

VILLAGE OF HOLLY
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of April 13, 2009 Regular Meeting

The Village of Holly Downtown Development Authority meeting was called to order at 5:27 p.m. by John Winglemire in the Village Council Chambers located at 315 S. Broad Street, Holly, Michigan.

Board Members Present

Lisa Clark
Kel Leigh Coale
Ray Rath
Marty Lorenz
James Hilty
John Winglemire
Jeannie Montooth
Evelyn Raskin

Board Members Absent

Pete Clemens

Others Present

Staff Present

Suzanne Perreault

Motion Lorenz, second Hilty to excuse Clemens. Motion carried by a voice vote of eight ayes and no nays.

APPROVAL OF THE MINUTES:

Motion Montooth, second Lorenz to approve the 3/9/09 regular meeting minutes as presented. Motion carried by a voice vote of eight ayes and no nays.

AGENDA APPROVAL:

Motion Rath, second Clark to approve the Agenda as presented. Motion carried by a voice vote of eight ayes and no nays.

FINANCIAL REPORT:

Perreault said with the exception of the Land Lease to CSX for approximately \$3,000, all the expenses were normal.

The lease will cost \$675/mo. and can be cancelled with 30-days notice. The \$3,000 was for insurance for construction on the property that was not available through the Village insurance carrier.

**Motion Montooth, second Clark to approve the Financial Report in the amount of \$10,273.87. Roll call vote was as follows:
Voting for: Clark, Rath, Lorenz, Hilty, Winglemire, Montooth, Raskin, Coale
Voting against: None
Absent: Clemens
The motion carried.**

PUBLIC COMMENT: (None)

PRESENTATIONS: (None)

OLD BUSINESS:

- 1) **Holly Crossing Property**
 - Packet included a copy of the signed CSX lease agreement, check,

ownership document and insurance certificate

- First project will be to demo the building after current leasee moves out
- CBS owns the billboard and leases the property from the RR
- Perhaps the Village could lease the billboard in the future
- A salvage demo company may be used

2) Dickens Festival Update

- There is a meeting every two weeks
- Still need a Schedule of Events Coordinator, an Entertainment Director and a Volunteer Coordinator
- Raised \$65 at a recent fund raiser
- Dates and budget have not been finalized
- Based on the current funding and lack of volunteers, it may only be possible to have the festival for one weekend

NEW BUSINESS:

1) Façade Grant Guidelines

- Recommended revised guidelines in the packet
- All buildings in the DDA District would be eligible
- Grant total would go down from \$2,500 to \$2,000
- Matching funds would still be required
- Only one grant per 5-yr. period per property is allowed unless the business changes ownership
- Only new projects would be considered; no retroactive grants
- Grants should go toward façade improvements, not towards signs and other non-permanent projects
- A separate sign grant could be

considered, but there is not enough money to do that this year

- Sign repairs or replacement are allowed at this time
- Others felt signs should be allowed on a permanent basis
- If grants were awarded for previous projects, money could all be gone on the first day
- Grant money will be available when new budget begins on July 1, 2009
- Would like grant approval to be given before any work is done to make sure the project meets historical and other standards

Motion Raskin, second Montooth to approve the new Façade Grant. Motion carried by a voice vote of eight ayes and no nays.

2) Downtown Urban Revitalization Grant

- This is a 50/50 grant for historic downtowns, but the Village does not have matching money available
- Property owner money could be used as the matching funds, but the minimum was \$25,000 and the deadline was the end of March
- One property owner did apply and is waiting to see if he gets the grant

3) Main Street Evaluation – April 15th

- There will be a Board meeting to discuss projects at 9 AM
- There will be a 2 PM lunch and 5 PM meeting to discuss the findings
- Board Members were asked to attend

4) Next Steps for Downtown

- Birchler and Arroyo will provide a free assessment to one Main Street

- O.C community
- Village hopes to be chosen
- Would be great to have fresh eyes look at the Village

REPORTS:

1) Committees

- Promotions Committee discussed advertising
- Hoping to get donations for advertising
- Ladies night out is moving ahead
- New businesses are signing up
- Advertising is needed well in advance of Ladies Night Out
- Funds are limited
- Timing of the newspaper publication needs to be taken into consideration
- Ads will be in the Oakland Press, Tri-County and Grand Blanc View
- Perhaps the northern area stores could be included in the event next year
- Changing the name of the Economic Restructuring Committee to the Business Development Committee
- Powers would like to join the Committee
- Organization Committee is scheduling a volunteer night on May 6th from 6:30-8:30 PM at Holly Woodlands
- There will be a small ‘thank you’ reception for volunteers
- Board Members were asked to attend

2) DDA Director Perreault:

- Work Planning report will be send out for Board review, then go to the Council
- Disappointed only \$65 was raised at the fund raiser for Dickens at the Villagers

- Next fund raiser at the Villagers is May 4th
- 20% of the bill will go towards the Dickens Festival when the coupon is presented
- Going on vacation May 18-28
- Will be taking a class during this time
- Trying to use up vacation time before she loses it

3) Village Manager Powers:

- Absent

BOARD COMMENTS:

- Send a letter of thanks to Brian M. at Coleman’s for taking on the responsibility of flower watering this summer.

ADJOURNMENT:

Motion Lorenz, second Rath to adjourn the meeting at 6:35 PM. Motion carried by a voice vote of eight ayes and no nays.

Sheri McGee, Transcriber