

DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES OF THE BOARD MEETING  
held on August 17, 2007.

A Regular Meeting of the Downtown Development Authority, held in the City Hall Community Center, 425 North Main Street, was called to order at 3:01 p.m.

**#2 – ROLL CALL**

**PRESENT:** Mary Liz Curtin, Lisa Dwyer, Mike Elliott, Bill Kelly, Mike Lang and Richard Rosenberger

**ABSENT:** Matt Cahaney

**ALSO PRESENT:** Richard Haberman, Kurt Hack, Samuel & Maureen Moore, Deborah Schutt and Brian Sutherland.

**#3 – CONSENT AGENDA ITEMS**

**a. July 20, 2007 Minutes**

**MOTION BY:** Mike Lang  
**SUPPORT BY:** Bill Kelly

**RESOLVED**, that the July 20, 2007 Minutes be approved as presented.

**MOTION CARRIED UNANIMOUSLY**

**b. July Financial Report**

Question from Mary Liz regarding overages in expenditures for Executive Director's position. It was explained that the potential overages were brought to the board prior to encumbrance and they were approved.

Deborah added that there is a new report from the Finance Director, Mark Pollock, which will include budgeted amounts next month.

**MOTION BY:** Mike Lang  
**SUPPORT BY:** Bill Kelly

**RESOLVED**, that the July Financial Report be approved as presented.

**MOTION CARRIED UNANIMOUSLY**

**#4 – CORRESPONDENCE**

**a. E-mail from Councilwoman Phillips and follow-up**

Mike Lang asked whether there were any comments or discussion. Stated it was a bad moment for the DDA; Mike responded – both sides; some group discussion.

**MOTION BY:** Mike Elliot  
**SUPPORT BY:** Richard Rosenberger

**RESOLVED** that the E-mail from Councilwoman Phillips and the follow-up be received and filed.

**#5 – BUILDING DEPARTMENT REPORT**

- Richard Haberman covered the building report
- Addition to report: Mahmood's building – delete this item
- Letter has been sent to property owner indicating proceed through site plan process
- Discussion about phone call to property owner to maintain communication & relationship with Dr. Mahmood
- Debbie has followed-up per Jim Albus's "request" and had discussions with Gerald at April's Dream Café regarding tenants

**MOTION BY:** Bill Kelly  
**SUPPORT BY:** Mike Land

**RESOLVED** that the building department report from Jim Albus be received and filed.

**MOTION CARRIED UNANIMOUSLY**

**#6 – CITY MANAGER REPORT**

**a. Speed Limit reduction report/action**

- 25 MPH LePla south to the city limit on Main Street
- Rich indicated that Chief Anderson studied the framework plan and consulted with Chief's from three other Main Street communities in making recommendations for 25 MPH on Main Street.
- Consensus of board that Chief Anderson's report and recommendation was excellent
- Deborah Schutt's e-mail to the DDA members acknowledging the fine job he had done on this speed analysis and thanked him for his above and beyond efforts. It is evident that the Chief understands not only the vision for the downtown but the various issues that go into safely setting a downtown speed limit – which involved pedestrian safety, traffic flow and the creation of a downtown center of commerce for the community. We are very fortunate to have him as our Chief of Police.

**b. Main Street Phase-In plan and Drive Closure Report**

- Rich is still working on the Main Street Phase-in Report and drive closure reports – will be ready for next meeting.

**c. Royal Kubo (added)**

- The Royal Kubo has requested a bike rack. Debbie will look into and also ask JJR about pricing & design; discussion regarding this topic and the board is in favor of bike racks.

**#7 – EXPENDITURES TO DATE REPORT**

Under Consent Agenda.

**#8 – NEW BUSINESS.**

**a. Website RFP**

- Deborah passed out the proposed RFP and reviewed with the board; opportunity for paid advertising on home page
- Seeking direction on whether board want this to return as agenda item at the next meeting or whether we want her to work on and report via e-mail.
- Question as to whether the DDA wants there own website or to improve upon the DDA site with the city (present)?
- Kurt Hack commented that we may want the designer to start with our home page on the city site; can expand site from city site; certain limitations, however, intent is to expand over time
- Point made that the DDA can change the site template, at a cost.
- Makes sense to share server, however, questions about needs – what we want to accomplish – market businesses; and may require more advance website; for instance feature permitting surfers to sign up for mail, etc.
- Mike Lang pointed out might want to move forward with own site with ability to use marketing features, rather than wait for city.
- Still can use city server
- City has an email server (that needs to be set up)
- Kurt Hack will get the software to Deborah to upgrade the website (site license \$100)
- \$5-6K budged for website
- Deborah will make suggestion for board comments on e-mail bank

**b. Development of Communication Process**

- Deborah drafted a proposed communication process between the DDA and the building department
- For instance – always return calls within 48 hours; all with goal to better serve businesses
- Bill asked whether this process would be adopted by all departments
- Deborah and Rich both commented start with the building department because of the volume of work in that department, easy for information to get lost.

**c. Romancing in the Stones grant a request**

**MOTION BY:** Bill Kelly  
**SUPPORT BY:** Dick Rosenberger

**RESOLVED** that the request by Romancing in the Stones for a grant in the amount of \$1,500.<sup>00</sup> for a new sign be approved.

**MOTION CARRIED UNANIMOUSLY**

**d. Main Street Parking feedback and responses**

Recurrent themes from e-mail feedback: visibility problems, missing taper, signage

**MOTION BY:** Mary Liz Curtin  
**SUPPORT BY:** Mike Elliot

**RESOLVED** that the purchase of warning device poles for on-street parking, not to exceed \$2,000.<sup>00</sup> be approved.

**MOTION CARRIED UNANIMOUSLY**

**e. Committee Roles/Responsibilities/Process**

**MOTION BY:** Mary Liz Curtin  
**SUPPORT BY:** Dick Rosenberger

**RESOLVED** to stop committees until the DDA board is full and ready to stock the committees.

**MOTION CARRIED UNANIMOUSLY**

**#9 – OLD BUSINESS**

**a. Bylaws**

- Item tabled

**b. New members**

**MOTION BY:** Mary Liz Curtin  
**SUPPORT BY:** Mike Elliott

**RESOLVED** that Brian Sutherland be appointed to the DDA a board and request the City Council's approval.

**MOTION CARRIED UNANIMOUSLY**

**MOTION BY:** Mary Liz Curtin  
**SUPPORT BY:** Mike Elliott

**RESOLVED** that the meeting date for the Downtown Development Authority be changed to the 3<sup>rd</sup> Thursday of the month at 3:00 p.m.

**MOTION CARRIED UNANIMOUSLY**

- Deborah will notify Dave Ouellette of the date change.
- The two captains of retail, Mary Liz and Dick are sacrificing prime time to meet during afternoons, to the board's gratitude.

**c. Newletter – Spring/Summer Edition**

- Mike Lang will hand out newsletters to the SE quadrant
- Mary Liz will hand out to the NW corner
- Mike Elliott will hand out to NE corner
- Lisa Dwyer will pass out to the SW section

**d. Ribbon Cutting – Romancing in the Stones – August 28**

- Deborah will do a press release for August 28<sup>th</sup> @ 5 p.m. for Red Ribbon Cutting Ceremony for Romancing in the Stones
- Lisa will notify the City Council

**e. NE Parking lot project status**

- Based on the meeting, option 3 with some adjustments received the most favorable feedback from businesses
- There were short term requests from business owners
- Suggesting follow up meeting
- Regarding dumpster placement – question on whether truck access can be accomplished at the proposed location.
- Concern about distance from business
- Recommend other dumpster placement

- Cannot in short-term recommend one-way alley because of present flow of traffic requiring entry/exit of parking lanes access alley
- Dick requested 1 hour parking limit for his lot
- Deborah to continue working with Rich toward 3<sup>rd</sup> NE parking meeting

**#10 – COMMITTEE REPORTS**

**a. Promotions Committee**

- i. Banner Concepts  
Mary Liz recommended that the banners be held off until brand designed by graphic artist for website.
- ii. County magazine

**MOTION BY:** Mary Liz Curtin  
**SUPPORT BY:** Mike Elliott

**RESOLVED** that the County magazine ad be updated and participation funded for this up coming year. Debbie to work with Ford and Earl.

**MOTION CARRIED UNANIMOUSLY**

**b. Economic Restructuring Committee**

- Deborah will contact

**#11 – EXECUTIVE DIRECTOR REPORT**

Report in agenda package.

**#12 – PUBLIC DISCUSSION**

- Moore's handed out 404 coupon flyers during the Lions Club Car Show
- Dan at Trim Barber hired 2 people to help the Moore's hand out flyers
- No Lions Car Show coupons left, but will print one for our records.

**#13 – BOARD MEMBER COMMENTS**

**#14 – ADJOURNMENT**

The meeting was adjourned @ 5:55 p.m.

**Next regularly scheduled meeting is Thursday, September 20, 2007 @ 3:00 p.m.**