

DDA Minutes from December 14, 2022

12/14/2022 - Minutes

CALL TO ORDER

Meeting called to order at 7:58 am by A. Barden

Present: A. Barden, P. Stefan, J. Miller, P. Mecham, C. Jobson

Absent: C. Haubenstricker

APPROVAL OF AGENDA

Motion to approve the agenda by P. Stefan, 2nd by J. Miller, all in favor

APPROVAL OF MINUTES

Motion to approve the November 2022 Minutes by P. Stefan, J. Miller 2nd, all in favor

PUBLIC COMMENT (Persons may speak for five minutes about an item that is NOT listed as a public hearing on this agenda. Please state your name and address for the record.)

NO PUBLIC COMMENT

ONGOING PROJECTS

Downtown Lighting Project

Lots of discussion as several downtown businesses are now covered in lights. Approx. \$5,200 has been spent on lights this season. Going forward, we have lots of questions to answer. DDA to determine how to proceed regarding:

1. **Spacing of lights:** Specifications to building owners regarding spacing of lights. Two buildings downtown are spaced further apart while three buildings are closer together. Lights that are closer together means more lights per building which means more money spent. We need to determine a dollar amount per building we can afford to cover and explain it clearly to building owners.
2. **Storage:** Where will the lights be stored when not hung on the buildings? Ideally, DDA will store them in the red building on Spring Street (City Owned)
3. **Light Hanging and Take down:** DDA plans to arrange for the hanging and removal of the lights each season (Nov.-early Jan.)
 - a. Discussion of budget for light maintenance, repair, and replacement
 - b. Discussion of calculation of cost per building and individual invoices
 - c. A. Barden to talk with C. Haubenstricker and M. Cooper to determine if they plan to do their own buildings each year or if either would consider doing all participating buildings. A. Bardin to also speak with C. Eskelson to determine if he could hang/take down the lights if the hooks were installed by Haubenstricker, Cooper, or other.
4. OTHER:
 - a. Time the lights are on: dusk to dawn?
 - b. A letter needs to be sent to building owners regarding procedure.
 - c. Lighting Ceremony to be held the Saturday after Thanksgiving (Small Business Saturday) 2023. Light buildings, have a band (?), cocoa, etc....Coordinate with Holly Jolly Fest?

BUSINESS ITEMS

Discussion of Buy Nearby/MI Retailers Assoc. Downtown revitalization grant plan. Main ideas that we plan to incorporate:

1. Dates of program: May-July/August (?)

2. Check-in/earn points/ collection of puzzle pieces via QR code. A. Barden mentioned incorporating other points of interest, parks, library, Historical Society, etc. Wayfinding was also discussed. Decision to offer prize pick up at the Vassar Library as well as City Hall as they have later and weekend hours.
3. Interest in producing puzzles or poster (P. Mecham-Maybe made in the caricature style like posters that were made in the 90's) to use as either prizes for those who complete their virtual puzzle or to use as fundraisers to keep the program going.



4. A. McArthur to invite Todd Pride from Nextstar to join January's meeting to go over the above and request guidance as we proceed.

COMMISSION MEMBER COMMENTS

NONE

CITY MANAGER ANNOUNCEMENTS & STATEMENTS

ADJOURNMENT

Adjourned at 8:57 am-Motioned by P. Stefan