

**VILLAGE OF HOLLY**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Minutes of May 11, 2009 Regular Meeting**

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The Village of Holly Downtown Development Authority meeting was called to order at 5:30 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  
Jeannie Montooth  
John Winglemire

**Board Members Absent**

**Staff Present**

Suzanne Perreault  
Marsha Powers

**Others Present**

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**APPROVAL OF THE MINUTES:**

**Motion Montooth, second Raskin to approve the 4/13/09 regular meeting minutes as presented. Motion carried by a voice vote of nine ayes and no nays.**

**AGENDA APPROVAL:**

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

**FINANCIAL REPORT:**

Perreault said all the expenses were normal.

**Motion Clemens, second Clark to approve the Financial Report in the amount of \$7,988.65. Roll call vote was as follows:**

**Voting for: Coale, Hilty, Raskin, Clark,**

**Lorenz, Rath, Clemens, Montooth, Winglemire**

**Voting against: None**

**Absent: None**

**The motion carried.**

**PUBLIC COMMENT:** (None)

**PRESENTATIONS:**

**1) Steve McGee - Upcoming fire inspections in businesses**

- Checking to make sure businesses are up to code
- 5-year plan
- Year 1-get contact info and do a general walk around
- No violation notices will be issues
- 5-year goal is to bring the Village ISO rating up so insurance costs will go down

- ISO rating require a visit (inspection) be done yearly
- Do not want this to be a hardship to the business owners
- Year 2 - will do measurements so drawings can be made and a plan developed to deal with any emergency that may arise
- Huge savings could result over the 5-year plan
- Fire can be 'directed' if there is a drawing and plan for the building
- Location of combustible products have already been documented
- Will work around business owners schedule
- Businesses should let their insurance company know when their rating changes and attempt to get a better rate
- Going for a #1-ISO rating over the 5-year period
- Code requires inspections but they will not force their way into a business
- Will be gentle in letting businesses know what the mandates are
- Will put info in the newsletter
- Holly has #1 rated water pressure in the state

**2) Bob Donohue-MSOC Annual Evaluation Results**

- Village did very well and received national accreditation
- Explained criteria
- Have broad based community support
- Have vision and mission statements, which should be revisited
- Have comprehensive work plans
- Could use more volunteers
- Have historic preservation

- Have good quality of life
- Have active Boards & Committees
- Adequate operating budget
- Have a paid DDA Director who is doing a great job & works well with other communities
- She is seeking a restaurant developer
- She is looking at business retention
- She continues ongoing education
- She reports statistics each quarter, as required
- Maintained membership in the Main Street program
- Rated a 'yes' in all 10 criteria
- First time to be nationally certified
- Will offer Perreault a scholarship to the National Main Street Certification Institute in Washington DC to become a certified main street manager
- Guidelines are the same nationally

**OLD BUSINESS:**

**1) Holly Crossing Property**

- Received the signed lease agreement
- Construction will not start until July
- Now responsible for property mowing
- Rent is \$675 a year plus \$3,000 for construction insurance
- Want to develop a use plan and site plan
- Will bid out for a survey

**2) Dickens Festival Update**

- Sent out a letter to business owners to receive pledges so the Committee can decide how many weekends to hold the festival
- Villager fund raiser brought in \$117
- Hoping to hold the festival for 3

- weekends
- What happens to pledge if it only runs for 1 or 2 weekends
- Dickens meeting is the next day and all pledges are supposed to be in by then

**NEW BUSINESS:**

- 1) Façade Grant Guidelines**
  - Property owner must have money to make the improvements and would apply for the grant
  - DDA will approve the plan and vote on the request based on specific criteria
  - Improvements would begin after the request was approved
  - If applicant does the work as stated, then they would receive a check
  - Grant availability was publicized in the DDA Newsletter but more advertising could be done
  
- 2) Next Steps for Downtown**
  - A planning firm in Lathrup Village will look at parking, signage, walkability, traffic flow, business mix, etc. in the Village for free through the MSOC as part of a 20-year celebration
  - Is a \$5,000 to \$10,000 service the Village will receive free
  - Perreault met with the firm last week, who spent a day in Holly and will send suggestions
  
- 3) DDA Work Plans for 2009-2010**
  - Perreault hopes to engage volunteers more and herself less in project
  - Projects discussed included budgeting for a billboard, Ladies Night Out,

- newsletters and volunteer appreciation
- More dining establishments are desired in the downtown area
- Final work plans will be presented and formally approved in June

**REPORTS:**

- 1) Committees**
  - Promotions Committee looked at their work plan
  - Business Development Committee meets on Wednesday, 5/13/09
  - Organization Committee recognized volunteers and looked at their work plan
  
- 2) DDA Director Perreault:**
  - Golf outing teams are needed
  - Work plans are done
  - Volunteer appreciation was last week
  - Met with 4<sup>th</sup> graders to discuss historic preservation
  - Walking maps and posters were distributed to all the businesses
  - Positive comments were received on Ladies Night Out
  - Good turn out but fewer purchases
  - Some of the music was too loud and the wrong genre for this event
  - Will be gone for two weeks
  
- 3) Village Manager Powers:**
  - Loss of \$204,000 in tax revenues this year will require staff layoffs and cuts
  - Next two years don't look any better with further reductions expected
  - Fireworks donation cans are available

- John Bradley is moving back to Holly
- Trying to avoid cuts in police staffing
- Vacant DPW positions are not being filled

**BOARD COMMENTS:**

- Not surprised Village is having to make cuts since private businesses have had to do the same

**ADJOURNMENT:**

**Motion Clemens, second Raskin to adjourn the meeting at 6:42 PM. Motion carried by a voice vote of nine ayes and no nays.**

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Sheri McGee, Transcriber