

VILLAGE OF HOLLY
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of August 10, 2009 Regular Meeting

The Village of Holly Downtown Development Authority meeting was called to order at 5:30 p.m. by Marty Lorenz in the Village Council Chambers located at 315 S. Broad Street, Holly, Michigan.

Board Members Present

Kel Leigh Coale
James Hilty
Evelyn Raskin
Lisa Clark
Marty Lorenz
Ray Rath
Pete Clemens
Jeannie Montooth (ar. 5:35)

Board Members Absent

John Winglemire

Staff Present

Suzanne Perreault
Marsha Powers

Others Present

Nancy Grimmer
Carol Martinez

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

APPROVAL OF THE MINUTES:

Motion Clemens, second Rath to approve the 7/13/09 regular meeting minutes as presented. Motion carried by a voice vote of seven ayes and no nays.

AGENDA APPROVAL:

Changes:

- Add Nancy Grimmer, speaking about the Dickens Festival to Old Business 2

Motion Clemens, second Clark to approve the Agenda as amended. Motion carried by a voice vote of seven ayes and no nays.

FINANCIAL REPORT:

Due to the auditor visit, Perreault will give an updated revenue/expenditure report on Monday. The posted transaction report and cash balance was included in the packets.

This item tabled until September meeting.

PUBLIC COMMENT: (None)

OLD BUSINESS:

- 1) **Holly Crossing Property**
 - Building has not been fully evacuated
 - A letter will be sent regarding a September evacuation date
 - Demolishing the building may be a little more than budgeted
 - May wait to do the sidewalk next year
- 2) **Dickens Festival Update**
 - Important for a representative from the Dickens Festival Committee to attend

- the Board meetings and give an update on the budget, schedule of events, etc.
- The cash balance for Dickens is \$2,427.62
 - Working on a Dickens website that will be separate from the Main Street site
 - Festival singers have agreed to do 6 days, 12 people/3 hours a day at \$11,400
 - Main stage is full with volunteers
 - Adding a daily costume contest
 - Artisan booth has a volunteer
 - Will have a variety show when singers are not there
 - Asked who will sign the contracts
 - Bob Hoffman will allow the use of his building if it is not already rented
 - Will go to 3 weekends (7 days) at about half the cost of the previous year
 - \$11,000 to \$20,000 will be needed to fund the '09 festival
 - Sponsors are listed at the back of the program for the Tree Lighting
 - Village manages the Tree Lighting, not the Dickens Committee
 - Entertainment is the biggest cost
 - Will work to see that the Committee stays within the budget
 - Grimmer will talk to the Committee the following evening and will report back to the DDA if there are any problems she can foresee
 - Feels the entertainers did not do all they should last year for the money they were paid
 - Does not want to Chair the Committee but rather to help coordinate
 - Board is uncomfortable having the Director sign a \$20,000 contract when only \$2,400 has been raised

- Support letters have not gone out yet
- \$28,000 was raised last year
- Should plan small and add to the budget if funds come in
- There are a lot of avenues for free advertisement
- Board needs to see more revenue before signing anything
- More revenue will not come in until the Antique Show
- If DDA adds the normal \$3,000 it will help the budget
- \$11,000 for the entertainers is a reasonable figure
- \$15,000 would be a reasonable starting budget for everything

Motion Montooth, second Clark to accept Nancy Grimmer’s assistance with the Dickens Festival Committee. Motion carried by a voice vote of eight ayes and no nays.

NEW BUSINESS:

- 1) **Holly Hotel Outdoor Dining Grant Request**
 - Tabled until the September meeting
- 2) **Holly Mill and Company Façade Grant Request**
 - Improvement plans look great

Motion Montooth, second Clark to approve the Holly Mill and Company Façade Grant Request.

Hilty asked if more formal plans be submitted in place of the statements made by the applicant. Clemens said any work would need the approval of the building inspector.

Roll call vote was as follows:

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

Voting against: None

Absent: Winglemire

The motion carried.

3) Holly Mill and Company Outdoor Dining Grant Request

- Exciting plans
- Covered porch will serve as outdoor dining
- May add new criteria next year requiring grant applicants have established restaurants

Motion Clemens, second Clark to approve the Holly Mill and Company Outdoor Dining Grant Request for \$1,000. Roll call vote was as follows:

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

Voting against: None

Absent: Winglemire

The motion carried.

REPORTS:

1) Committees

- Doing a complete website redesign
- Should be back up this week
- Business recruitment package is looking good
- Working with three new potential businesses
- Design Committee discussed the CSX property and plans to purchase budgeted banners
- Banners aren't needed as much as other projects
- Half the banners will be funded

through CDBG money

- Design Committee will pick out the banners
- Would like generic banners that will work for the entire summer
- Promotions did a Passport to Downtown and would like to do the same thing during the Carry Nation Festival
- Wish the Council and Planning members could have been present for the \$10,000 Main Street plan the Village was awarded (Next Steps for Downtown)
- Feels this should be publicized
- There was a press release but it is up to the paper whether to print it
- There has been a lot of positive press
- Flint Journal and Oakland Press have been in upheaval

2) DDA Director Perreault:

- Received a bid of \$500 for the clock on Craig's List
- Asked if the Board wants to approve this sale
- Clerk/Treasurer recommended a raffle for the clock instead
- Clock is beyond repair
- Parks Commission is interested in having it donated and putting it on display in Water Works Park
- Members recommended accepting the bid on Craig's List
- Bidder is responsible for picking up the clock

Motion Montooth, second Rath to accept the \$500 bid from Craig's List for the clock. Motion carried by a voice vote of eight ayes and no nays.

3) Village Manager:

- Recommended approving the Holly Hotel Outdoor Dining Grant request for up to \$1,000 in matching funds so as not to delay the purchase of new outdoor dining sets.

Motion Clemens, second Clark to approve the Holly Hotel Outdoor Dining Grant Request for up to \$1,000 in matching funds.

Roll call vote was as follows:

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

Voting against: None

Absent: Winglemire

The motion carried.

BOARD COMMENTS:

- None

ADJOURNMENT:

Motion Clemens, second Rath to adjourn the meeting at 6:22 PM. Motion carried by a voice vote of eight ayes and no nays.

Sheri McGee, Transcriber