

**DRAFT**  
**Village of Bellaire**  
**Downtown Development Authority**  
**Minutes**  
**March 22, 2023**

**Call to Order:**

Meeting called to order by Taylor Sutherland at 9:03 am.

**Pledge of Allegiance**

**Attendance:**

Members present: Dan Bennet, Michelle Dayton, Don Hoyt, Tracy Lareau, Cindi Place, Taylor Sutherland

Members absent: Dave Gajda, Michael Belanger

Public present via Zoom: Michael Belanger, Dave Gajda

Public present: Maggie Antcliff

**Consent Agenda:**

Motion by D. Hoyt to approve consent agenda. Second, M. Dayton. Motion approved by unanimous vote.

**Public Comment on Agenda Items:**

None

**Unfinished Business:**

Buy Local Update

The Buy Local Group will be meeting next week. In regard to the Bake Off/Art Stroll there continue to be key learnings each year. The group will be review activity and related changes due to traffic for certain areas of the Village. Corner Bistro was the winner this year and the voting was extremely close. The gross revenue of the event was \$1,850 and after expenses it is expected that net revenue will be approximately \$900. The Group will review the number of tickets that will be sold in future years.

The Group is also working on a Welcome pamphlet for visitors with coupons, events taking

place in the Village and more. The pamphlets are distributed to places such as the Bellaire Public Library, Shanty Creek, Realtors, etc.

Flip Flop and Flamingoes is the next event organized by the Group and will be held on April 16, 2023 and serves as an “introduction into summer” with businesses participating in promotional events in ways selected by them.

### Village Update

D. Bennett shared that the Village has applied for grants. One is through Congressman Bergman and one with Senator Peters. The first grant is for Police and the second one is for replacement for lead related to roads.

The Village traded the parking lot at the Food Pantry with the County for a passage located in Craven Park. The restrooms will be dedicated at 6:30 p.m. on April 5, 2023. The Village is investigating with Central Lake about the potential of sharing a police officer that could provide some support in a school in Central Lake.

Conversation regarding about the Village’s efforts for looking at grant opportunities. If someone identifies a grant opportunity, please forward them to D. Bennett.

The Village has been enforcing parking violations related to overnight parking related to the lot behind Bellaire Bar.

### Public Wi-Fi

C. Place reported that she is attending a meeting in May in regard to connecting communities that the State of Michigan is hosting as part of the State’s process to collect input about Wi-Fi and rollout of federal funding related to the same. The County has applied for the ROBIN grant program. D. Hoyt reported that the DDA has quotes for annual costs for Wi-Fi but it will be important to understand what grants the DDA will be eligible for prior to formal review and decisions.

### DDA Parking Committee

T. Sutherland received a quote from Gourdie-Fraser, Inc. to conduct a parking survey. The quote is \$7,500. Sutherland has also reached out to a secondary source but has not heard back. D. Hoyt offered to follow up with the second firm on the DDA’s behalf.

M. Dayton reported that she has a quote for the printing of the temporary signs that were used successfully in 2022 to direct people to parking. Discussion about adding the DDA

logo to the signs and costs associated to the quality of sign stands. M. Dayton will reach out to a resource related to the design of a DDA logo.

M. Dayton will mock up the parking signs proposed for 2023 and bring to the next DDA meeting for review. In addition, M. Dayton shared that the signs be printed prior to Memorial Day and asked for a motion to have them printed for approximately six – ten signs not to exceed \$500.

C. Place made a motion to approved the signs up to \$500. Second by M. Dayton. Approved unanimously.

### Outdoor Art

D. McGuire met with the photographer for the Culver exhibition and shared a sample with the DDA. Caren Culver will need to approve the images prior to use and the images will be printed in a larger format than the sample so that they may be framed appropriately and Plexiglas will be layered over the images. All Business owners contacted about display sites for the exhibition have given permission to install the images once ready. Misc. discussion about insurance and coverage. D. Bennett committed to looking into insurance that will cover the exhibition and will report at a future meeting.

C. Place shared that Caren Culver has finished the scripts for the image descriptions for the audio tour and will have the final copy back by April 3, 2023. Recordings will be facilitated by the Bellaire Library by the end of April with review by Caren Culver prior to use. The Library has also created a landing page on their website about the Exhibition for more information about Charles Culver, the Exhibition, etc.

M. Dayton shared that Shanty Creek has agreed to support the exhibition in the amount of \$500. The Rotary is supporting the event with \$750. Additional funding is needed in support of monthly advertisements and Dayton is exploring free promotional opportunities. Misc. discussion about sponsors and recognition. The DDA, Northwest Michigan Arts and Culture Network and the Michigan Arts and Culture Council will be included, per the grant agreement, in the advertisements. All sponsors will go on pamphlets for the Exhibition and on the audio tour.

T. Lareau shared that the DDA has received a check in the amount of \$2,250 from the Northwest Michigan Arts and Culture Network. The final payment in the amount of \$750 will be received upon receipt of the final report. The check will be given to D. Gajda by M. Dayton.

T. Lareau shared information about the Consumers Energy Foundation “Pitch Your Town” opportunity. The DDA reviewed the project narrative, timeline, and budget and a request was made by Lareau for a motion to approve the project for consideration by the Village Council at their April 5, 2023 meeting. Motion made by M. Dayton to support the

application and review by the Village Council. D. Hoyt second. Approved by unanimous vote.

**New Business:**

Bellaire Block Party

T. Sutherland and M. Dayton shared that representatives of Short's did attend a recent meeting of the Buy Local Group to talk about the Bellaire Block Party that Short's had proposed previously. Although there is no formal Bellaire Block Party, local businesses can choose to participate in any way they would like during the time in which Short's will be encouraging their patrons to come to the Bellaire Pub in April.

T. Sutherland brought forward for consideration about actualizing a "Bellaire Block Party" at a future point. C. Place shared information about efforts of the Bellaire Chamber for the music program that will be taking place on Monday's in the Summer of 2023.

Conversation about collaborative efforts. C. Price offered to engage the Chamber Board of Commerce and others to ask them to engage in conversation about collaborative efforts. D. Bennett recommended that Forest and Kearny Townships also be considered as potential collaborators and groups the DDA should be connecting with. D. Hoyt recommended perhaps an annual meeting with the groups after the budget has been approved.

Bellaire promotional ideas to be added to future agendas to continue the conversation.

Newsletter

C. Place will update the DDA Newsletter based on current feedback. The newsletter will go out on/around April 5, 2023. DDA members were asked to review the document one more time upon receipt.

**Miscellaneous Business of the Authority Board:**

Village Council Meetings

T. Sutherland offered to attend the Village Council meetings until July and then M. Dayton offered to attend thereafter. For the April 5, 2023 meeting both T. Sutherland and D. McGuire will attend.

**Public Comment on Non-Agenda Items:**

M. Antcliff shared her thoughts about food trucks in the Village and shared examples of Elk Rapids and others where restaurants create stands and sales on the sidewalk. Thoughts also shared about approval of projects by the Village Planning Commission. Shared further thoughts about transparency about approval of projects and seeking public input.

**Adjourn:**

Motion by T. Lareau to adjourn meeting. Second by M. Dayton. Meeting adjourned by T. Sutherland at 11:03 am.

Next meeting will be Wednesday, April 26, 2023 at 9 am.

Approved:

Meeting minutes compiled by T. Lareau