

**VILLAGE OF HOLLY**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Minutes of February 8, 2010 Regular Meeting**

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The Village of Holly Downtown Development Authority meeting was called to order at 5:31 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**

Lisa Clark  
Kel Leigh Coale  
Pete Clemens  
Ray Rath  
Marty Lorenz  
James Hilty  
John Winglemire  
Jeannie Montooth (arr. 5:55)  
Evelyn Raskin

**Board Members Absent**

**Staff Present**

Marsha Powers

**Others Present**

Janet Leslie  
Fred Hopper  
Ryan Bladzick  
Katy Hughes  
Howard O'Brien

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

**AGENDA APPROVAL:**

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

**APPROVAL OF THE MINUTES:**

**Motion Lorenz, second Rath to approve the 01/11/10 minutes as presented. Motion carried by a voice vote of eight ayes and no nays.**

**FINANCIAL REPORT:**

- \$10,000 was paid to the Urban Alliance Group

- To date, approximately \$5,100 has been saved due to the absence of a DDA Director

**Motion Clemens, second Clark to approve the Financial Report in the amount of \$18,494.38. Roll call vote was as follows:  
Voting for: Raskin, Winglemire, Hilty, Lorenz, Rath, Clemens, Clark, Coale  
Voting against: None  
Absent: Montooth  
The motion carried.**

**PUBLIC COMMENT:**

- None

**OLD BUSINESS:**

- 1) **Holly Crossing Property**
  - Soil has been sent for testing @ a cost of \$485
  - Report due back in two days
  - Demo is set for 2/16, weather

permitting

**2) Dickens Festival Update**

- Letter was drafted congratulating the committee on a successful festival
- After DDA members sign, it will be presented to the Committee at their meeting
- Will get Report from Brian McConahey
- A little money was left over for next year's festival
- DDA will have to cut amount of donation for FY '10/11 budget
  
- Received 7 resumes for the DDA Director position
- Resumes due by 2/26 and will be presented to the Board in March
- Need to decide how many Members will be on interview committee
- Could use same questions
- County has offered to sit in on the interviews
- Advertised for full-time director

**NEW BUSINESS:**

**1) Ryan Bladzick - marketing survey presentation**

- Janet Leslie spoke as a representative of the Economic Development Task Force
- Their mission is to support what the DDA does
- Want to develop a long range vision for the community
- Wants input from the public and all local Boards and Commissions
- Looking at where they are, to determine where they should go
- Ryan Bladzick, owner of a marketing

- company offered to do survey
- Gathered data will be of great help to the new DDA Director
- Bladzick said he had two focus groups to gather input from community leaders and members
- He described how the focus groups worked and how the results will be used
- All like the 'small town' aspect
- Shopping and entertainment goes to Fenton and Grand Blanc
- There is opportunity for development in these areas
- People feel there is not good communication about what is going on in the community
- A draft of a market survey was presented and discussed
- Survey would be done at cost by Bladzick for about \$1,700
- This is 10% the cost of having another firm do the survey
- Survey time frame would be March to May
- Results would be valid for 3-5 years
- Results would only go to the DDA, Chamber, Village and Township
- The proposed 8 page survey would take 10-20 minutes to fill out
- Mailing cost would be \$0.17.2 each
- Including return postage greatly increases the chance a survey will be returned
- Leslie said the primary mission of the Task Force is to establish a vision, with community support, to assist the community on how it should grow
- Focus groups showed residents either do not share the same vision as the leaders or do not know what it is
- A fear of change was also evident

- Knowledge will alleviate these fears
- Data will be a 'tool' not a 'silver bullet'
- Members will review the information and put it on their March agenda to discuss costs of \$1700
- The Chamber has agreed to donate materials and equipment to help lower the cost of the survey
- Postage will be the highest cost

**2) Façade Grant Application - 4038 Grange Hall Road**

- Grant money is gone for this year
- Can be tabled until July or take a set amount from the Directors unused salary to use

**Motion Clemens, second Montooth to table. Motion carried by a voice vote of nine ayes and no nays.**

**REPORTS:**

**1) Committees**

- Promotions reviewed '09/10 projects and discussed '10/11 projects in light of a reduced budget
- Business Development reviewed their upcoming budget and projects
- Design discussed flowers, gates & pillars for the park, and having the Mainstreet organization come up with a design for the park

**2) Village Manager & Acting DDA Director:**

- \$1,153 in DDA fund-raiser acct.
- DDA Director is bonded only for monetary issues
- Seven resumes received for DDA position

- Met with Urban Resource Alliance group regarding usages for the Village office building
- Will meet again at 2:00 PM on 2/23
- DDA Board is invited
- Would like to have commercial use on all three floors
- Did not get grant from the Community Foundation of Greater Flint for VO building
- Mainstreet kick off is 2/18, must RSVP by the 12<sup>th</sup>. Time was changed from 9:30 to 9:05
- Budget worksession on Thursday
- There is interest in the Maccrossans building; seller was contacted
- Developer is interested in a brew pub

**BOARD COMMENTS:**

- Fireworks need funding help
- They bring a lot of people into town
- Fred Hopper discussed funding options
- Will add to March agenda

**ADJOURNMENT:**

**Motion Clemens, second Montooth to adjourn the meeting at 6:38. Motion carried with a voice vote of eight ayes and no nays.**

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Sheri McGee, Transcriber