by-laws. Morrel-Samuels wants to discuss expanding the district.
 13. **Motion by Frisinger, second by Heydlauff to adjourn the meeting at 9 a.m. Motion carried.**

