

**CITY OF CHELSEA  
DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
7:30 A.M., THURSDAY, DECEMBER 15, 2011**

**Present:** Cleary, Frisinger, Heydlauff, Lindauer, Merkel, Morrel-Samuels, Myles, Pierce, Schwarz, Winans,  
**Absent:** Flintoft, Finger  
**Others Present:** City Manager Hanifan; Rob McVey, Kathy Bean, Nancy Anderson, Council persons Rod Anderson, Cheri Albertson and Ann Feeny; Laurie Winans

Vice-President Frisinger called the meeting to order at 7:32 a.m. The secretary recorded attendance.

1. Public hearings on matters under consideration  
-No meeting scheduled
2. Public comment  
- Kathy Bean questioned Mayor Lindauer on the process for retiring board members whose terms were expiring. He explained that because there are now several business people in the DDA District who have expressed the desire to serve on the board it was an opportunity. It is no reflection on Jim Myles that he was not asked to serve another term.  
-Councilperson Anderson is concerned there is no vetting by Council prior to its request for approval of new DDA board members. He would like to hear what goals the candidates bring to the board.  
-Anderson noted that he had brought up to Council the matter of groups being allowed to use public property for a religious purpose. He believes the current policy is unconstitutional. The City is researching this matter.
3. Approval of the consent agenda  
-No items yet suggested for a consent agenda
4. Approval of the regular agenda. Jjm Myles wishes to add comments at the end of the agenda. No official action was taken.
5. **Motion by Lindauer, second by Pierce to approve the minutes of the November 17, 2011 Board of Directors meeting. Motion carried.**
6. **Submission of bills** – None submitted – Treasurer Heydlauff reported that at this time, 72% of revenue has been received; 34% of budget disbursed. During the second half of the budget year it will be necessary to make budget amendments. All information is on the city website.
7. **Communications to the Board** – None presented
8. **Reports from Committees**  
-Chelsea First – Pat Cleary Google Analytics has recorded 7,000 hits on the Chelseamich.com website with 5300 unique hits, 19,000 pages; average stay of 2 mins. 6 sec.; 1869 hits from Ann Arbor, 240 from Detroit, 155 from Brighton, 149 from Lansing, 146 from Farmington plus others. Cleary is meeting with Lamar, CBS and Adams billboard companies.. They will probably use all three, based on location of boards. Location determines the cost. The new effort is toward getting visitors to come and stay overnight in what is being advertised as Getaways. He is working with business to coop with them to save money to have their ads on the boards, also. Chocolate Extravaganza will have its own website URL. By March there will be a plan to work out these cooperative advertising arrangements.( I-96 has 328,000 cars pass

each day.) Frisinger asked about other coupons or ways to track how the advertising is working. Patti Schwarz asked about the possibility of hiring someone in the future to be the Project Mgr. -Accessibility – Paul Frisinger Improving the East Parking Lot for handicap accessibility is important. MCI's Jim Valenti will attend the January meeting to explain ramp design change.

9. **Reports from Officers and City Manager**

-Jim Valenti will bring Board up to date on MCI plans for Main St. and progress with MDOT. He reminded the Board of the work session at 7:30-9:00 am, Thursday, January 12 in the McKune Room to discuss what Mark Heydlauff expressed at the last meeting, “How does it benefit the corridor, the depot, stores etc?” specifically Jackson St..

-Council voted to amend the budget to cover the cost of enhanced signals at the intersection of Main St. & Old U.S. 12 when MDOT resurfaces M-52 from I-94 to Old 12. The bids will go out in March with a starting date of April or May.

-The parking lot at the City office is now open. Hanifan asked about number of Library employees who might be using the lot.

- The Planning Commission included a contingency that the DDA would be involved in the landscaping of the new Police Station. It must be consistent with the rest of downtown. It might be a chance to use a different tree as a starting point of looking at current trees and how they have aged. It might a good idea to add a double light pole on the corner.

- Mark Heydlauff made a presentation to the Planning Commission November 6. It was a productive meeting and exchange. Heydlauff said he greatly benefited from the exchange.

10. **Unfinished Business** – Schwarz reported that the new kiosk posters will be installed today.

11. **Announcements**

-Work session January 12<sup>th</sup>

-Chelsea Chamber of Commerce – Bob Pierce HTH was a success; the largest crowd ever. The gingerbread work shop had 75 participants. The live Nativity Scene at the Methodist Church was fantastic. The Common Chords played at McKune to a good crowd. A caller to the Chamber noted that is truly a “community event”.

-The Chamber has launched its 2012 membership drive which will include individual memberships as friend members. A new benefit of membership is the member-to-member discount in hopes of driving business locally. There will be a direct mail campaign.

-Library Report – No report

-Jim Myles expressed his thanks for be able to serve on the DDA Board for 12 years. His position is unique because he owns property, owns a business and resides in the DDA District. He suggested that it would be appropriate to have a district resident serve on the board, as well. This was echoed by Morrel-Samuels. He said the Board had done a great job and really cared about Chelsea. He hopes for a quick improvement of the parking lot because he has witnessed theatre goers slipping down the ramp and driveway. He also encouraged the board to be involved with Preservation Chelsea. He expressed disappointment at not being asked if he wished to serve another term.

-Paul Frisinger will be retiring from the Board after at least 25 years. He thinks it is important that the DDA focus on bricks and mortar and have a balanced approach to general advertising and individual businesses. He thanked the board.

-Rob Winans thanked the board for being able to serve and felt it had been a learning experience for him. **Each person was given a thankful round of applause.**

12. Vice-President Frisinger adjourned the meeting at 8:12 a.m.