

**CITY OF CHELSEA  
DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
7:30 A.M., THURSDAY, NOVEMBER 15, 2012  
COUNCIL CHAMBERS – CHELSEA POLICE DEPARTMENT**

**Present:** Cleary, Finger, Flintoft, Heydlauff, Lindauer, Pierce, Sanville  
**Absent:** Holman, Merkel, Povlich, Schwarz  
**Others Present:** City Manager Hanifan; Council Members Albertson and Feeney; Rod Anderson, Chair CAFA and Councilman; Bill Harmer, Chelsea Library; Jan Bernath, Preservation Chelsea; Tom Girard; and Mary Randolph of CAGC

President Flintoft called the meeting to order and roll call of Board at 7:30 a.m.

1. Public hearings on matters under consideration
  - None scheduled
2. **Public Comment:**
  - Tom Girard: commented he will be putting (3) things in writing to the DDA Board and would like to obtain a response. First, he has 3 formal questions to ‘clear the air’ and resolve any rumors he’s been hearing; Second, after much discussion, he has questions regarding parking for Palmer & Longworth areas; and Third, he feels the Longworth area plan is still struggling with a direction and he would like to offer his services to present a ‘Value Engineering’ process for the board to consider which may help clarify a direction.
  - Jan Bernath: asked what the plan is in regards to marketing the Longworth property again and asked if the board would like Preservation Chelsea’s assistant to help market one or both buildings and reach out again to the historic developers?
  - Rod Anderson: asked about the status of the replacement of Morrel-Samuels to the DDA Board and expressed his opinion that he feels there needs to be a higher level of vetting for DDA Board Members. Realizes that the Mayor appoints and City Council approves new board members.
  - Bean commented it would be nice to have a resident within the DDA District appointed to the DDA Board.
  - Lindauer stated that soliciting, interviewing and appointing city positions is the single most time intensive part of his position as Mayor. He has been working on appointments and has had 3 people recently turn down offers to join the DDA Board.
3. Approval of the Consent Agenda
  - No items suggested for a consent agenda
4. **Motion by Lindauer, second by Heydlauff to approve the regular agenda. Motion carried.**
5. **Motion by Pierce, second by Lindauer to approve the minutes of the DDA Board of Directors Meeting on October 18, 2012. Motion carried.**
6. **Submission of Bills** - None
7. **Communications to the Board**
  - Chelsea Wellness inquiry regarding Palmer Lot development; will review further at the DDA workshop December 6<sup>th</sup>, 2012.
8. **Reports from Board Committees:**

-**Chelsea First** – Cleary reported that things are moving forward on an I-96 billboard campaign; working towards getting 8 businesses to commit to this project. Also will be meeting with Comcast to investigate directed or zoned Marketing. They are also lacking 5 positions they are trying to recruit, would like to see Clock Tower, South town and History/Arts represented.

-**Holiday Lights** - Schwartz absent, no report.

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

- **Hanifan – Remediation Grant:** monies are still available, he is in the process of seeing if we have to resubmit an application since the removal of the showroom or not. SME is still very positive. Heydlauff commented that as soon as we get formal grant approval for clean-up, let's post an RFP and move forward on obtaining a bid and completing this clean-up project which will add value to a potential developer.

**Motion by Heydlauff, second by Lindauer that as soon as the City Manager receives the formal grant approval for the 'Asbestos and Lead Abatement Grant' that he shall immediately prepare and post a Request for Proposal for the clean-up and remediation services for the Longworth buildings. Motion carried.**

**Longworth/Jackson corridor Resolution 1 – Traffic Study:** Flintoft commented that the DDA had a recent workshop and discussed a number of topics. Cathy Clark will be dropping off the photo of the Mack Building Main Street front as it was prior to the showroom being built for our reference. The consensus of the board at the DDA workshop was that the function of the DDA is to attract a developer(s) for the Longworth buildings and provide the DDA plan to support the Jackson Street corridor, sidewalks, lighting and alley which will show a prospective developer what the DDA is willing to provide around the existing building footprints.

**Motion by Sanville, second by Lindauer to accept the Proposal received from Midwestern Consulting dated November 5, 2012 and employ MCI for Professional Services to perform a Traffic Study for the Jackson Street area between Main Street and N East Street at a cost of \$7,250.00. The City Manager shall request an amendment, if needed, to ensure that the parties directly affected (Chelsea Depot Association, Farmer's Supply, and Jackson St. residents) are invited to participate in a meeting with Midwestern Consulting and this meeting shall be included in the RFP process (2 public meetings are referenced in the RFP). Motion carried.**

-**Historic Plaques:** Hanifan reported that 1 plaque is done and in place (at Heydlauff's), a 2<sup>nd</sup> one is on order and 3 additional plaques are in process. Heydlauff commented he talked to Carey and would like to see at least 8 plaques ready to install in the spring 2013. Finger asked Hanifan to check on the outdoor placement of the State Historic District Marker; this marker is currently on display inside the Chelsea Library. [*August 11, 2011 minutes reflect approval to permanently install the marker outside on Library property.*]

-**Main Street Streetscape & East Parking Lot:** Hanifan circulated a photo of a 'Temporary Sidewalk Pier' similar to what other communities, including Dexter, have used in lieu of building permanent bump outs on Main Street as presented in the original Streetscape Plan for potential outside dining.

**Motion by Pierce, second by Lindauer that the DDA directs the City Manager to move**

**forward and submit a Request for Proposal to Midwestern Consulting to review the original Chelsea Streetscape Plan and provide us a modified engineering drawing that could be resubmitted to MDOT utilizing temporary or seasonal bump outs rather than permanently built bump outs as in the original Streetscape Plan; keeping restaurant seating close to the buildings with the temporary walk way shifting safely on to the street. Motion carried after discussion.**

Discussion:

-Hanifan: our initial proposal was for permanent bump outs which MDOT approved, they would need to re-review an updated plan if we switch to a temporary system.

MDOT would also have to review a new request for each business address on Main Street that would want to investigate use of temporary bump outs.

-Heydlauff: likes the flexibility of a seasonal option.

-Flintoft: Would need engineering input as to how best to address the different elevations on the East and West sides of downtown Main Street and ensure pedestrian safety. He likes the seasonal flexibility. Wondered if MDOT had previously approved temporary bump outs on any other state road, versus non-state road options?

-Cleary: likes the idea, likes the seasonal flexibility, gives an owner annual options.

**-Main Street Streetscape & East Parking Lot (con't):** the Chelsea Area Garden Club has raised the issue of getting a water supply to the planters they maintain. Heydlauff commented that the club does a great job and maintenance is a lot of work and it is not always easy to get water. After discussion, Hanifan was asked to investigate and see what the cost is for a water wagon and a P/T person to water (Dexter and Plymouth do this now), and a ballpark cost if a bubbler or spigot was installed in each large planter (review at least two options).

**-REU Status Report:** Hanifan reported that Smokehouse 52 is about 50% through the special assessment process which should wrap up within the next two city council meetings.

#### 10. Unfinished Business

- Main Street Streetscape: At the December 6<sup>th</sup> meeting we will look at the expansion of the Sculpture Walk and the maintenance of the alley ways (electronic kiosk idea/suggestion).

-Façade Improvement Program – the question has been raised about looking and updating an old program. We discussed some ideas at the DDA workshop 2 weeks ago; Flintoft asked if the board wanted to move this forward. Heydlauff commented that it might be a good idea.

Hanifan indicated if we go forward it is not in the current budget year. Sanville asked if this would be a 'matching program'; the consensus was that the program details will need to be reviewed and updated with further input. A motion was made to add the program to the next budget:

**Motion by Heydlauff, second by Pierce to add a Façade Improvement Program to the 2013-2014 Fiscal Year Budget. The Program details and funding amount will be determined at a later date. Motion carried.**

**-Longworth Resolution No. 4 (sidewalks/fencing – review Deardorff drawings):** Flintoft read the original resolution from January 2012 regarding fencing, sidewalks, tie in to depot property etc. Heydlauff indicated he feels that we need to further develop the DDA's concept and produce marketing materials that we can present and use to market what the DDA will do

around the building(s) footprint to potential developers. He stated that he feels we are 'lacking something'. Feels the DDA absolutely should **not** show possible building redevelopment concepts but feels we need to focus on sidewalks, alleys (should not have dirt alleys any longer), traffic flow, landscaping (etc). Hanifan commented the marketing materials should also include any additional incentives being provided, such as the REU Program, the Remediation Grant, etc. Let the developer(s) drive the actual building renovation concept. After much discussion, this will be moved to the DDA work session in early December. Will discuss further what is needed for marketing materials.

**Motion by Sanville, second by Lindauer to direct the City Manager to move forward with a Request for Proposal for the fencing and any landscape work to install the same type of fence that is currently on the McKinley property to the North of the tracks along the southern boundary of the railroad tracks north of Jackson Street. Motion carried.**

**11. New Business: Announcements:**

**-Holiday Lights:** in Schwartz's absence, Hanifan reported that the downtown trees have been trimmed and that the lights are going up before Thanksgiving, probably in the next few days.

**-ADA Committee (Ad-hoc):** Morrel-Samuels had been appointed the Chair of this committee, but there has been no action since Paul Frisinger was Chair. Flintoft indicated this is a very worthwhile committee and asked if one Board Member would step up and become the new Chair. No response from anyone at the meeting, this will be tabled under Unfinished Business for the next meeting.

**12. Announcements –**

**--Chamber of Commerce:** Pierce reported that the Home Town Holiday event is November 30<sup>th</sup>, 2012 with a myriad of activities scheduled (through December 2<sup>nd</sup>). On December 1<sup>st</sup> (Saturday) there will be an Artisan's Holiday Show at the Fairgrounds, the Annual Light Parade at 6:00 p.m. followed by a Community Sing and party at the Teddy Bear Factory. The Chamber will be hosting a December Business after Hours with a Downtown to South town focus with the WAVE Bus ending at Chelsea Lanes/Chelsea Antique Mall. Two new Chamber Board Members have been appointed (Steve Rolston – Silver Maples President & CEO, Katie Frye-Hammond – Purple Rose Theatre Company Development Director) replacing outgoing members (Kelly Goodell and Phil Tolliver). Chelsea Community Hospital is holding a public Open House December 9<sup>th</sup> from 12-5 pm and everyone is invited.

**--Chelsea Library** – Bill Harmer indicated they have completed 2 new films about Chelsea History. 'Village Life' interviewed 2 longtime residents and they spliced some information from Chelsea's 150<sup>th</sup> Anniversary. Pete Flintoft was a star! Bob Daniels was also captured on film shortly before his passing. The second film was a 'Korean War Documentary' which was premiered at the Veterans Day celebration to over 100 attendees. Several other films are in the works. These can be viewed on the [www.storiesofchelsea.org](http://www.storiesofchelsea.org) website. Just wrapped up the Artists in Resident program, and are just closing out the Community Read Program collaborated with '5 Health Towns' group and the Chelsea Wellness Foundation.

**-Purple Rose Theater** – Sanville shared that Purple Rose is a 501(c)3 non-profit entity and the Board of Director's recently shared their 'added value portfolio', which reflects 30% of their budget coming from fundraising and 70% from ticket sales (2x the national average). Jeff

Daniels will be performing his 'Unplugged' show at the end of December with a special New Year's Eve fundraising performance and event.

-Cheri Albertson praised the Chambers efforts on the Annual Hometown Holiday weekend, and added that her sister comes from Maryland every year and does her Christmas shopping in downtown Chelsea!

--**Heydlauff** asked Hanifan to post a DDA Work session for Thursday, December 6<sup>th</sup>, 2012 at 7:30 a.m. in the Council Chambers meeting room.

**13. Meeting adjourned at 8:45 a.m.**