

**VILLAGE OF HOLLY**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Minutes of February 9, 2009 Regular Meeting**

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The Village of Holly Downtown Development Authority meeting was called to order at 5:29 p.m. by John Winglemire in the Village Council Chambers located at 315 S. Broad Street, Holly, Michigan.

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**Board Members Present**

Kel Leigh Coale  
James Hilty  
Evelyn Raskin  
Lisa Clark  
Marty Lorenz  
Ray Rath  
Pete Clemens  
John Winglemire

**Board Members Absent**

Jeannie Montooth

**Staff Present**

Suzanne Perreault

**Others Present**

Dan Straub  
Bobbi Straub

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**Motion Clemens, second Clark to excuse Montooth. Motion carried with a voice vote of eight ayes and no nays.**

**APPROVAL OF THE MINUTES:**

Changes:

- Page 3, Item #4, 3<sup>rd</sup> bullet point - change "Design" to "Promo" Committee
- Approval of Minutes – change 12/81/09 to 12/8/09

**Motion Clemens, second Lorenz to accept the 1/12/09 regular meeting minutes as amended. Motion carried with a voice vote of eight ayes and no nays.**

**AGENDA APPROVAL:**

Changes:

- Add New Business #5 – Role of DDA

**Motion Clemens, second Rath to approve the Agenda as amended. Motion carried with a voice vote of eight ayes and no nays.**

**FINANCIAL REPORT:**

Perreault said everything in the report was routine with the exception of payroll, noting the first union payday fell on a holiday and was made one day early, falling into the December instead of the January expenditures.

**Motion Clemens, second Clark to approve the Financial Report in the amount of \$5,152.22. Roll call vote was as follows:  
Voting for: Coale, Hilty, Raskin, Clark, Lorenz, Rath, Clemens, Winglemire  
Voting against: None  
Absent: Montooth  
The motion carried.**

**PUBLIC COMMENT:** (None)  
**PRESENTATIONS:** (None)

**OLD BUSINESS:**

- 1) **Holly Crossing Property**
  - DDA is ready to move forward, but RR representative says she is very busy and keeps delaying the process
  
- 2) **Dickens Festival Update**
  - Invited members to a meeting the next evening at 5:30 to discuss the festival
  - DDA does not want to run the festival but is willing to contribute financially
  - Somehow promoting the event turned into running the event
  - DDA could match funds, run the grants and put the money through the Village in 2009
  - A new festival director will have to be found if the event is going to continue
  - If no one from the community volunteers, the festival would end
  
- 3) **Calendar of Events**
  - 2009 proposed DDA sponsored events calendar was presented
  - Perrault would help organize and the DDA would contribute financial to the events
  - Blues, Brews and BBQ will not be a DDA sponsored event and would not take place
  - DDA will be more involved in the Chamber Sights, Sounds and Tastes
  - Would not contribute financially to the event but could hold a silent auction
  - Events are labor intensive to the Village
  - DDA does not run all the events on the calendar
  - Only one event can be covered under the Village insurance umbrella, which has been the Dickens Festival

- Other events have to purchase their own insurance
- Festivals usually do not make any money
- Several people have come to Perreault recently asking to have the DDA sponsor their various events
- Perhaps DDA, Chamber and Parks should meet and discuss who might handle or sponsor the various events
- Holiday/Dickens parade was discussed
- Car Cruise is sponsored by outside organizations who must purchase their own insurance and vendors have to get permits
- Dickens Festival is very important and brings people into town

**NEW BUSINESS:**

- 1) **Budget Subcommittee**
  - Committee needs to begin working on budget numbers
  - Perreault will contact members to schedule a meeting
  
- 2) **Design Assistance Program - Coleman**
  - Mainstreet O.C. provides 2 design assistance projects per year
  - Coleman & Son's Garage has requested design assistance
  
- Motion Clemens, second Hilty to approve the Mainstreet O.C. Design Assistance Program for Coleman & Son's Garage. Motion carried by a voice vote of eight ayes and no nays.**
  
- 3) **Carry Nation Festival Grant Application**
  - DDA approval is required to apply for

a grant

- If the grant is awarded, the festival must have matching funds, but the DDA is not required to provide the funds

**Motion Lorenz, second Rath to approve the Carry Nation Festival Grant Application. Motion carried by a voice vote of eight ayes and no nays.**

**4) Evaluation of DDA Director**

- Perreault asked members to fill out a n evaluation questionnaire

**5) DDA Role in 2009**

- DDA needs to define if their role is to run and fund festivals or recruiting and maintaining businesses
- Nice to have festivals, but the business aspect is more important to the Village
- Festivals should be held in the park
- Rules are in bylaws
- Mission Statement defines the role of the DDA
- DDA should help with grant writing, matching funds and insurance for festivals, but should not be in the business of running them
- To be consistent, this should include Ladies Night Out
- DDA can sponsor an event, without running it
- Dickens Festival role has changed several times in recent years
- DDA should be involved, but not in charge of the entire event
- Volunteers should run the various events, festivals and functions
- The Chamber often handles these type events in other communities, but there is not a good working relationship

between the DDA and Chamber as far as events go

- Chamber needs to work for the businesses in the community and not be their own entity
- Chamber had no money, and bounced checks to the insurance company which is how the Village ended up picking up the slack
- Chamber is now solvent and should begin assuming these responsibilities again
- Chamber and DDA overlap and should help each other out or co-sponsor events
- Members agreed this is the direction the DDA should take
- This should be a topic of discussion at the next Chamber meeting

**REPORTS:**

**1) Committees**

- Winglemire said he will run and report on the Promotions Committee but volunteers are needed to chair and make reports on the Design, Organization and Economic Restructuring Committee meetings
- Promotions met and talked about the events and the best way to spend advertising dollars
- Billboards were thought to be a good way to advertise
- A digital “Welcome to Holly” sign was discussed, that could be changed to advertise a current event
- Donations would be needed to consider this expensive alternative
- To reach the most traffic, Grange Hall road would be the best location
- The sign would need to be in

compliance with Village ordinances if placed in the Village

- Figura said there is no way to regulate the content of a sign
- Design Committee is deciding what flowers to order for the Village planting this summer
- Design meetings are held the first Friday of the month
- Kel Leigh Coale has volunteered to find people to water the flowers
- Economic Restructuring discussed last years work plan, goals for '09, tweaking the website and façade grants
- Organization will have a Town Hall meeting on Wednesday to discuss what they want on the agenda and their goals

**2) DDA Director Perreault:**

- Village will be granted a couple of liquor license for re-development
- Considering who to recommend
- Recipients who would be required to meet specific criteria
- License would cost \$20,000
- Applicant would be required to put \$75,000 into rehabbing an existing building
- One requirement is that 50% of the business income be from serving food, rather than just being a bar or night club
- Going to the National Mainstreet Conference

**3) Village Manager Powers:**

- Powers had nothing to report

**BOARD COMMENTS:**

- Would be good to put funds towards

the façade grant program instead of festivals

- Somehow the north end of town needs to be include the in the façade program
- The program is for the entire DDA district, not just the historic downtown area

**ADJOURNMENT:**

**Motion Clemens, second Lorenz to adjourn the meeting at 6:45 PM. Motion carried by a voice vote of eight ayes and no nays.**

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Sheri McGee, Transcriber