

**CITY OF CHELSEA  
DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
7:30 A.M., THURSDAY, February 19, 2015**

**Present:** President Flintoft, Finger, Heydlauff, Holman, Lindauer, Martinson, Merkel, Sanville, Schwarz

**Absent:** Lindauer, Patrias

**Others Present:** City Manager Hanifan; City Council Members Albertson and Pacheco; Lisa Allmendinger ChelseaUpdate.com, Bob Pierce Chelsea Chamber of Commerce, Mary Randolph, Howie Flintoft, Kathy Bradbury, & Stephanie Willett Farmer's Markets

1. President Flintoft opened the meeting at 7:30 a.m., and noted a quorum was present.
2. Public hearings on matters under consideration – none
3. Public Comment
  - Craig Common reviewed the Chelsea Area Festivals and Events 2014-2015 Budget (handout, conservative budget numbers) and asked for \$15K per year funding from the DDA each year for the next 3-years. The original festival donation started at \$30K/year, and the group is working towards an independent budget. Craig noted the importance of the festivals and that the 2014 Festival was the largest draw ever, it was the 3<sup>rd</sup> year for the Art Market (up from 18 to 40 artists), and musicians come from all over the country to audition.
  - Kathy Bradbury introduced herself, she works with the Potawatomi chapter of the International Mountain Biking Association, and they are planning a tentative ground breaking ceremony May 9 for a new Waterloo bike trail.
4. Approval of the consent agenda – none
5. **Motion by Merkel second by Sanville to approve the regular agenda. Motion carried.**
6. **Motion by Heydlauff second by Sanville to approve the minutes of the January 15, 2015 Board of Directors meeting. Motion carried.**
7. Submission of bills – No bills submitted
8. Communications to the Board
  - Flintoft reported he had a phone conversation with Renee Papo regarding the public/private plan on the FWS Property.
9. Reports from Board Committees – none.
10. **Reports from Officers and City Manager:**
  - Hanifan reported the city won a grant and is hiring a national company to do a retail and commercial downtown economic assessment (Bob Gibbs, Gibbs Planning).
  - DDA Board Members please reserve March 23 at 6 p.m. for an Economic Development Place Making workshop with the Chamber, Council & DDA.
  - DDA Budget Review – Hanifan will provide a 3-year projection for the March 5<sup>th</sup> DDA

- Budget Workshop; keep in mind governments cannot pledge more than a 1-year budget.
- Hanifan reported he had a few preliminary discussions with Jim Chaconas (Colliers International) regarding price and marketing of Mack Building.

**11. Unfinished Business**

**12. New Business**

**13. Announcements**

- Bob Pierce made several announcements regarding upcoming Chamber Events, and reported that recent studies reflect the economic impact of the summer festivals last year at about \$510K. He further reported a Tourism Grant was awarded (\$10K), and the Chamber plans to fund 3 additional historic plaques (4 are already in place) and create a self-guided walking tour (similar to Sculptor Walk). He also announced Aubrey Martinson joined the ChelseaMich and is handling the marketing and sales, and Amythyst Romero joined the Chamber as the events coordinator.
- March 5 at 7:30 a.m. will be a DDA Budget work session.

**14. Adjournment – Motion by Merkel, 2<sup>nd</sup> by Schwarz to adjourn the meeting at 8:05 a.m. Motion carried.**

Minutes respectfully submitted,

Kathy Dunn Finger, Secretary

Minutes approved at the March 19, 2015 DDA Board of Directors Meeting