

**CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
7:30 A.M., THURSDAY, FEBRUARY 16, 2012**

Present: Flintoft, Cleary, Finger, Holman, Lindauer, Merkel, Pierce, Sanville, Schwarz
Absent: Heydlauff, Morrel-Samuels, Povlich
Others Present: City Manager Hanifan, Library Director Harmer and Sarah Weddell; City Council persons, Albertson, Anderson, Feeney; Mary Randolph and Kathy Gillem of Chelsea Area Garden Club; Nancy Anderson, Howard Flintoft, Jan Kreiger

President Flintoft call to order and roll call of Board at 7:35 a.m.

1. **Public hearings on matters under consideration**
-None scheduled
2. **Public Comment**
- Mary Randolph of Chelsea Area Garden Club gave the DDA Board background on the history, goals, projects, activities of the Club, which was established in 1998 and plants and maintains several gardens downtown through the help of its 60 members and the proceeds from an annual plant sale. Up to this point the Club has spent over \$11,000 just on plant material. The Club awards grants for special projects and scholarship funds for members who wish to become Master Gardeners.
3. **Approval of the consent agenda**
-No items suggested for a consent agenda
4. **Approval of the regular agenda** – no motion required
5. **Motion by Sanville, second by Pierce to approve the minutes of the January 19, 2012 Board of Directors meeting. Motion carried.**
6. **Submission of bills**
-no bills presented
7. **Communications to the Board**
-Garden Club contacted President Flintoft regarding location for its annual plant sale.
8. **Reports from Board Committees**
-Chelsea First Report – Pat Cleary: The committee is preparing a business plan and budget for the 2012-2013 fiscal year. Pat wanted to publicly thank the many local businesses and the County Parks Dept. which have contributed to the project. He noted there have been 10,000 visits to the chelseamich.com website including 350 from Toledo, 2700 – Ann Arbor, 350 – Detroit, 230 – Lansing, 208 – Brighton, 186 – Jackson, 173 - Farmington. The response to package deals with Comfort Inn\Purple Rose have risen 300%. The site is interlinked with Ypsi and Ann Arbor CVB's. Partnerships are forming with Sounds & Sights to share billboards. 377,000 cars drive on I-96 daily. Prime advertising target is northeast of Chelsea. Wine Women and Shopping committee has committed \$1,000 to share billboard space. Pat complimented Guy Sanville on his performance in “The Stone Carver” now playing at the Purple Rose
9. **Reports from Officers and City Manager -**

Hanifan reported that there will be a plan presented at the March meeting, along with a budget. The drawings for Main Street are available at the City office, because the file which was forwarded to the board is very large and difficult to read online.

-Christine Linfield and Bob Pierce met with MDOT to develop a communication plan for Chelsea when the M-52 project is underway.

- When should tree lights downtown be turned off? Patti Schwarz will photo the trees first to note where some lights are out and have the City turn them off in February each year.

10. **Unfinished business**

-Jackson Street Corridor and Longworth:

-Heydlauff will be asked to contact connected parties to the site i.e.church, businesses

-Hanifan has taken five groups through the buildings. There will be a pre-submission conference February 29 when it will be easier to judge the interest of the parties.

11. **New Business**

-Tim Merkel suggested that it would be nice to have seasonal decorations in pots and beds which hold blooming flowers in the summer.

12. **Announcements:**

-Chamber of Commerce-Bob Pierce (a) The Annual Meeting is tonight where Business Leadership awards will be given to Reddeman Farms and Surelutions.**(b)** Dexter Chamber hosted a Business After Hours February 2 at Aubrees where 60 Chelsea members attended. **(c)**Bowling Fun Night is 7 p.m., March 10. **(d)** Membership is going well with 22 new members.

-Library Report – Sarah Weddell The Artist in Residence Program is partnering with CCA and River Gallery to sponsor “Sweethearts”~~Mr. Patel's~~,-Film Appreciation and Film Making program. They will put together workshops, and a semester of film school. The Library received a \$7500 grant from MACC and have a grant request in to the Academy of Arts & Sciences.

13. **Motion by Merkel, second by Finger to adjourn at 8:05 a.m. Motion carried.**