

Village of Bellaire
Downtown Development Authority Minutes
Wednesday, June 26, 2024

Call to Order:

Meeting called to order by M. Dayton at 9:02 am

Pledge of Allegiance:

Attendance:

Members Present: Margie Boyd, Jamie Creason, Michelle Dayton, Dave Gajda, Don Hoyt, Doreen McGuire, Adrienne Wolff

Members Absent: Dan Bennett, Michael Belanger

Public Present: Jean Bedell, Patrick Boyd representing the Village, Brenda Fink, Trish Fox, Janet Koch

Consent Agenda:

A. Wolff motion to accept the amended Consent Agenda as follows: add Purchasing Policy Board Responsibility to New Business. To Approval of Bills: revised invoice from Jeff Krino, West Shore invoice, and Cayer Gardens revised invoice removing sales tax for Buy Local flower planting. Second, D. Gajda. Motion approved.

Public Comment on Agenda:

None

Unfinished Business:

Buy Local Update

M. Dayton provided the following update. M-88 Market Tour increased foot traffic. Downtown maps available at The Flying Pig. M. Dayton and Brenda Fink are working on a form letter that business owners can use in support of the DPW approach to M-DOT regarding the sidewalks in downtown Bellaire. This effort is being put forth as there have been a few pedestrian mishaps. Police Chief Droellinger is checking with the DPW regarding the replacement of the pedestrian crossing signs due to some being damaged. During their Buy Local meeting J. Creason shared that the Downtown Facebook page and Instagram are being shared by 80% which is a 20% increase. Followings are up 2%. During the Buy

Local meeting Trish Fox shared her YouTube “Northern Michigan Diaries and Drives”. She also spoke about her \$25 Tuesdays which highlights what you can get for \$25. High Tea seats are still available. Michigan Downtown Association Summer Workshop was well worth attending. Good information. The Thursday night event was a good networking opportunity. During the winter months it was suggested that recurring events happen monthly with fun themes. J. Creason will take over the Art is Sweet event in 2025 and M. Dayton will continue managing the Holiday Open House in 2025.

Village Update

P. Boyd, representing the Village, provided the update. Concrete for the bike rack is being poured today. There is a DPW position open. Questioned if the Village building could be open more than the two days. He said he would speak with the Council at their next meeting. D. Bennett contacted M-Dot on June 14th regarding the second step to the sidewalk and was told this is a “historical step”. It was relayed that it is a “grade” issue that when the bridge was constructed it should have been raised 6”. Bradley Keiser and Dan Bennett are in contact with M-DOT regarding infrastructure and signage questions..

Grants Committee

Discussion took place regarding applying for another grant opportunity through the Michigan Arts and Culture Council (MACC) FY 25. There are two different categories to apply for: Project Support Grants up to \$25,000, deadline July 24, 2024 and Mini-Grants up to \$4,000 available in September. There was a discussion that followed regarding the opportunity to apply for the two grants. Question as to whether we need to obtain a license from the Attorney General’s office to apply for grants. Other questions can we use the Project Support Grant for a public art exhibition beginning in 2025 and can we apply for the Mini Grant to support the upcoming “Color Bellaire” banner program which will be in 2025. Regarding the match, will the budget need to be amended prior to the grant application process. Tracy Lareau, who has written both art grants for the DDA, has volunteered to apply/write the grants. M. Dayton will contact Tracy Lareau with the various questions that the Board discussed. Motion by D. Hoyt to have Tracy Lareau apply for the grants on behalf of the DDA on condition of her findings to the questions from the Board. Second. J. Creason. Motion approved. M. Dayton stated that there are at least 3 individuals who are interested in being involved on an Arts Committee. D. Hoyt will check with the schools in the surrounding area to inquire if there is a shop/construction program that might be interested in the framing and installing of the next art exhibition. D. McGuire stated that she will be reaching out to the Antrim Review regarding articles that will promote the exhibition and the artists. She also shared that the DDA has its first bidder for the auction of the images that will open October 15th. The exhibition is receiving great reviews. During the exhibition the images are

cleaned on a weekly basis. D. McGuire took June and asked for volunteers for the other months. The following Board members have volunteered: July- D. Hoyt, August - M. Boyd, September - A. Wolff and October - M. Dayton.

Marketing & Communication

J. Creason will have DDA sample logos at next months meeting for the Board to review.

Banner Program

M. Dayton reached out to the Historical Museum and it was determined that in 2026 the Museum will celebrate a 50 year anniversary. Discussion followed and it was determined that to celebrate the anniversary historical banners will be created with approval from the Museum Board.

Recommended that we move forward with the Color Bellaire banner program. D. McGuire will work with Sara Bozarth on next steps. D. McGuire will report at the July meeting. Reviewed the samples of the large vinyl banners that M. Belanger spoke about. An estimate was presented at \$802.76. Discussion will continue on the large banners as we move through the banner program. These banners will need Zoning Board and Village Council approval.

Parking Committee

M. Dayton presented to the Board two estimates for new parking signs. The first came from Image360. 4 double sided signs with step stakes \$240, 8 double sided signs with step stakes \$373. Pro Image estimate, 4 double sided signs \$191.53. Discussion followed as to placement of the directional signs for Free Parking. Signs will be placed by M. Dayton on Friday after 5 pm at the County building and Hickory Lane. A. Wolff will remove them on Sunday morning. Other signs will be placed at the lot next to Fischer Insurance, Ohio Street, Boat Launch and W. Broad Street. After the sign locations were selected it was determined that additional signs are needed. Motion by J. Creason to purchase from Pro Image six parking signs. M. Boyd second. Motion approved.

New Business:

Marketing Presentation

Trish Fox discussed a YouTube platform to highlight Bellaire called The Library. She has created 100 videos showing what to do in Bellaire, showcase a business, what else is available in the nearby area and interviews. They will also be using Facebook, Instagram and TikTok. Telling stories that bring people together. Telling visitors what is available to do. She has spoken with M. Dayton highlighting the DDA and all that is available downtown and attractions in the area. Thinking about bringing the locals back. There are long views which are placed on YouTube and short views which can be 9 seconds or less receive the most views. Different seasons - present what visitors can do in a day. The Board

was very interested in promoting Bellaire in the format that Ms. Fox presented and look forward to reviewing her ideas for promotion. At this time, there is no charge.

Purchasing Policy Board Member Responsibilities

D. Gajda presented to the Board that since we now have a full Board, we need to assign new Board members to replace Chair M. Dayton in making purchases or placing orders. Motion by D. Gajda, second by D. Hoyt to assign the following members: Buy Local Expenditures - Primary J. Creason, Secondary M. Belanger. Grants Committee - Primary D. McGuire, Secondary M. Boyd. Other Budget Expenditures - Primary D. Hoyt, Secondary D. McGuire. Bellaire Hardware and Family Fare - all of the above. Motion approved.

Miscellaneous Business of the Authority Board:

D. McGuire stated that she has located a “free” piano that is available from the Central Lake Lions. There are multiple logistic issues with moving, storage and painting the piano. The main concern is that it might be too high for placement at the public restrooms. She will take a look at the restroom location after the meeting. D. Hoyt agreed to check with the school again as they might have located the piano that was placed downtown in previous years.

M. Dayton suggested that the DDA Board Members have name tags. She will get a quote and present at the next meeting. Tables and chairs have been placed. There are still tables and chairs that can be placed downtown. She also shared that it would be a positive gesture if members of the DDA Board would personally welcome any new business that opens downtown. Paddle Antrim will be celebrating their 10th Anniversary and have invited the DDA to attend. The celebration will take place on October 2nd.

Public Comment on Non-Agenda Items:

Antrim County Update was provided by Janet Koch. The County Open House was well attended. Very positive response. Jail tours were also available. The parking lots will be paved in September. The County Commissioners approved the ballot language for the new Public Safety Center and it will be placed on the November ballot.

Adjourn:

Meeting adjourned at 10:47 am.