

**Village of Bellaire  
Downtown Development Authority  
Minutes  
June 28, 2023**

**Call to Order:**

Meeting called to order by Taylor Sutherland at 9:00 am.

**Pledge of Allegiance**

**Attendance:**

Members present: Dan Bennett, Michael Belanger, Michelle Dayton, Dave Gajda, Tracy Lareau, Doreen McGuire, Cindi Place, Taylor Sutherland

Members absent: Don Hoyt

Public present via Zoom:

Public present: Jean Bedell, Janet Koch, Shana Minish, Annie Stadel

**Consent Agenda:**

T. Muscat offered a few grammatical issues to the minutes of May 31, 2023. D. Gajda indicated that his name was misspelled. The grammatical issues and updating of D. Gajda's name will be taken care of and corrected minutes will be provided to the Village Clerk.

Motion by C. Place to approve consent agenda. Second, M. Dayton. Motion approved by unanimous vote.

**Public Comment on Agenda Items:**

None

**Unfinished Business:**

Buy Local Update

S. Dayton shared that M88 outdoor market was a bit quieter than in prior years. The downtown map was late due to an issue with the folding machine but is now stocked and in stores. The welcome pamphlets are complete and 100 were distributed to Shanty Creek and local relators. The Buy Local group received a Charles Culver update, tables and chairs

update, and the group has a table at the Antrim County breast cancer tea.

T. Sutherland said that the M88 tour had a lot of action in Mancelona. S. Dayton shared that this was the 6<sup>th</sup> year for M88 outdoor market and this year was similar to the second year when it was a bit quieter possibly due to graduation parties, bachelorette parties, but it was good overall.

#### Village Update

D. Bennett shared that the Village is waiting on grants submitted. One is for Richardi Park and the second is to address the lead for the water.

#### Public Wi-Fi

C. Place reported that she had forwarded the announcement from the Governor that the funds are now officially earmarked in Michigan for Wi-Fi. Her understanding is that they are concentrating on for rural areas first.

#### DDA Parking Committee

T. Sutherland connected with Gourdie-Fraser to inquire if his quote included information about grants, a larger grand plan if we grow, etc. and is waiting to hear back. If we get all that we want, we might be working on a budget for next year.

T. Sutherland shared that the County does not want the temporary parking signs on the County grounds but is open to a permanent sign on the cold storage building. S. Dayton asked what is different this year than last year when the signs were placed. T. Sutherland shared that most likely it was not noticed last year. S. Dayton inquired if the property in front of the County building is actually owned by MDOT. T. Sutherland indicated that he was not aware but committed to following up with D. Hoyt about this and who is his contact to discuss this. S. Dayton shared that it will be a busy weekend. Janet Koch, Deputy County Administrator was in attendance and asked if she could provide relevant information, T. Sutherland indicated that she could, and she shared that not putting the signs up is tied to the construction because the fence around the parking lot is going up on Wednesday of next week.

She asked if it was a good time to present her update. T. Sutherland agreed. J. Koch shared a current map of the planned County Building construction and where the fence will be going and that has impacted the parking signs that the DDA requested wanted to go up.

The beginning of the work with delivery of the fence will begin on July 5. Lot A on the map near Cayuga street will be needed for people doing business. C. Place asked if the parking sign could go up where requested for July 4 given that the fence will not go up until the week after. M. Dayton shared that the parking sign near Hickory Lane is actually

upside down and not directing people to the correct area for parking. J. Koch indicated that she will contact the County maintenance department. C. Place asked again if the temporary sign could go up? J. Koch shared that she thought that the signs are up and S. Koch shared that the existing sign appears that it is directing people to the alley and that is not what we are asking. J. Koch committed to talking Jeremy who is the County Administrator about July 4<sup>th</sup> and will follow up with C. Place since she has her contact information.

J. Koch shared that the fence will get pulled back as the construction progresses but the mason work and related will take months. S. Dayton asked if we are able to put a temporary sign up on what is noted as “parking lot E” on the map handed out. J. Koch said that she will follow up with Jeremy and County maintenance. S. Dayton shared that we have extra signs and we will put them in. J. Koch shared that they are considering moving the “little signs” from B & E during the project. S. Dayton reiterated that we are asking for one sign that reads “free parking evenings and weekends.”

J. Koch shared that that private property for the County begins behind the sidewalk. S. Dayton shared that she placed it on the public property and it was removed. J. Koch shared that they had the meeting with the contractors on Monday and they are calling it “invasion day” as all the equipment will start to arrive with the potential of the project being completed in February.

The parking map is now completed and will be on the County website and they are also working on a press release. Entrances about how to enter the building will change and the Contractors are responsible for this.

### Outdoor Art

C. Place and S. Dayton shared that they are getting a lot of positive feedback and people are coming to the Library to look for the Culver inside. S. Dayton shared a copy of the reviews advertisement.

D. McGuire shared that the opening reception was successful and that the marketing efforts are well underway. She has reached out to the COAs and the Senior Centers locally. The Senior Center in Kalkaska is looking at perhaps a field trip for their seniors with lunch locally. D. McGuire has extra maps and asked people to share them and S. Dayton has extras as well.

D. McGuire asked for volunteers to walk the exhibit each week to take a look at the signs and to clean the signs once a week. Someone to take July, August, etc. T. Lareau volunteered to July and the C. Place of the Library shared that the Library will take August and M. Belanger offered to fill in. S. Dayton shared that she has micro fiber cloths if we need them.

D. McGuire is reviewing the exhibition budget and is waiting to get final numbers from the Antrim Review but believes that we are in good shape but we are waiting on the extra \$1,750 from the State. She believes we will come in with an extra \$4,300 for use and will update the Grants Committee on Friday. D. Gajda shared that once he has the numbers finalized that he will share reports on the exhibition budget on a monthly basis moving forward. D. McGuire shared that she is missing invoices from the Antrim Review and is asking for invoices to understand what is remaining.

S. Dayton asked if we have placed signs indicating “smile you are on camera” to go near the paintings for reasons such as someone putting “google eyes” on the painting and potential other damage. She called Chief Drollinger asking if we are able to put signage on the location of each painting and he said that he does not believe there is a problem with that but we would need to know the legalities of it because it is in the Village. She is asking the question if we can do this and C. Place shared that perhaps this should be discussed during the Grants Committee meeting. S. Dayton said she believes there will be vandalism and the skateboard park is still not open. C. Place recommended that the parents of kids who are skateboarding in courtyards and non-authorized area, to talk to the Village about getting the park set up. S. Dayton said that she really does not want to “junk up” the paintings, but believes this will be helpful. The cameras at the Library and Paddles and Peddles were not able to capture who put the “google eyes” and S. Dayton indicated that we will take it up the at the Grants Committee meeting.

T. Lareau shared that M. Gillett of the Northwest Michigan Arts and Culture Network will be in Bellaire today for a personal tour of the Culver Exhibition for which they were the lead funder for. T. Lareau indicated that no DDA business will be conducted during this tour. C. Place and S. Dayton are also joining the tour. **Note:** D. McGuire had planned to attend the tour as well but was called away after the DDA meeting concluded and will not be joining the group for the tour.

Shana Minish shared that several people have asked her if the art is original and protected and she assures them that they are digitized reproductions but they look so good. S. Dayton shared that there is a lot of interest for the Toad and Lion. D. McGuire shared that she is picking up the signs for the “selfie” station as well as directing people to the Library to see the Culver Art. If we do another printing of the map, we should include that the paintings will be auctioned off.

T. Lareau shared that Caren Culver and a guest as well as Andi Gerring will be attending the CCS Alumni Reception that will be held on August 19 around the Charles Culver exhibition. She shared that the College has been promoting the event and exhibition on social media and that alumni from Bellaire, Twin Lake, Charlevoix, Traverse City, Detroit, and other areas are planning to attend the event. She said that the CCS Marketing Department shared the name of the Arts & Culture media contact for the Detroit Free Press

and C. Place had shared the press release and that the College had done the same.

C. Place mentioned that there is a lot of successful PR efforts underway and she and D. McGuire mentioned many of the outlets contacted. There is a DDA Grant Committee meeting this Friday and the Culver Exhibition and the new mini grant application that needs to be submitted on or before August 3, 2023 will be discussed.

T. Lareau requested that the committee be referred to as the DDA Grant Committee and that the Outdoor Art Exhibition is a project of the DDA Grant Committee. T. Sutherland will update this for the next meeting.

### **New Business:**

#### New Grant Opportunity

Discussed previously.

#### Tables and Chairs

T. Sutherland is meeting with B. Kaiser after today's meeting and invited people to assist with moving tables and chairs after the meeting and B. Kaiser is also trimming the pine tree today so that it does not impact the bike rack, bathroom pavilion, etc. T. Sutherland shared that potentially the picnic tables might be moved and there was discussion about having both the picnic tables and the other tables and chairs.

#### Purchasing Policies and Procedures

D. Gajda shared that he believes we should have purchasing policies and procedures for the board, since I have been Treasurer and that we should define certain procedures and authorize who can make purchases. We have bylaws but they are not procedures. My perspective is that we should have a limited number of people who can place orders and not be the same people that approve the payments. I also recommend that we should identify who can approve payments. The bylaws indicated that the Treasurer and Director should approve but the DDA has no Director and since he is the Treasurer and is recommending a separation of duties of who is authorizing and making payments.

He shared that payments really should go through the DDA vs. members asking for reimbursement so that we can leverage our tax exempt status. He shared that he has followed up on the request to set up an account with Bellaire Hardware and he has made this request and will follow up with later today. D. Gajda asked who else locally do we want to set accounts with and noted that D. McGuire had requested that the DDA set up an account with Family Fare. D. Gajda shared that he is bringing this up now since we might have more grants in the future and we need to be thoughtful related to the audit and that we should review and update the bylaws. He recommended establishing a committee for this.

D. McGuire asked if a credit card has the DDA tax exempt status on it. C. Place shared that the card is not exempt, the DDA would have to provide the tax exempt information when the DDA sets up accounts or provide the information for invoicing. M. Dayton shared that you can anywhere and show a tax exempt status but it takes more time. D. Gajda shared that the vendor needs to know that the person presenting information represents the DDA and that is why he is suggesting who is approved to authorize orders and needs to be defined.

C. Place asked if we can make a motion to create a committee to review the recommendations made by D. Gajda for the meeting and make a recommendation to the DDA Board. S. Dayton asked what is best given that D. Gajda lives down state and should be on the Committee or what does he recommend. D. Gajda suggested that perhaps the Committee can meet after the upcoming DDA meetings. He will be at the next three DDA meetings and schedule the next meeting.

M. Belanger shared that he would be on the committee as did S. Dayton as well as D. McGuire. S. Dayton made a motion to create internal controls policy and was seconded by D. Gajda. As part of discussion before the vote on this motion, T. Muscat invited the DDA to consider inviting the Village Treasurer to be an ad-hoc member or to attend meetings. The motion was restated with the inclusion of inviting the Village Treasurer. A vote was held, D. Bennet abstained due to conflict of interest

#### **Miscellaneous Business of the Authority Board:**

##### Wi-Fi

C. Place asked if someone would run the zoom for the next meeting as she will not be in attendance. T. Lareau committed to doing so.

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

Annie Stadel from the *Traverse Bay Lifestyle* magazine had connected with S. Dayton offline about doing a two-page spread about Bellaire. S. Dayton directed her to come to the DDA meeting. A. Stadel shared that the publication is produced by she and her husband and is a free publication and distributed copies of the issue and directed people's attention to the Elk Rapids spotlight (shown on the cover). When there is a community spotlight, they ask what quarter would they like to be in and shared that Northport and Beulah are interested but that the four quarters are available for next year.

They ask people from the community to write the articles and they start with the history of the area. They also include the big events for the year as well as an article about the unique landscape and waterscape of the area. The last article is based on what the community would like. Northport, for example, asked for an article about how the word "community" has changed over time. The writers are compensated.

Annie Stadel talked about the ad pricing and referred to an insert in the magazine distributed and shared that she would want the DDA to share "what quarter" would

Bellaire like to be profiled in a community spotlight.

S. Dayton thanked A. Stadel for attending and that due to Summer being so busy is that perhaps the spring might be the best time. T. Sutherland shared that he learned before that you want to advertise when you have the “most eyes” on it and perhaps the Summer. M. Belanger shared that Fall might be a good idea and C. Place shared that perhaps spring. S. Minish of the public asked “when” the issue comes out. A. Stadel shared that the summer issue comes out in May so that it is in place June, July, and August. M. Belanger asked how large the distribution area is. A. Stadel shared that it is free and noted communities. S. Dayton shared that the issue for the summer would be the best. C. Place asked if there was a financial cost to it. A. Stadel said no. D. Gajda asked who is writing the article and A. Stadel shared that they have not found the writers yet. S. Dayton made a recommendation that perhaps we put A. Stadel in touch with someone at the Antrim Review with someone at the Historical Society. A. Stadel said that other media are typically not excited to be involved. J. Bedell said that the President of the Historical museum would be interested in writing it. C. Place shared that perhaps a future exhibition could be the “fourth article.”

D. Bennett shared that since the vision of this group has changed, that how proud he is of the work the DDA is doing and how much things have changed. The art exhibition is fabulous. S. Dayton that we have a nice working group. D. Bennett said “look at what you have done, be proud.”

**Adjourn:**

Motion by T. Lareau to adjourn meeting. Second by M. Belanger. Meeting adjourned by T. Sutherland at 10:12 am.

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

Approved: 7.26.23

Meeting minutes compiled by T. Lareau