

Village of Bellaire
Downtown Development Authority
DRAFT Minutes
November 29, 2023

Call to Order:

Meeting called to order by Taylor Sutherland at 9:01 am.

Attendance:

Members present: Dan Bennett, Michael Belanger, Michelle Dayton, Don Hoyt, Tracy Lareau, Doreen McGuire, Cindi Place, Taylor Sutherland.

Members absent: Dave Gajda

Public Present: Jean Bedell, Dave Gajda, Janet Koch

Consent Agenda:

Motion by C. Place to approve the consent agenda, second by M. Dayton. Motion passed.

Public Comment on Agenda Items:

None

Unfinished Business:

- Buy Local Update: M. Dayton report that it was a very short meeting. The group talked about the holiday open house and that it was a good day. The next event is pj shopping day on December 16, 2023 and the group is also talking about a sip/shop event and a possible date of December 23, 2023. The group had a short discussion about the budget to request for areas relating to the flowers in the Village, bake off, advertising and more.

- Village Update: Dan Bennett report that the Village has received a \$3.125M grant to bring the sewers up to date. Candidates were interviewed on November 28 for the Treasurer position. The baseball dug outs will be ready in the spring and Village has laid off two police officers. The millage went down but Bennett believes that more officers are needed. There is a hearing at the county on December 7, 2023 at 9 am about the Loft project. M. Belanger asked if the DDA has an official position on it. D. Hoyt asked if the DDA would write a letter of support to be read at the Loft mtg. M. Dayton said that this would need to be discussed. D. Bennett said that the builder did go to the Planning Commission and went through their due diligence and the Village has the materials if someone wants to see it. M. Dayton asked if the Village is able to do a fundraiser for officers and D. Bennet said it needs to be a millage and also confirmed that the Village does have monies in the water and sewer areas of the budget but they are not able to borrow against them.

- Public Wi-Fi: Cindi Place and Don Hoyt indicated that there is no update.

- DDA Parking Committee: Don Hoyt and Taylor Sutherland indicated that there is no update. M. Dayton indicated that she will attempt to pull the temporary parking signs out of the ground, weather permitting.
- Grants Committee: Cindi Place shared that the committee met on the day prior to look at the juror responsibilities, eligibility requirements for the exhibition, coordinated with D. Gajda about how to pay the juror, Mary Gillett of the funding entity attended and gave us great ideas about how to solicit the art, juror responsibilities, and we will invite sculptures but the artist would have to transport it, install, etc. D. McGuire is going to reach out to Elk Raids about liability with sculpture and shared that the DDA is only short \$400 for the 2024 exhibition. Only one painting was not picked up from the Culver auction and it was donated to the Library.

M. Dayton shared that the concept under develop for the exhibition is “Why is art unique in Antrim Country” and that will be part of the discussion with the juror, Jeff Krino. C. Place is creating a webpage for the exhibition and information, to submit, etc. and it’s a free webpage. M. Dayton talked about how the submissions will work. T. Lareau reiterated the DDA purchase policy and looks like we don’t need to do a RFP. C. Place said that all of the money for the exhibition is from donations and the grants. The Committee divided up the work but we need people from the DDA Board, at least one, to join the grants committee. The Library will also do the QR codes and narrative about the artwork. D. McGuire added and she, Karen Culver and Andi Gerring are visiting the Bellaire art students’ classroom to get their feedback about the Culver exhibition and talk about one of the pieces tomorrow and that D. McGuire and M. Dayton will be putting up holiday wreaths on the posts that hold the artwork.

M. Dayton shared that she is the primary for purchasing on behalf of the grants committee and that D. McGuire is the secondary. D. Hoyt said that this exhibition has a very sustainable feel to it for an annual event. M. Dayton said that as it goes it will gain more momentum and PR and that we have lessons learned from the first time. C. Place asked who on the DDA will be on the committee? M. Dayton said that everything will be pretty much set to go and there is minimal committee work.

D. Hoyt said that it is something to think about and in addition to that, we will miss the members rotating off and as we look for new members we might to look at people with fundraising skills, newsletter, etc. M. Dayton talked about seeing the DDA “meet and greet” to morph into asking for donations and given what is happening with the Village funds and we need to educate where the monies are coming from and at the next meet/greet kindly ask for monies. D. Hoyt shared that the meet and greets have all been great and the turnout has been good and perhaps we come up with a standard introduction for the meet and greets and opportunities in the future. C. Place said that the meet and greet, we are the only group doing that and it’s a good place to dispel the rumors. D. Bennett suggested that perhaps the group look at something to “sponsor a picture” which is similar to what the Village did and there is a rock with a plaque on it by the artwork posts. J. Bedell, a member of the public, comment that she is curious if some people feel negatively about thinking that their tax dollars go to support various items. M. Dayton said that the DDA has covered how the exhibition was funded in the newspaper, social media, and more. C. Place thanked J. Bedell for her comment and shared that the idea of sponsoring art work is a good one. D. McGuire asked if we need to send thank you notes

for the last meet and greet. M. Dayton suggested perhaps the Fireside Lounge and that she will take care of it.

- 2024-25 Budget Rankings – Budget Development: Taylor Sutherland said that D. Gajda has organized the rankings very well for us and that we could see on the right side of the document the priorities and that he is not surprised by the top four or five. T. Sutherland asked for any comments on the top ones? C. Price said that it is interesting to see that Marketing and Promotion plan has not moved up in the rankings. M. Belanger said that the publicity from the Culver exhibition helped to impact his rankings. D. Hoyt said that it is nice to see that we are all in alignment and rowing in the same direction.

D. Gajda said that he was also hoping that the DDA would look at the budget itself and start plugging in the dollar amounts as the budget is moving forward and we need to get it to the Village for review. He said that he thinks about things we have discussed before like the parking study, snow removal/salt, and that he has brought up the merchant website and lastly with the Village budget issues perhaps the DDA would appropriate monies back to the Village specific to the DDA boundaries and give some of the money back to the Village for expenses for the boundary area. D. Hoyt asked if Gajda could provide some examples of what it would look like to give money back to the Village?

D. Gajda said that the DDA would have to ask the Village what they do for the boundary area and what they would need. If the Village can quantify labor costs, expense, etc., then we can appropriate to give money back and they would need to tell us. C. Price said that perhaps we could give back half of what we get.

D. Gajda said that the general fund contribution is \$9,500 if the DDA wants to give back to the Village to help them out, that is something to think about. M. Dayton said because we don't know how the Village budget impacts us, the \$10K on the parking study, seems like a lot. C. Place if we do the parking study and give back to the Village, that's a lot right there. D. Bennett said that the Village does see that there is a parking problem and he doesn't think they would approve it.

D. Hoyt, sounds like the parking study will not happen with this DDA board. D. Bennett, you have to look at what the County is up to and if their millage passes and the projects move forward, how does that impact parking. D. Hoyt, the businesses are saying that parking is an issue. M. Dayton, I see it from two perspectives—now I have a parking lot and people park there to go shopping overall in the Village. With the snow, now the shoppers can't get to the businesses. D. Bennett, the Village is sending letters to businesses that don't remove the snow in front of the businesses. M. Dayton, it is a problem and a lot of people who are in the area are older people...what if someone falls down and breaks their hips? C. Place, it's a semantic issue...we have spaces to park, but the perception is that we don't. So how do we address the perception issue? We don't have a parking problem; we have a perception problem.

D. Bennett said that the Village does the sidewalks and more every Sunday. D. Hoyt said that businesses and the Village will most likely continue to look at parking from different angles and at some point, we need to bring in an objective third party opinion. M. Dayton said that she appreciates that the Village removes the snowbanks on Sunday but

our busiest days are Friday, Saturday and during the day on Sundays. So right there, we are at a disconnect and it's nice it is done on Sundays, but we have missed the busy days.

T. Sutherland said that since it appears we are no longer doing the parking study, can we reallocate for the sidewalks, salt, etc. D. Bennett asked about the conversation the businesses were having about hiring someone to help with this. T. Sutherland said that his business would chip in but they are not going to foot the full bill and perhaps the DDA could do it. C. Place said that it would be interesting to see what it will cost. D. Hoyt understands that Village believes there is not a parking problem and so does the Village have a solution? D. Bennett said that the Chief of Police doesn't see that there is a parking problem.

M. Dayton said it would be nice to have proof one way or the other if there is a parking problem and I think if there was to be any movement on this, it would look like we are trying to move this forward. D. Hoyt said that some businesses may help fund it. C. Place shared examples of parking in Boyne and perhaps looking at parking in the summer vs. the winter months. D. Hoyt said that whether we have a problem now or not, it will continue to grow and that the Parking Committee should meet more regularly. D. Bennett suggested that they meet with Chief Drollinger. T. Sutherland suggested that they look at the maximum of people allowable in a building by fire code and take it at 75% and then see how many spots we have as a place to start. D. McGuire said that the previous DDA person walked the spaces with Bradley from the Village and the paperwork is on site.

T. Sutherland referred back to the budget and asked how does the DDA want to approach this? C. Place asked D. Gajda to explain the funding for the exhibition and D. Gajda referred to monies for the art and that is for the exhibition. C. Place suggested that we look at funding something beyond for Marketing and Promotion and keep in the money for the Wi-Fi to support a matching grant opportunity when it presents itself. She also shared that Marketing and Promotion is a priority, we need to fund it in some way but don't know what this board wants to do. M. Dayton said that it is something nice to have if we were not worried about monies for 2024 and the way the things are now, they are okay and that is where the funding would go. C. Place asked about outside of Buy Local, what other promotional things do we need to do—is it an ad for the meet and greets, if the DDA ends up having to hire someone for the newsletter. M. Dayton said if we budget for an ad for the meet and greets, that is a couple hundred twice a year. C. Place said that perhaps we should plan for \$500.

D. McGuire offered that the map the DDA had done has changed and that she reached out to the vendor about it. McGuire believes that the first map may have been \$400 and C. Place suggested \$750. D. Hoyt reminded the group that he thought we had talked about having a second map perhaps by Fisher Insurance where the public parking is at or by the alley. M. Dayton also suggested perhaps by the Stone Waters Inn and D. Hoyt said that he thinks if it would be best by where more people will be and M. Dayton also suggested perhaps by 45th Parallel. D. McGuire shared her support for having more maps and perhaps adding parking on the map and if we do that, we will need added design fees. C. Place suggested \$1,000 two work with and D. McGuire said she would get a quote and perhaps look at the spring at some point. C. Place asked about where the maps people can take with them are available and M. Dayton shared they are at MDOT locations,

Chamber, the Flying Pig and other places and C. Place suggested perhaps having maps in place that is covered or the holder has a plastic cover and people can grab them and perhaps by the larger placed maps and/or the bathrooms. T. Sutherland said that we could do \$1,000 for the maps and asked Gajda what the Buy Local budget is and he said \$5,300. M. Dayton said that budget works well for the Buy Local group and the members of the group also add to it.

C. Place suggested that perhaps the decision about donating the money to the Village might be contingent on if the Village is going to give the DDA monies. D. Hoyt asked D. Bennett if he had a feel for where the DDA stands with the Village. D. Bennett said he has a few questions and asked if the Buy Local part of the DDA? M. Dayton explained that although the group is not, they do work on behalf of the downtown businesses. D. Hoyt said that this is high on the businesses priority of things to do and Buy Local is doing the work on behalf of the DDA in promoting the businesses. C. Place and D. Hoyt pointed out that the Buy Local group is ranked as #1 on the DDA budget rankings. M. Dayton talked about the activities about the DDA and how Buy Local has taken on the flowers when the Village and Chamber stopped in some way and Buy Local jumped in. D. Bennett said that he didn't understand why the DDA doesn't approve their (Buy Local) budget and expenses. D. Hoyt explained that the DDA does approve their expenditures and C. Place said that the Buy Local is doing all of the volunteer work for this that the DDA would have to do and that we use this group to do this work and using their volunteer hours and these would be expenses we would have to physically take care of and manage. M. Dayton that walked through the six major activities that the Buy Local group volunteers their time to. C. Place and T. Muscat indicated that the DDA can call it whatever it wants but that wouldn't change the monies allocated for the Buy Local budget because we would still have to spend that money. D. Bennett asked if the Buy Local give their budget to the DDA their budget to approve? M. Dayton said yes and walked through the impacts of the group.

D. Gajda said that the discussion on all of these items is good but the board needs to come up with dollar amounts and that we need to think about spending money vs. keeping it. The dilemma we have is that the Village wants to know what we are spending money on...and we know what we want to spend money on, like snow removal and salt, but we don't have the exact dollars yet. As long as we are not spending more than what is coming in. We can afford to pay what we have without the large projects. C. Place asked Gajda how much should be in a fund balance and he shared that the DDA is compliant with the Village's policy, but perhaps we can be more aggressive. D. Gajda shared that the DDA has \$31,000 coming in this year and half are tax dollars and that we are actually going to add \$15,000 to the fund balance so that if the \$15K is tax revenue and we are not looking to spend a whole lot of that—why does the DDA exist. It's not all tax dollars but most of it is. We can't always say to the Village this is exactly what we are spending the money on from our budget right now, but we have an idea of the areas and we need to plug that in.

M. Dayton said even though Buy Local goes for the flowers, beautification, promotion events and events, what if we allocate more to Marketing and Promotion and promote downtown Bellaire? C. Place said that she would like to budget \$5K for street scape/snow removal and salt it would relieve DPW from having to spend it on the sidewalks. M. Dayton and T. Sutherland liked this suggestion. M. Dayton said we (Buy

Local) can advertise for Bellaire but there are times when we have quiet times and perhaps we run an extra ad then. D. McGuire asked if the flags are part of it or way finding signage and M. Dayton said yes, but the lamps are of poor quality and D. McGuire has taken photos from other towns of their banners and such.

C. Place suggested that if we retained 30% of the \$12K or \$3,600 then we have approximately \$8,400 to put in the budget. If we were to put in \$6K for snowplow/streetscape and then some monies for Marketing/Promotion at \$2K, it would still keep us compliant with approximately \$5K over and above in our account than what we are spending (about 30% - 35% in the fund balance). D. Hoyt asked if there is a number we should work to and D. Gajda said perhaps keep the fund balance in a good position, spend up to \$12K grand more next year and it would be reasonable and perhaps \$4K for Wi-Fi to help build a reasonable budget to take to the Village. C. Place said this is good and if there is a grant opportunity for Wi-Fi and “if” there is a matching grant that comes up, we would have the monies for matching funds. M. Dayton said that we have \$7,584 for the art fund, Wi-Fi is at \$4K, Marketing is \$2K, and then sidewalk/street scape is \$6K. D. Gajda said the fund balance for next year we could spend on larger projects. Basically we are spending what we take in.

D. Hoyt said he wants to put another idea out there is that what would come out of a parking study would be angle parking on Broad street and at first we would have to look at if it was possible for the dimensions, etc. and that is a potential use of funds for the future. M. Dayton said that the Parking Committee needs to come back with numbers. C. Place asked if we can go to the Village to amend the budget and D. Gajda said yes and she said that if at some point we need to do \$5K for angle parking or something similar, we still have money to do a project based on the approval of the Board and the Village. T. Lareau said she feels like we have an operational budget and the fund balance, although not apples, is the capital budget.

T. Sutherland asked if there was a motion on the budget. C. Place made a motion to approve the proposed additions to the 24/25 budget. D. McGuire seconded the motion. D. Bennett abstained from the vote. Motion passed.

M. Dayton asked Gajda about a bill she has for the art project and if that will be approved. T. Lareau said that it was approved as part of the consent agenda and that the expenditure is against the grant.

- Purchasing Policy Follow up: Taylor Sutherland said that the DDA needs to appoint people from the grants committee. C. Place said that the grants committee has appointed M. Dayton as primary and secondary is D. McGuire for purchasing. M. Dayton said that she is the primary for the Buy Local group and D. Gajda said that we need a secondary and M. Belanger said he would serve as secondary. C. Place said that we need a primary and secondary for all expenditures and D. Hoyt is primary and M. Dayton is secondary. D. Gajda said that Bellaire Hardware is set up as an account and can let them know who from the DDA that we just talked about as people who can spend. Are there are other vendors? T. Lareau suggested Family Fare and D. Gajda said that Family Fare and Bellaire Hardware are good places for an account. C. Place asked if we want to set something up at Walmart or Meijer—but knows that we prefer to buy local. D. Gajda said that he is willing to take this on but we should not accept the fact that we are paying

sales tax. D. Gajda will take care of adding Family Fare and Bellaire Hardware is already set up with the DDA.

C. Place made a motion in support of the memorandum from the Treasurer of the DDA about the four points appointing primaries and secondaries to make expenditures on behalf of the DDA (D. Hoyt & M. Dayton), Grants Committee (M. Dayton & D. McGuire) and Buy Local (M. Dayton & M. Belanger) and to also add Family Fare as an approved account to be opened on behalf of the DDA and that our expenditures should be tax exempt. M. Dayton seconded the motion. D. Bennett abstained from the vote. Motion passed.

New Business:

- 2024 Officer Nominations: Taylor Sutherland shared that he is looking at other opportunities and he won't be able to stay on the board. M. Dayton shared that we are looking for three DDA members now. D. Hoyt said that we now need a Chair and M. Dayton said that she would be willing to be Chair when T. Sutherland steps down in February. M. Belanger is willing to serve as Vice Chair when any transitions take place. M. Dayton shared that we need to talk about new names for the DDA like Karlie Wood and perhaps talk to be people about applying. D. McGuire said that she was going to talk to Julie from the movie theatre and D. Hoyt shared that Ryan McConnell was on the DDA and dropped off and that we could talk to him. D. Hoyt also said that Derrek from the Spillway might be a good idea.

Miscellaneous Business of the Authority Board:

None

Public Comment on Non-Agenda Items:

- Janet Koch from the County shared the County's newsletter and said that the brickwork is going up on the County Building. Metal panels are going up. Interior work is underway. Results from the safety survey will happen in December. It was a randomized survey. The big white pine in front of the county building is coming down because it is damaging the building's roof. The Brownfield project is another tiff, being planned at the gravel pit out of town and it's not "new money" for it. Hearing about the brownfield and the lofts is on December 7, 2023 on the 2nd floor of the County building at 9 am.

Adjourn:

Motion by C. Place to adjourn the meeting. Second by M. Dayton. Motioned passed. Meeting adjourned by T. Sutherland at 11:09 am.

Next meeting will be Wednesday, December 27, 2023 at 9 am.

Approved:

Meeting minutes compiled by T. Lareau