

DDA Minutes from January 11, 2023

1/11/2023 - Minutes

CALL TO ORDER

Meeting called to order at 8:01 am by A. Barden

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

Absent:

APPROVAL OF AGENDA

Adam Barden request to amend January Agenda to include 'Commission Member Comments: Discussion on the current state of the Chamber of Commerce'. Motion to approve the agenda with addition by C. Haubenstricker, 2nd by P. Stefan, all in favor

APPROVAL OF MINUTES

Motion to approve the December 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

Approval of the draft letter to businesses-with the addition of a "Sign me up/Count me in" check box as well as a "Suggestions" area below the copy. Discussion of an additional letter to be sent to current lighted-buildings owners. Corey to take his down this week or so (With the exception of the red, white, and blue lights on IRD Building). A. McArthur to reach out to Mark Cooper to pass on the same time schedule request. A few other topics we still need to confirm for next year.

1. **Spacing of lights:** Current thought is DDA will cover the building at 16" spacing; building owner would cover cost if they want them at 8". It was mentioned that the different look to the buildings *is* interesting to look at.
2. **Storage:** It was decided the building owner will store and make available for the following year.
3. **Light Hanging and Take down:** DDA plans to arrange for the hanging and removal of the lights each season (Nov.-early Jan.). Still looking into this one. A. McArthur to reach out to Craig Eskelson and Mark Cooper and see if one of them may be interested.
 - a. Discussion of budget for light maintenance, repair, and replacement: Idea of '1 year warranty' and then business owner is responsible.
 - i. P. Mecham suggested selling 50/50 tickets at the Downtown Summer Concert Series to help with light costs. A. McArthur to reserve date.
 - b. Discussion of calculation of cost per building and individual invoices. This will depend on who we hire to install/remove and what they charge
 - c. What about outside the DDA district? (Shop Rite expressed interest) Thought process as of now is that we can include them in the install/take down to help divide costs overall, but they would need to pay for lights as well as installation.
 - d. Dates of install/take down. Install, we discussed, could potentially happen little-by-little throughout the year-at least for the hooks. Lights should be hung by early November and removed by Mid-January.
Holly Jolly/Lighting Ceremony was mentioned again. Great idea for Shop Small Saturday: the Saturday after Black Friday. Maybe this is something the Chamber could head up? Especially with the Holly Jolly piece (Lenore Philo)?

- A. Barden recommended a sub-committee to be able to get together and dial in on the lighting project more than the once per month meeting of the DDA. **Sub-Committee members include: Corey Haubenstricker and Joanne Monchilov**

BUSINESS ITEMS

Letter to Farmers Market Vendor was discussed. Agreed all was good pending the date change of the meeting to February 8, 2023 at 6 PM. A. McArthur to send to all past vendors on file, post on the City's FB page and the Market FB page

Discussion of Buy Nearby/MI Retailers Assoc. Downtown revitalization grant plan.

Dates of program: March-May 2023. Todd believes we are on track and working at a good pace to get things rolling by then. A. Barden recommended a sub-committee to be able to get together and dial in on this project more than the once per month meeting of the DDA. **Sub-Committee members include: Adam Barden, Pat Mecham, and Andrea McArthur**

- Todd with Nextstar will head up the QR code generation and logistics of that entire piece. He will be in touch with the Sub-Committee on/around Tuesday, January 17 to go over this in more depth.
- Interest in producing puzzles or poster. We are still on board with the caricature/small town pride/logos idea as well as an actual puzzle. A. McArthur to reach out to Sarah Piazza at the school to determine if there would be interest from art students to assist with the creation and even the initial design.
- More discussion of earning 'pieces' and earning prizes. A. Barden recommended incorporating landmarks and current Selfie Stations. Todd Pride to advise us further on the logistics of this.



COMMISSION MEMBER COMMENTS

Adam Barden filled in the DDA on the current state of the City of Vassar Chamber Commerce. The Chamber is working on rebuilding and the DDA has hopes of working with them in partnership with the City as well. The goal for the Chamber is to focus on core Chamber activities and rebuild and grow to be a positive

CITY MANAGER ANNOUNCEMENTS & STATEMENTS

ADJOURNMENT

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