

VILLAGE OF HOLLY
DOWNTOWN DEVELOPMENT AUTHORITY
Informational Meeting PA 57
Minutes of Monday, June 14th, 2021

The Village of Holly Downtown Development Authority meeting was called to order at 6:00 p.m. by
Chairman Richard Rossell via Zoom Meeting # 87150965158

Board Members Present

Dick Rossell
Bob Hoffman
Lisa Clark
Thomas McKenney
Cari Cucksey
Steven Sulfaro
John Winglemire
Gordon Dryer
Debi Harden

Board Members Absent

None

Others Present

Angela Lemon

Staff Present

Nick Klempp
Jerry Walker

Informational Meeting called to order at 6:00 pm by Chairman Rossell.

INFORMATIONAL SESSION:

Klempp: Explained that according to PA57 two informational meetings are to be held to talk about successes of the previous year and plans for the upcoming year. The next meeting will take place during the July Village Council meeting on July 13th.

This past year the big focus was helping our local businesses stay afloat during the extended shut down and with the help of Oakland County and funds from the DDA we were able to distribute \$20,000 in grants to help them with rent, payments and any other COVID type of needs, We were able to keep them a steady flow of PPE to them so that was one less expense they needed to worry about, With applying to Oakland County Restaurant relief program, we were able to help restaurants through two phases that consisted of getting them supplies to help run in a COVID friendly manner (with items like heaters, igloos, propane tanks, signs, and other items) and then phase two that consisted of a reimbursement for COVID expenses all that totaled 38,656 dollars for the relief program. We partnered with the Chamber for a Holly for the Holidays promotion and gave away local store gift certificates through a drawing of receipts turned in from shoppers through December. In February we started our #loveholly Loyalty Card to give away 20 \$20 gift certificates and our Shop, dine and stroll QR scan drawing where shoppers could enter to be one of 20 \$50 gift card winners for 10 weeks which all equaled out to over 10,000 that were given to be spent specifically in DDA stores. In April we started our First Fridays promotion where businesses in the downtown stay open until 8pm on the first Friday of the month and we host some kind of special event to take place and we also hosted a scaled down version of our Spring Ladies Weekend which brought in many people throughout the whole weekend. We continued to beautify our downtown with the plotted flowers and expanded it a little bit more this year. We also gave out three grants, two from last year that were façade grants and one to SEWN which was a new business startup grant. We, of course, continue to

push forward on our Save the Holly Depot campaign and have continued to have fundraising efforts as well as obtaining a grant recently for 40,000 which helped equal the two to one, 50,000-dollar match that the DDA said they would contribute. We have also moved forward in the many aspects of aligning items for the actual move of the depot. This coming year we will continue in this effort as well as many things in each of our committees-

Our **Design committee's** big focus, of course is the move and restoration of the Depot but we have some other great goals that include replanting and making all the downtown cement planters the same, continue our updating and beautification of Battle Alley social district and downtown, updating our business kiosks, helping to give Gangshaw park a little facelift and start a beautifying project throughout Saginaw street including continuing to add to our Christmas decorations, starting construction on new public restrooms in the downtown area, and other ways to promote historic preservation.

For our **Economic Vitality committee**, we want to continue to strengthen the DDA business district and continue to attract new businesses by working on a plan through the MEDC to help us become a Redevelopment Ready Community, continue to work with existing businesses and in coming businesses with grants that are available through Oakland County and other areas, become a Certified Local Government to help with technical assistance, sustainability and funding for Historic preservation. Create a recruitment and retaining plan and packet for businesses in our DDA district. Updating our website to include existing businesses as well as locations that are available to buy or rent to help the transition of new businesses coming into our area. Create a plan to help with grant funding possibilities to help our DDA district and continue to help promote, celebrate, and recognize our DDA businesses through social media as well as traditional media and through a partnership with the Chamber of Commerce

Our **Organizational committee** was probably the one that was affected the most out of the four so we are in need of revitalizing our volunteer force with a recruitment plan, continue to work with civic groups and other organizations in suppling volunteers and help to develop fundraising activities to help in supplying more funds to DDA projects. For **Promotions** we will continue to work on events like Ladies Weekend, First Fridays and Hollydays that encourage people to come downtown as well as with other organizations like the Community Coalition for Movie nights, work on a communication plan that will have our year planned out in advance so that everyone knows what is coming up and how to promote it, we will work with local media and social media to promote day trips to our area through things like the camping brochure, help in promoting the National Cemetery with our area, and using online guidebooks to send out to our surrounding areas of all that Holly has to offer. We would also like to update our website in order to be able to promote our town and businesses in an easier fashion and be a place people can go to get information while visiting or living in Holly.