

DRAFT
Village of Bellaire
Downtown Development Authority Minutes
Wednesday, March 26, 2025

Call to Order:

Meeting called to order by M. Dayton at 9:00 am.

Pledge of Allegiance:

Attendance:

Members Present: Dan Bennett, Jamie Creason, Michelle Dayton, Doreen McGuire, Tom Shilts, Adrienne Wolff

Members Absent: Michael Belanger, Margie Boyd, Don Hoyt

Public Present: Janet Koch

Consent Agenda:

Motion by A. Wolff to amend the Consent Agenda to add to New Business, T. Shilts be approved to electronically pay bills online for the DDA at Alden State Bank.

Second, J. Creason. Motion approved.

Public Comment on Agenda:

None.

Unfinished Business:

Buy Local Update

M. Dayton reported. The Sweet Treats Bake-Off was successful. 200 tickets were printed and 156 tickets were sold. Weather was good. Sold more than last year. Time change of the event received a favorable response. \$273 in baking products was donated by Merrie's Market in Central Lake. \$1560 was raised through ticket sales, expenses of copying and printing subtracted and a total of \$1160.91 will be added back to the DDA Buy Local budget. Still trying to determine if any sponsorship opportunities are available for the Hall Financial Michigan Open and Antiques Roadshow. Flowers will be planted before Memorial Weekend. Welcome pamphlets will be printed soon. Downtown Bellaire map deadline is 4/18. Appreciate the positive relationship with the Chamber.

Village Update

D. Bennett reported that reservations for the campground can now be made online. The Village has met with the new law firm since the retirement of the Village's attorney. The short-term rentals and marijuana business are on hold until the new firm is on board.

Grants Committee

No new updates. D. McGuire stated she will step down from this committee. She will review the Begonia Charitable Foundation Grant opportunity and report back to the committee. J. Creason volunteered to become a member of the committee.

Marketing & Communication

DDA Logo/Design Quote - Reviewed the logo samples. Discussion followed.

Motion by J. Creason to approve the logo samples from Terrie Ramage. T. Shilts second. Motion approved. The sample will be sent to Council for their approval.

Marketing Video - No new updates.

Map Update for Restroom Pavilion -Tabled to a future 2025 meeting.

Hall Financial Michigan Open Championship June 9-12, 2025 - No new updates. Still waiting on information.

D. McGuire stated she will step down from this committee. A. Wolff volunteered to become a member of the committee.

Banner Program

D. McGuire provided the following update. A sample of the 38 banners was shared. Discussion followed regarding the sponsorships of the banners. M. Dayton has sent an email to the downtown businesses for an opportunity to sponsor one of the banners. Fee to sponsor a banner is \$200. At the end of the display, sometime in spring of 2026, the sponsor will be able to keep their banner. Once the downtown businesses have an opportunity to sponsor a banner, M. Dayton will reach out to other local businesses for their support of this project. The proposed banners will be presented to the Village Council at their April meeting for approval to fabricate. The 12 remaining light poles will have the new DDA Logo banners once the Village Council approves the artwork. Upon approval from the Council it is hopeful that the banners will be installed by early May.

Outdoor Art Exhibit

D. McGuire reported that there will be 14 images in this year's public art exhibition. Some of the images contain local business logos and D. McGuire has contacted those businesses to ask permission to fabricate the art. All the businesses contacted were agreeable which is greatly appreciated. Estimate from Pro Image is \$1489.82 to fabricate the images. Jeff Krino has agreed to frame the art work. The Board also discussed that if the images containing logos the

businesses will be able to keep the images after the exhibition closes for a sponsor fee of \$200.00. D. McGuire will contact those businesses. Exhibition will be installed mid May - late May and run through the end of October.

Parking Committee

No new updates. The parking signs from last year are still in good shape. The DDA will need to receive approval from the County to place signs on their lawn.

New Business:

Newsletter

M. Dayton will check with M. Boyd's availability to work on the newsletter. J. Creason volunteered to create this quarterly newsletter and will be distributed by the end of April.

Date for Meet & Greet/Outdoor Art Exhibition

The Board decided to host the next Meet & Greet on Tuesday, May 20, 2025, 5:30-7pm. M. Dayton will speak with Taylor Sutherland to inquire if the event could be held at Chloe's. M. Dayton will also coordinate the food for the event. The outdoor public art exhibition should be ready to go at this time.

Approval of Tom Shilts to Pay Bills On Line for the DDA at Alden State Bank

Motion by J. Creason to approve DDA Treasurer Tom Shilts to pay bills electronically through Alden State Bank. Second, A. Wolff. Motion approved.

Miscellaneous Business of the Authority Board:

The DDA is a member of the Michigan Downtown Association and it was brought to the board's attention that the MDA met at Shanty Creek. The DDA was not aware of the meeting and would have welcomed an opportunity to meet the group. M. Dayton will reach out to the organization. We will review at the next meeting if we should we renew our membership as there has been little communication over the past year from the MDA.

Public Comment on Non-Agenda Items:

J. Koch distributed the Antrim County Newsletter. Stated that new windows are being installed in the County Courthouse. She also updated the Board regarding the petition being circulated to stop the Public Safety Center bond to move forward. The petition has received the required signatures and is currently being verified to place on the August ballot.

Adjourn:

Meeting adjourned at 10:02 am.

Approved:
Minutes compiled by: D. McGuire