

**VILLAGE OF HOLLY**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Minutes of January 13, 2014 Regular Meeting**

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The Village of Holly Downtown Development Authority meeting was called to order at 6:00 p.m. by Richard Rossell in the Village Council Chambers located at 315 S. Broad Street, Holly, Michigan.

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**Board Members Present**

Lisa Clark  
Bob Hoffman (arrv. late)  
Nicole Kilpatrick  
Tom McKenney  
Richard Rossell  
John Colucci

**Board Members Absent**

Ryan Bladzik  
John Winglemire

**Others Present**

Tony Engelberg

**Staff Present**

Andrew Potter

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**Motion McKenney, second Clark to excuse Bladzik and Winglemire. Motion carried by a voice vote of five ayes and no nays.**

**APPROVAL OF THE MINUTES:**

**Motion McKenney, second Clark to approve the DEC 9, 2013 regular meeting minutes as presented. Motion carried by a voice vote of six ayes and no nays.**

**AGENDA APPROVAL:**

**Motion Hoffman, second McKenney to approve the agenda as presented. Motion carried by a voice vote of six ayes and no nays.**

**FINANCIAL REPORT:**

- Rossell said the Dickens Festival came out about \$3000 to the good

**Motion Clark, second Colucci to accept the financial report as presented. Roll call vote was as follows:**

**Voting for: Clark, Hoffman, Kilpatrick, McKenney, Rossell, Colucci**

**Voting against: None**

**Absent: Bladzik, Winglemire**

**Motion carried.**

**PUBLIC COMMENT:**

- No comments were made

**NEW BUSINESS:**

**1) Request to Purchase a Laptop Computer**

- A laptop for the new DDA Director was proposed
- Rossell recommended approving \$700 for the purchase

**Motion Clark, second Colucci to approve spending up to \$700 for a laptop for the DDA Director to use. Roll call vote was as follows:**

**Voting for: Clark, Hoffman, Kilpatrick, McKenney, Rossell, Colucci**

**Voting against: None**

**Absent: Bladzik, Winglemire**

**Motion carried.**

- McKenney asked the purchase criteria
- Will get the best laptop for the money

**OLD BUSINESS:**

- No new businesses coming to town but some existing businesses are planning to expand

- Ongoing and future construction status was discussed
- Fenton Winery is focusing on their Fenton location
- Village sold lots adjoining Muffler Man
- Bar that will replace Broad Street Station is moving forward
- Rossell said Potter is meeting with Committee Chairs and familiarizing himself with their activities and meeting with area business people
- Added that Potter is building a list of local businesses and contact information
- Historical Society is doing a meet-and-greet for Potter on Thursday from 3-7 pm

1) **Committee Reports, Director Report**

- **Promotions:**
  - *Movie nights will continue to be the 2<sup>nd</sup> and 4<sup>th</sup> Sat. of each month*
  - Allotted \$1500 for movies
  - Usually put \$300 towards promoting the movies
  - Other locations could be considered, but Battle Alley works well
  - \$300 is budgeted for promotions
- **Design**
  - Did not meet
- **Dickens:**
  - Ended in black by making cuts
  - \$3000 to the good
  - Rossell and Winglemire will no longer be involved in Dickens
  - Fund raising is the tough part
  - Need to establish a fun raising plan and find someone to Chair
  - A lot of good ideas, but all take funding
  - Rossell will help Potter and Walker get up and running
  - Raised and spent about \$20,000 on Dickens
  - Rossell felt he could raise a lot more if there was cooperation

- Walker said a committee with a strong Chair is needed
- If a DDA sanctioned function, they need to be involved
- Would be great to have a big prize/\$50 per ticket raffle
- 10% of the merchants funded the festival and other 90% complain about funding requests
- Car raffle was set up for 2013 but would have required selling 1000 tickets at \$100 each
- Might be good to have an ad agency in charge of selling tickets
- Many businesses are struggling and can't afford to pay \$200 to fund Dickens
- People don't have time to volunteer anymore
- There was further discussion about raising support and enlisting volunteers
- Having an agency run the entire festival might be a good idea
- Caseville and Milford Days were sighted as successful events

- **Director:**
  - Only 6<sup>th</sup> day on the job
  - 1<sup>st</sup> day was cancelled due to weather
  - Has been organizing his office
  - Turned in Main Street accreditation papers
  - Met with Bob Donahue
  - Assembling committees...not an easy task to find volunteers
  - Working with Linked Up mobile communications
  - Talked with Bob Donahue about getting a professional planner to work on the Master Plan
  - Appreciates all the help he has received
  - Kept National Accreditation with Main Street

2) **Village Manager:**

- Invited to discuss the virtues of Holly at the Fenton Chamber of Commerce
- They want to hear what Holly plans to do in the future
- Curious about the stability of the Village
- Other communities will speak also
- Expects the building sharing agreement will be approved
- Move will begin June 13 when students are moved out
- Should be a simple process to get everything set up
- FEB 18<sup>th</sup>, the Village President will give a State of the Village address at the Karl Richter campus
- 102 First St. is coming along well
- Colucci building work is progressing and will be beautiful
- Outlook for the Village is good
- Auditors were impressed with the changes and progress in the Village

**Member Comments:**

- Thur., FEB 20 at noon is the Washington Banquet
- Members were invited to attend
- Chamber meeting the last Fri. in March
- Will bring in local coaches to speak
- ATM machine will be moved, but unsure where
- Banks take most the fee that is charged
- Sportsman Banquet, March 22, at Heather Highlands
- Holly Hills is having a fund raiser March 22<sup>nd</sup> at Karl Richter campus also
- May rent a trolley to take people from Richter campus into town
- Events like this bring a lot of business into town
- Would be great to have a social calendar to advertise these events
- Anything that brings business into town should be allowed to advertise on the Main Street page

- This is the whole point of the Village Main Street page...to advertise local businesses and events that bring people into town, which in turn help all the local businesses
- There will be an online calendar eventually where community events can be posted

**PUBLIC COMMENT:**

- There were no comments

**ADJOURNMENT:**

**With nothing further to discuss the meeting adjourned at 7:01 pm.**

*Sheri McGee*

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Sheri McGee, Transcriber