

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

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.

Board Members Present

James Hilty
Evelyn Raskin
Lisa Clark
Marty Lorenz
Ray Rath
Pete Clemens
Jeannie Montooth
John Winglemire

Board Members Absent

Kel Leigh Coale

Staff Present

Suzanne Perreault
Marsha Powers

Others Present

Carol Martinez
Rod Arroyo
Dave Birchler
Jill Bahm

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

APPROVAL OF THE MINUTES:

Motion Montooth, second Clark to approve the 6/8/09 regular meeting minutes as presented. Motion carried by a voice vote of eight ayes and no nays.

AGENDA APPROVAL:

Changes:

- Old Business 1, change Dicken's Festival meeting to July 14, 2009.

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

FINANCIAL REPORT:

Perreault said they would have finished the year about 10% under budget except for the clock expenditure, for which they will be reimbursed.

Hopes are to sell the old clock to make up the difference in cost between the old and the new. If this doesn't occur, the clock will be given to the Park Commission.

Golf outing money did not go into the budget, but into a special account.

**Motion Clemens, second Clark to approve the Financial Report in the amount of \$23,692.78. Roll call vote was as follows:
Voting for: Hilty, Raskin, Clark, Lorenz, Rath, Clemens, Montooth, Winglemire
Voting against: None
Absent: Coale
The motion carried.**

PUBLIC COMMENT: (None)

PRESENTATIONS:

1) Next Steps for Downtown presented by Birchler Arroyo

- In business for 20 years
- Glad Holly won the free analysis
- 10 staff visited the Village
- Village got \$10,000 in free services
- "Tool kit" includes ideas & solutions, best practices in other communities and short, mid and long-term action strategies
- Showed CD of their recommendations and presented some of their ideas which included parking, vehicle and pedestrian circulation, open spaces and signage
- Noted it would take much longer to go through the entire report, which can be reviewed via the CD
- Hoped they provided a comprehensive strategy that would be beneficial
- Battle Alley should be narrowed to provide outside dining and bring attention to the fact that the street is one-way
- Outdoor dining is very appealing and traffic flow does not hinder this activity
- Removable fence and planters would protect diners and could be removed in the winter for easier snow removal

OLD BUSINESS:

1) Holly Crossing Property

- Attempting to get items out of the building
- Hopes to demo building for a flat fee & the Village would rent a dumpster
- Writing RR in hopes of getting permission to extend the sidewalk
- Unable to get in touch with the

Roadmaster to get permission to start demo and construction

- Lease requires two feet of topsoil, but this is not practical
- Soil being added has to be tested

2) Dickens Festival Update

- A proposal from Sharon on entertainment costs
- 5 hours a day would cost \$5,900/day
- 3 hours a day would cost \$3,700/day
- Could use them a few hours a day and use volunteers the rest of the day
- Hard to get volunteers
- Cutting back on the number of weekends would be detrimental to the businesses
- Perhaps businesses should contribute to the expense
- Could seek cheaper entertainment
- Advertising and vendors might be an option, but there is no one to oversee these activities
- Financing was discussed as well as who should sign the contract
- Venue should be cancelled if there is not enough funding or volunteers
- These topics should be discussed at the Dickens meeting the following day

NEW BUSINESS:

1) Approval of Criteria for Outdoor Dining Grant

- Have just under \$1,000 budgeted for an Outdoor Dining Grant
- Criteria and Application were presented
- Acceptable applicants would be reimbursed up to a maximum of \$250
- Some interest has already been shown
- \$250 seems like a small amount but

- funding is limited by the economy
- Hope to budget more for next year
- Perhaps it would be better to cut money out of another area, such as Dickens and put it towards this grant
- Red Devil may turn some of their parking spaces into outdoor dining
- Tables, chairs, umbrellas, fencing etc. would cost thousands, therefore \$250 seems too minimal
- More money should be reallocated to this grant
- Some of the \$10,000 façade grant funds could be reallocated
- Reallocate \$4,000 from façade grants to the outdoor dining grant
- Raise maximum amount from \$250 to \$1,000
- Give a total of 5 grants this year
- There are no design guidelines currently
- Guidelines would need to be part of the ordinance
- Would like to have a uniform look in the Village, which could reduce the purchase price of furnishings
- Grant would be for *new* outdoor dining purchases, not *replacement* costs the first year

Motion Lorenz, second Clark to approve the criteria for the Outdoor Dining Grant as amended, raising the maximum amount from \$250 to \$1,000 for newly created outdoor dining areas. Roll call vote was as follows:

Voting for: Clark, Clemens, Hilty, Lorenz, Montooth, Raskin, Rath, Winglemire

Voting against: None

Absent: Coale

The motion carried.

2) MSOC Main Event Award Nominations

- Save Oct. 23rd for the Main Event in Farmington
- Will apply for Outstanding Public/Private Partnership (for Blues, Brews & BBQ's) and Outstanding Sign (Holly Candle Shop)

3) Press Conference with Brooks Patterson

- Would love to see DDA members attend on July 16th at 10:30 AM
- Patterson will recognize the Main Street Program
- The Village will be acknowledged

4) Design Assistance for Coleman & Son's Garage

- DDA approved design assistance a couple months ago
- Would like to amend the application for the property south of Maple instead of the building north of Maple as stated in the application
- They are the first to apply for the design assistance from the Main Street program in sometime

REPORTS:

1) Committees

- None

2) DDA Director Perreault:

- Quarterly statistics, an email about businesses the Village needs, the official work plan and a copy of the year-end evaluation are in the packet
- Need volunteers to work at Sights, Sounds and Tastes

3) Village Manager:

- Sights, Sounds and Tastes will be in front of Winglemire's again this year
- Concerned with closing this major intersection
- Next year it will have to be in the downtown area
- Film Ordinance will go before the Council the following evening
- There is interest by a movie producer to use Holly in a movie

BOARD COMMENTS:

- None

ADJOURNMENT:

Motion Montooth, second Lorenz to adjourn the meeting at 7:08 PM. Motion carried by a voice vote of eight ayes and no nays.

Sheri McGee, Transcriber