



DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING

Monday, July 9, 2018

The Downtown Development Authority (DDA) meeting is normally scheduled the 2nd Monday of each month at 6:00 pm at the Village of Holly Police Department, 315 S. Broad Street, Holly, MI 48442.

A. CALL TO ORDER

B. PLEDGE OF ALLEGIANCE

C. ROLL CALL

D. APPROVAL OF MINUTES

- Meeting of June 11, 2018

E. AGENDA APPROVAL

F. FINANCIAL REPORT

- | | | |
|-----------------|--------------------|---------------|
| • June 1, 2018 | Beginning Balance: | \$ 118,809.34 |
| • June 30, 2018 | Ending Balance: | \$ 113,820.82 |

G. PUBLIC COMMENT

H. NEW BUSINESS

- N/A

I. OLD BUSINESS

- GAMSAs application

J. REPORTS

- Committee Reports
- Director Report
- Village Manager Report

K. BOARD COMMENTS

L. ADJOURNMENT

The next regularly scheduled meeting for the Holly Downtown Development Authority will be:
Monday, August 13th, 2018 at 6:00 p.m.

VILLAGE OF HOLLY
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of June 11, 2018 Board Meeting

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

Board Members Present

Richard Rossell
Robert Hoffman
Lisa Clark
James Beasley
Pam Krantz
Brian Feldman
Tom McKenney
Kirk Heath

Staff Present

Katy Hughes
Jerry Walker

Others Present

See attached list of visitors

The meeting of the Downtown Development Authority was called to order at 6:00 p.m. by Chairman Rossell and opened with the Pledge of Allegiance.

Village Manager Jerry Walker called the roll. Board member George Kullis was absent.

APPROVAL OF THE MINUTES

Motion by Bob Hoffman to approve the May 14, 2018 regular meeting minutes. Seconded by Tom McKenney. Motion carried by a voice vote of all ayes and no nays.

AGENDA APPROVAL

Chairman Rossell asked that the agenda be amended to include election of officers. New business item #1, move the other items down to #2, and #3. Motion by Bob Hoffman to approve the agenda as amended. Seconded by Lisa Clark. Motion carried by a voice vote of all ayes and no nays.

FINANCIAL REPORT

Kirk Heath asked when our incoming revenue comes in. Village Manager Walker explained that we receive disbursements about every other month, but additional funds currently appear in the DDA fund because Clerk/Treasurer Bigger was able to recoup about \$31,000 from the State of Michigan's Treasury Department. Our annualized budget is \$92,096. Motion by Pam Krantz to approve the financial report as presented. Seconded by Lisa Clark. Motion carried by a voice vote of all ayes and no nays.

PUBLIC COMMENT

None.

NEW BUSINESS:

Item #1: Election of officers. Lisa Clark motioned to nominate Dick Rossell to continue to serve as the Chairman of the Board. Supported by Bob Hoffman who moved that all other nominations for that position be closed. Motion carried by a

voice vote of all ayes and no nays. Dick Rossell motioned to nominate Lisa Clark as Secretary. Supported by Tom McKenney. Motion carried by a voice vote of all ayes and no nays. Dick Rossell motioned to nominate Robert Hoffman to serve as the Vice Chair. Supported by Kirk Heath. Motion carried by a voice vote of all ayes and no nays.

Item #2: Consideration of the sale of 610 N. Saginaw St. Chairman Rossell gave an update on the demolition of the old car wash. Jeremiah Roberts is a local realtor and also Jerry Walker's son. He has offered to market the property on behalf of the DDA, and will not take any commission when the property sells. He has offered to help for free. Jeremiah also serves as the Leader for the Main Street Economic Vitality Team. Manager Walker is waiting for the appraisal to come back for the property. The cost to have the appraisal completed was \$1,000. Jeremiah Roberts will put a for sale sign on property, and list it on commercial sites and the MLS. Bob Hoffman asked Manager Walker if the members of the DDA Board could have a copy of the appraisal; Walker said that he would do that. Motion by Lisa Clark to authorize Jeremiah Roberts to list 610 N. Saginaw for sale. Seconded by Pam Krantz. Motion carried by a voice vote of all ayes and no nays.

Item #3: Consideration of the purchase of an outdoor sound system. Director Hughes discussed her research about the sound system that was presented in the board members' packet and explained how the sound system would work. Chairman Rossell asked what the footprint of the speakers is. Going forward, Chairman

Rossell believes that we should think of the entire district when planning programs and spending money. Kirk Heath discussed inquired about costs that may be incurred such as streaming, maintenance, etc. Mr. Heath asked if the downtown businesses could chip in to off-set the cost of the system. He also asked if the system could be volume-controlled. Mr. Hoffman asked where the money was coming from, wanted to know if the DPW would be doing the installation, asked if we pay for someone from the company to install the equipment, and asked about adding speakers to more light poles down Saginaw to Oakland Street. Lisa Clark asked if the car show DJ could plug into the system. General discussion occurred about adding additional speakers to three more poles including those near Snap Fitness. The cost of a laptop to run the streaming music connection would have to be factored into the cost. The board directed Ms. Hughes to gather additional quotes and more information pertaining to an outdoor sound system for the downtown. No action was taken at this time to purchase an outdoor sound system until more information has been gathered.

OLD BUSINESS

Consideration of annual review and director's contract. Chairman Dick Rossell discussed the annual review of Director Katy Hughes. The finance committee recommended that Director Hughes be given a one-time payment of \$500. Motion by Tom McKenney to keep the salary the same (\$42,432 annually), and authorize a one-time off-schedule payment of \$500 to Director Katy Hughes in recognition of her favorable work completed within her first year of employment at the Village of Holly's DDA Director. They also

recommended that her contract be renewed for another year. Seconded by Pam Krantz. Voting for: Rossell, Hoffman, Clark, McKenney, Heath, Beasley, Krantz, Feldman. Voting against: none. Absent: Kullis. Motion passed 8 – 0.

Bob Hoffman and Chairman Dick Rossell discussed the future funding of DDA's in general. We need to solicit to get money for our 501(c)(3). Chairman Rossell stated that our current TIF plan expires in 2020 and that should be our number one focus going forward. We need to get approved for another 20 years. Other communities hire this task out, but Chairman Rossell believes that we can handle it ourselves. Chairman Rossell stated that we have not had a real discussion regarding the 501(c)(3), but we need to do so. Fundraising needs to be a big portion of what we do. Rossell spoke about St. Johns raffling off vehicles and feels that this is something we should consider. Bob Hoffman believes that we should do one big project that will bring in a lot of money. Additional discussion occurred regarding fundraising in general. Director Hughes shared that the Main Street Program Coordinator John Bry has offered to host a fundraising training for our board.

REPORTS

Pam Krantz reported on the work being done by the Organization Team. Ms. Krantz said that we have more ideas than money. Ms. Krantz was disappointed that more people did not attend the meeting. Dick Rossell discussed committees in general and how they have become less active. Lisa Clark discussed how the Design Committee has functioned in the past. Chairman Rossell doesn't want to "kill" volunteerism, but feels that we should go back to grass

roots like we used to do. Pam Krantz discussed past and current committee operations and shared that Marlo Davidson has an excellent idea for a fundraiser. Chairman Rossell asked that the Promotions Committee be involved in fundraising for our 501(c)(3). Ms. Krantz has been working on the GAMSAs application; it has opened her eyes to where we have missed the boat and haven't reached out how we should have. Chairman Rossell asked Pam Krantz to give a 15-minute presentation about this at the next meeting. Manager Walker shared how the Village Parks had a similar challenge in the past and received money from the Village Council. Manager Walker recommended that the Promotions Team come forward and request money from the Village Council as a budget amendment (DDA board action / Council approval). Manager Walker does not want the DDA to become discouraged because of our small budget. He suggested coming to the board meeting with an idea and we can recommend budget amendments. We need to spend our money wisely. Promotions is very important to the DDA.

Director's Report: GAMSAs is taking a lot of time. Thank you to Pam Krantz for putting a lot of time and energy into the application. The application is a lot more of an undertaking that Ms. Hughes imagined, but it's something that we want to win. We submitted information to the Detroit Chamber after receiving an e-mail from Scott Kree asking for community ambassadors to attract and retain young talent. Where will these young people live? They want good quality of life, recreation, schools. We are trying to attract them to come here, hoping that we will be chosen to appear on the Detroit Chamber's website for

this initiative. Last month, Ms. Hughes spent 16 hours filming around the community for CGI Communications. Promotional videos. The videos should be ready for the public in 8 – 12 weeks. She has been active on social media, sharing our history on the Downtown Holly Facebook page about pickles, pianos, travel trailers, etc. Getting buy-in and community connection is important. She and her Main Street Teams are working on planning HollyDays. Information about the parade will be going out soon.

Village Manager's Report: We are now certified as an Advanced Life Support Fire Department. We will be able to provide quicker, more efficient service. But we'll be able to recoup money from the insurance companies. The Fire Station will be moving to the old 'Good Wood' building which may better our ISO rating. Chief McGee's goal is to be open by the first of the year. They are working with Ron Campbell from Oakland County to create a façade that will lend itself to the look of the downtown. It's part of the transformation of the midtown / Lakes district. There are some exciting developments happening in the north end. When the population becomes more dense, it will allow the DDA to function more in that area when it fills in a bit. An exciting project is coming; the 5-acre parcel on the corner of Quick Road and North Saginaw – we are meeting with a developer now about a higher density, somewhat upscale apartment complex. We have developers looking at parcels along Grange Hall. The downtown is 100% occupied which is pushing development toward the north end. We've had discussions about working more closely with Holly Township. We will be doing a complete new master plan and will

seek the DDA board's input about zoning. Tim Stallcup is retiring effective June 28th. He has worked for the Village of Holly in wastewater treatment for more than 40 years. We will miss him. Brian Klaassen will migrate to a Utilities Director position and will manage both plants. He will have team leaders to run both departments and manage their budgets. He oversees nine budgets right now as the DPW director. Brian is a great complement to our staff. Chairman Rossell recommended that we look at the Fenton Fire Department's building. Manager Walker likes the look of Rochester's new fire station.

BOARD COMMENTS

None.

ADJOURNMENT:

With nothing further to discuss, the meeting adjourned at 7:10 pm.

Katy Hughes, Transcriber



DDA BOARD MEETING

Monday, June 11, 2018- 6pm

Sign In - Please Print Name & Street Address

1. RICHARD PUTZ 1214 Roy Ct

2. Marlo

3. Paulie Lacey 818 E. Maple

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GL NUMBER	DESCRIPTION	2017-18 AMENDED BUDGET	YTD BALANCE 06/30/2018 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 06/30/2018 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)
Fund 248 - D D A Fund					
Revenues					
Dept 000					
248-000-402.000	Real Property Taxes	50,699.00	53,961.12	0.00	(3,262.12)
248-000-404.000	TIF Taxes	31,232.00	62,368.85	0.00	(31,136.85)
248-000-445.000	Delinquent Tax Penalties	1,000.00	0.00	0.00	1,000.00
248-000-608.000	Charges - ATM Fees	1,000.00	0.00	0.00	1,000.00
248-000-686.000	Settlements/Recoveries	1,000.00	0.00	0.00	1,000.00
248-000-689.000	Post card sales	15.00	0.25	0.00	14.75
248-000-690.000	Ladies Night Out	7,000.00	9,229.00	0.00	(2,220.00)
248-000-698.000	SUNDRY	150.00	2,000.00	2,000.00	(1,850.00)
Total Dept 000		92,096.00	127,550.22	2,000.00	(35,454.22)
TOTAL REVENUES					
		92,096.00	127,550.22	2,000.00	(35,454.22)
Expenditures					
Dept 691 - REDEVELOPMENT					
248-691-702.000	Wages - Full Time	42,432.00	38,237.98	3,040.00	4,194.02
248-691-705.000	Wages - Part Time	0.00	158.10	0.00	(158.10)
248-691-713.000	FICA	3,246.00	3,061.12	232.56	184.88
248-691-714.000	Medical Insurance	5,042.00	4,857.14	0.00	184.86
248-691-715.000	Life & Disability	0.00	539.00	0.00	(539.00)
248-691-716.000	Retirement	0.00	191.08	0.00	(191.08)
248-691-717.000	Unemployment Comp	900.00	9.50	0.00	890.50
248-691-718.000	Workers Comp	416.00	134.02	0.00	281.98
248-691-727.000	Office Supplies	1,500.00	745.57	290.00	754.43
248-691-729.000	Postage Supplies	500.00	500.00	500.00	0.00
248-691-782.000	Operating Supplies	350.00	111.36	0.00	238.64
248-691-803.000	Audit Services	5,400.00	5,161.19	0.00	238.81
248-691-810.000	Training	1,000.00	917.60	0.00	82.40
248-691-811.000	Memberships	500.00	805.00	0.00	(305.00)
248-691-818.000	Contractual	1,200.00	1,025.00	50.00	175.00
248-691-850.000	Communications	600.00	600.00	0.00	0.00
248-691-860.000	Travel	1,000.00	1,214.09	0.00	(214.09)
248-691-900.000	Printing/Publications	350.00	150.15	0.00	199.85
248-691-900.003	Printing/Publication/Promotio	200.00	0.00	0.00	200.00
248-691-900.004	Printing/Publications Economi	100.00	0.00	0.00	100.00
248-691-910.000	Insurance	210.00	211.52	0.00	(1.52)
248-691-920.000	Utilities	250.00	707.17	61.18	(457.17)
248-691-954.000	Labor Charges	2,000.00	1,138.73	0.00	861.27
248-691-955.000	Administration Fees & Charges	7,500.00	7,500.00	0.00	0.00
248-691-960.000	Business Expense	1,200.00	1,080.43	500.00	119.57
248-691-967.000	Dickens Festival	500.00	500.00	0.00	0.00
248-691-967.101	Project Costs/Organization	200.00	200.00	0.00	0.00
248-691-967.202	Project Costs/Design	7,000.00	5,318.77	200.00	1,681.23
248-691-967.303	Project Costs/Promotion	1,000.00	545.70	0.00	454.30
248-691-967.404	PROJECT COSTS-BUSN DEVELOP	500.00	21.37	0.00	478.63
248-691-967.606	Ladies Night Out	7,000.00	8,416.05	0.00	(1,416.05)
Total Dept 691 - REDEVELOPMENT		92,096.00	84,057.64	4,873.74	8,038.36

GL NUMBER	DESCRIPTION	2017-18 AMENDED BUDGET	YTD BALANCE 06/30/2018 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 06/30/2018 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)
Fund 248 - D D A Fund					
Expenditures					
Dept 905 - DEBT SERVICE					
248-905-991.000	Principal	0.00	2,396.21	1,180.37	(2,396.21)
248-905-995.000	Interest Expense	0.00	1,621.79	828.63	(1,621.79)
	Total Dept 905 - DEBT SERVICE	0.00	4,018.00	2,009.00	(4,018.00)
TOTAL EXPENDITURES					
		92,096.00	88,075.64	6,882.74	4,020.36
Fund 248 - D D A Fund:					
TOTAL REVENUES					
		92,096.00	127,550.22	2,000.00	(35,454.22)
TOTAL EXPENDITURES					
		92,096.00	88,075.64	6,882.74	4,020.36
NET OF REVENUES & EXPENDITURES					
		0.00	39,474.58	(4,882.74)	(39,474.58)

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
			Fund 770 Public Funds				
			770-000-276.248 DDA Fund				
06/01/2018	CD	CHK	Check: Gen 67625	67625	BEG. BALANCE		(118,809.34)
06/06/2018	CD	CHK	Check: Gen 67639	67639	24.13		(118,785.21)
06/07/2018	PR	CHK	SUMMARY PR 06/07/2018		105.78		(118,679.43)
06/11/2018	GJ	JE	DDA Postage Charges	13068	1,636.28		(117,043.15)
06/21/2018	PR	CHK	SUMMARY PR 06/21/2018		500.00		(116,543.15)
06/21/2018	CR	RCPT	DDA Fund	251057	1,636.28	2,000.00	(114,906.87)
06/26/2018	GJ	JE	Village Water/Sewer bill	13071	37.05		(116,869.82)
06/26/2018	CD	CHK	Check: Gen 67720	67720	200.00		(116,669.82)
06/26/2018	CD	CHK	Check: Gen 67725	67725	500.00		(116,169.82)
06/26/2018	CD	CHK	Check: Gen 67729	67729	50.00		(116,119.82)
06/26/2018	CD	CHK	Check: Gen 67730	67730	290.00		(115,829.82)
06/30/2018	GJ	JE	610 N. Saginaw Emt	13048	2,009.00		(113,820.82)
06/30/2018			770-000-276.248	END BALANCE	6,988.52	2,000.00	(113,820.82)

CHECK DISBURSEMENT REPORT FOR VILLAGE OF HOLLY
 CHECK DATE FROM 06/01/2018 - 06/30/2018

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 D D A Fund							
Department: 691 REDEVELOPMENT							
06/06/2018	Gen	67625	CONSUMERS ENERGY --	10 00 00 2608 91	920.000	691	24.13
06/06/2018	Gen	67639	LINCOLN NATIONAL LIFE	Medical Insurance	714.000	691	51.88
				Life & Disability	715.000	691	53.90
				CHECK Gen 67639 TOTAL			105.78
06/26/2018	Gen	67720	BURDICK, KEVIN	Project Costs/Design	967.202	691	200.00
06/26/2018	Gen	67725	HOLLY AREA COMMUNITY COALITION	Business Expense	960.000	691	500.00
06/26/2018	Gen	67729	HUGHES, KATY	Contractural	818.000	691	50.00
06/26/2018	Gen	67730	KELLY-MILLER CIRCUS	Office Supplies	727.000	691	290.00
Total for department 691:							1,169.91
Total for fund 248 D D A Fund							1,169.91