

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING

Monday, February 12th, 2024

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.

- **CALL TO ORDER**
- **PLEDGE OF ALLEGIANCE**
- **ROLL CALL**
- **APPROVAL OF MINUTES**
 - Meeting of January 2024
- **AGENDA APPROVAL**
- **FINANCIAL REPORT**
 - January 1, 2024
 - January 31, 2024

Beginning Balance:	\$399,161.89
Ending Balance:	\$395,907.33
- **PUBLIC COMMENT** for items on the agenda
- **NEW BUSINESS**
 - Training budget
 - Oakland County TECH and In Your Town funds
 - DDA Consumer survey presentation and next steps
- **OLD BUSINESS**
- **REPORTS**
 - Committee Reports
 - Director Report
 - Village Manager Report
- **PUBLIC COMMENT**
- **BOARD COMMENTS**
- **ADJOURNMENT**

The next regularly scheduled meeting for the Holly
Downtown Development Authority will be:

Monday, March 11th, 2024, at 6:00 p.m.

VILLAGE OF HOLLY
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of Monday, January 8th, 2024

The Village of Holly Downtown Development Authority meeting was called to order at 6:00 p.m. by
Chair Robert Hoffman

Board Members Present

Robert Hoffman
Ryan Delaney
Cari Cucksey
Holly Herrick
Linda Stouffer
Tina Hembree

Board Members Absent

John Winglemire
Steven Sulfaro
Lisa Clark

Staff Present

Nick Klemp

Others Present

See attached sheet

Meeting called to order at 6:00 pm by Chair Hoffman.

Director Klemp called the role.

Winglemire, Sulfaro, Clark absent

Motion by Herrick to excuse Winglemire and Sulfaro. Stouffer supports. Motion carried by all ayes and no nays

APPROVAL OF THE MINUTES:

Motion by Cucksey and supported by Herrick.

Motion carried by a voice vote of all ayes.

AGENDA APPROVAL:

Motion by Stouffer to approve agenda Second by Cucksey. Motion carried by a voice vote of ayes and no nays.

FINANCIAL REPORT:

Stouffer: Wondered why the numbers jumped so much from one month to the next.

Klemp: Three things came into play this time, when see months back to back not all things go through by the time we get our reports but that usually results in a lower amount but along with that at the end of the year we received the reimbursement from the Village to help pay for our street project, we also received the distribution for real property tax that comes in at the end of the month and received reimbursement from Oakland County of 9,000 from our TECH funds and training funds. So, that is where all that comes into play- it all just kind of hit at the same

time and skewed it a little with the way it looked. With the distribution amount that is part of our budget and when we use the money through the year that gets used up so then we will be at about 200,000 in fund balance.

Hoffman: I had a question about Victory Contracting with 44,000 and 52,000 to finish and we got 20,000 back from the Village and FMC cutting. So, I know we voted on the 35,000 for the grates but did we ever vote on the other stuff? Just a general number first?

Klemp: Yes. The reason we voted on the grates last year was because it was at the end of last year and was a large amount we had not budgeted for, we had it left over in the budget in project costs and it was a project we wanted to do in increments but I said let's just do it all and get it done and so we did that at the end of the year with the intention of finishing the project this year. So, we voted on that because it was something we hadn't originally decided on. So, this year we budgeted the project under project costs which comes from our work plans. So, that budgeted money was in project costs for this year.

Hoffman: Why do we pay a small amount of money to Michigan Municipal League for workers comp?

Klemp: I believe that is just our portion that we pay to the Village for that, but I can find out for sure and let you know.

Hoffman: Great. If there is not other questions can I have a motion to accept the financial report?

Motion by Cucksey and second by Stouffer to approve financial reports. Motion carried by a vote of all ayes.

PUBLIC COMMENT ON AGENDA:

NONE

NEW BUSINESS:

1. Approval of new Vision statement for Main Street Holly

Klempp: You received in your packet the new vision statement that the Organization committee worked on. First accreditation I was a part of said they would like to see a new Vision statement, more comprehensive and includes different aspects of Main Street. We worked and build the Organization committee with people to do that and we should be proud of our new committee they have really stepped up their game with working on things that need to be done and have needed to be done. They worked on this for a couple of months after we did the consumer survey, to help with our Transformation plan Main street is asking us to do, and also worked with Oakland County on this and got their stamp of approval. Did a really nice job on it and I think represents all aspects of our organization. We are asking for a vote to adopt the new Vision statement.

Stouffer: Nick mentioned but I think you remember survey we sent out and got a pretty good response and we gleaned different things people felt were important and what Holly should be and what they thought the DDA should be about and we used those things to create this. Read for the audience: "Main Street Holly's vision for the North End, Midtown and Downtown, is to provide diverse options for dining, retail, arts and entertainment while capitalizing on the unique historic and quaint environment found in the Holly community.

Through strategic partnerships and collaborative efforts, Main Street Holly strives to build a town that reflects our aspirations and values by fostering a growing, and energetic district that serves as the heart of our community. We aim to create a place where people love to live, work, and play, and for residents and visitors to experience a welcoming environment that promotes and enriches a thriving district and contributes to the overall prosperity and well-being of the greater community. We aspire to transform our town into a pedestrian-friendly destination, characterized by beautiful streetscapes and inviting public spaces. Our vision includes preserving and enhancing the historical and architectural charm of our town, while embracing innovative and viable practices to shape a modern and resilient environment. Main Street Holly envisions a place where entrepreneurs and businesses thrive, benefiting from a supportive and robust local economy. We will actively encourage and support the establishment and growth of businesses and create a dynamic marketplace throughout the district. "

All said it was very good and really liked it.

Stouffer: We are asking for a vote to adopt the new Vision statement.

Motion by Cucksey second by Delaney.

Approved all ayes vote.

2. New Year Committee Meetings

Klempp: Wanted to give committee chairs a heads up to plan on meeting at least in February or March in order to go over our new work plans for the year so I can finish them up and maybe find out some prices for items to start to work on our new budget. We will then present

these at our informational meeting in May or June for board approval. Remember it is through our committees that we develop these work plans and then bring them to the board to approve for the year's budget at our informational meeting required by PA57. So, if you are a committee chair you can get with me or all the members of the committee to set up a time to discuss that. Also, be thinking about what accomplishments have happened through our committees this year as well.

3. Main Street holly Accreditation date

Klempp: Wanted to remind everyone about the February 15th meeting date for our National Accreditation meeting. It is an important time for us and we receive a lot of benefit from having this accreditation. A time of talking with the evaluator on things needing to work on and things we have accomplished. I have a time set up at 9:30 for business and building owners so you could come to that early or I have one specifically for board members and committee members later in the day if that works better.

OLD BUSINESS

NONE

COMMITTEE REPORTS:

Organization; Linda Stouffer: In addition to what we have already talked about the Organization also manages our volunteers and those that help with events and we are going to have a dinner for them at the coffee shop on January 20th to show them we appreciate all their help with volunteering.

Promotions; Cari Cucksey Promotions met with merchants to map out events for the year and going to meet again on the 15th at 5:30pm to do some detail planning.

DIRECTOR'S REPORT

Klempp: Wanted to just let the board know that with move of Village offices to their new building we will also now be able to have our meetings there in their council chambers as we are currently the only entity that still meets here because the school board meetings are on the same night. But with that move we will have a much nicer room, new and nicer AV/sound equipment for meetings, and not have to share the space with other entities that may move things around. It will be attached to my office so that will be nice for easier access for us and the public- we won't need to put canned food down to prop the door. The Police will appreciate the move as well as they are in need of a training room to have different departments come and use for training and be in our downtown and they want to split the room to have a little extra storage for themselves as well as the pantry. So, just wanted to share that.

VILLAGE MANAGER REPORT: None

PUBLIC COMMENT: None

BOARD COMMENTS:

Hoffman: Wanted to say Happy New Year and also just point out that with our Vision statement it got me thinking that our whole Country has become homogenized and looks the same and places like our downtown are important and people are crazing that. We have something good going here and an incredible asset here that will sell itself and especially with the help of everyone else.

Herrick: Will there be a time you can share the rest of the survey with us?

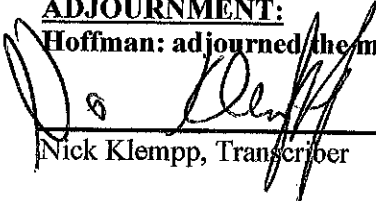
Stouffer: Sure, we can do that.

Klempp: Yes. We have it all pretty much tallied and it just needs to be put into a nice

presentation format which should be able to be done by the next meeting. We were just concentrating on the vision statement and then we will be using the information to work on our transformation strategy.

ADJOURNMENT:

Hoffman: adjourned the meeting at 6:25pm



Nick Klempp, Transcriber

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Date	JNL	Type	DESC	Reference #	AMT	ENC/BDGT	CHG	BALANCE	AVAILABLE
Fund 770 Public Funds									
01/01/2024			770-000-214.248 DDA Fund		BEG. BALANCE			(399,161.89)	
01/04/2024	CD	CHK	Check: Gen 79130	79130	(375.00)			398,786.89	
01/10/2024	CD	CHK	Check: Gen 79157	79157	(750.00)			398,036.89	
01/10/2024	CD	CHK	Check: Gen 79161	79161	(50.00)			397,986.89	
01/10/2024	CD	CHK	Check: Gen 79162	79162	(512.00)			397,474.89	
01/10/2024	CD	CHK	Check: Gen 79168	79168	(300.00)			397,174.89	
01/17/2024	CD	CHK	Check: Gen 79194	79194	(1.60)			397,173.29	
01/22/2024	CR	RCPT	DDA Fund		148.39			397,321.68	
01/24/2024	CD	CHK	Check: Gen 79210	79210	(622.69)			396,698.99	
01/24/2024	CD	CHK	Check: Gen 79223	79223	(550.67)			396,148.32	
01/24/2024	CD	CHK	Check: Gen 79230	79230	(65.00)			396,083.32	
01/31/2024	CD	CHK	Check: Gen 79254	79254	(175.99)			395,907.33	
01/31/2024			770-000-214.248 DDA Fund		END BALANCE			(395,907.33)	

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CHECK DISBURSEMENT REPORT FOR VILLAGE OF HOLLY
CHECK DATE FROM 01/01/2024 - 01/31/2024

Check Date	Bank	Check #	Invoice	Payee	Description	Account	Dept	Amount
Fund: 248 D D A Fund								
Department: 000								
01/24/2024	Gen	79210#	KLEMP 01/28/24	CARDMEMBER SERVICE	12/25 4021 AMAZON DIGIT	681.000	000	148.39
					Total for department 000:			148.39
Department: 691 REDEVELOPMENT								
01/04/2024	Gen	79130	01/04/2024	NATIONAL MAIN STREET CENTER	Memberships	811.000	691	375.00
01/10/2024	Gen	79157	48-018	KEATON PUBLICATIONS GROUP	Printing/Publications Econom	900.004	691	750.00
01/10/2024	Gen	79161	01/24	NICK KLEMP	Communications	850.000	691	50.00
01/10/2024	Gen	79162	01-08.24	NIGHT GLOW GRAPHICS	Project Costs/Organization	967.101	691	512.00
01/10/2024	Gen	79168	1/8/24	REBECCA SEMAN	Contractural	818.000	691	300.00
01/17/2024	Gen	79194	12-31-23	MICHIGAN MUNICIPAL LEAGUE	Unemployment Comp	717.000	691	1.60
01/24/2024 Gen 79210# KLEMP 01/28/24 CARDMEMBER SERVICE 12/22 0362 AMZN MKTP 727.000 691 37.09								
						12/23 2418 CLOUD COVER MUSIC	691	203.40
						01/01 3182 MEMBERSHIPWARE.COM	691	29.00
						12/01 3374 MEMBERSHIPWARE.COM	691	29.00
						12/04 3209 WAL-MART	691	138.86
						12/31 7043 FACEBK	691	36.95
						CHECK Gen 79210 TOTAL FOR FUN		474.30
01/24/2024	Gen	79223	1/20/24	JACK'S ROADSIDE BBQ	Project Costs/Organization	967.101	691	550.67
01/24/2024	Gen	79230	1/23/24	NICHOLAS KLEMP, DDA DIRECTOR	Business Expense	960.000	691	65.00
01/31/2024	Gen	79254	201186358630	CONSUMERS ENERGY --	Utilities	920.000	691	175.99
						Total for department 691:		3,254.56
						Total for fund 248 D D A Fund		3,402.95

'#'-INDICATES CHECK DISTRIBUTED TO MORE THAN ONE DEPARTMENT

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REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF HOLLY
PERIOD ENDING 01/31/2024

GL NUMBER	DESCRIPTION	2023-24 ORIGINAL BUDGET	YTD BALANCE 01/31/2024 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 01/31/2024 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)
Fund 248 - D D A Fund					
Expenditures					
248-691-731.001	Vehicle Fuel	0.00	0.00	0.00	0.00
248-691-782.000	Operating Supplies	100.00	75.46	0.00	24.54
248-691-803.000	Audit Services	8,200.00	8,598.88	0.00	(398.88)
248-691-810.000	Training	2,200.00	1,370.00	0.00	830.00
248-691-811.000	Memberships	750.00	890.00	0.00	(140.00)
248-691-818.000	Contractual	2,300.00	997.40	561.40	1,302.60
248-691-818.002	Dist Expansion	0.00	0.00	0.00	0.00
248-691-824.000	Legal Fees	0.00	0.00	0.00	0.00
248-691-825.000	Personnel Costs	0.00	0.00	0.00	0.00
248-691-850.000	Insurance	255.00	101.98	0.00	153.02
248-691-860.000	Communications	600.00	300.00	0.00	300.00
248-691-900.000	Travel	200.00	0.00	0.00	200.00
248-691-900.001	Printing/Publications	2,000.00	1,158.92	0.00	841.08
248-691-900.002	Printing/Publication Organiza	0.00	0.00	0.00	0.00
248-691-900.003	Printing/Publication/Design	0.00	0.00	0.00	0.00
248-691-900.004	Printing/Publication/Promotio	1,500.00	1,500.00	0.00	0.00
248-691-905.000	Printing/Publications Economt	1,100.00	750.00	0.00	350.00
248-691-920.000	Debt Pymt	0.00	0.00	0.00	0.00
248-691-932.000	Utilities	800.00	785.24	175.99	14.76
248-691-947.001	Labor Charges	0.00	0.00	0.00	0.00
248-691-947.002	DPW/Equip/Veh Chrgs/organizat	0.00	0.00	0.00	0.00
248-691-947.002	DPW/Equip/Veh. Chrgs/Design	0.00	0.00	0.00	0.00
248-691-955.000	Administration Fees & Charges	8,200.00	0.00	0.00	8,200.00
248-691-960.000	Business Expense	1,000.00	266.28	65.00	733.72
248-691-962.000	Equipment & Vehicle Charges	0.00	0.00	0.00	0.00
248-691-963.000	Contingency	0.00	0.00	0.00	0.00
248-691-964.000	Tax Adjustments Prior Years	0.00	0.00	0.00	0.00
248-691-967.000	Project Costs	126,000.00	0.00	0.00	0.00
248-691-967.002	Dickens Festival	500.00	108,386.95	0.00	17,613.05
248-691-967.004	Holly Days	2,750.00	500.00	0.00	0.00
248-691-967.037	Saginaw Streetscape	0.00	1,500.00	0.00	1,250.00
248-691-967.101	Project Costs/Organization	0.00	0.00	0.00	0.00
248-691-967.202	Project Costs/Design	1,500.00	2,081.75	1,062.67	(581.75)
248-691-967.303	Project Costs/Promotion	19,000.00	28,769.04	0.00	(9,769.04)
248-691-967.404	PROJECT COSTS-BUSN DEVELOP	4,000.00	1,145.04	175.81	2,854.96
248-691-967.505	Facade Grant	0.00	0.00	0.00	0.00
248-691-967.606	Ladies Night Out	0.00	0.00	0.00	0.00
248-691-967.700	Depot Donations	7,000.00	1,736.26	0.00	5,263.74
248-691-967.707	FARMERS MARKET	0.00	0.00	0.00	0.00
248-691-980.000	Office Equipment and Fixtures	0.00	0.00	0.00	0.00
248-691-993.000	Interest Expense	0.00	0.00	0.00	0.00
248-691-999.999	MISC REVENUE/EXPENSE	0.00	0.00	0.00	0.00
Total Dept 691 - REDEVELOPMENT		242,555.00	185,417.77	3,254.56	57,137.23
Dept 905 - DEBT SERVICE					
248-905-991.000	Principal	0.00	0.00	0.00	0.00
248-905-993.000	Interest Expense	0.00	0.00	0.00	0.00
Total Dept 905 - DEBT SERVICE		0.00	0.00	0.00	0.00

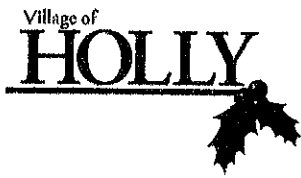
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REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF HOLLY

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PERIOD ENDING 01/31/2024

GL NUMBER	DESCRIPTION	2023-24 ORIGINAL BUDGET	YTD BALANCE 01/31/2024 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 01/31/2024 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)
Fund 248 - D D A Fund					
Expenditures					
TOTAL EXPENDITURES		242,555.00	185,417.77	3,254.56	57,137.23
Fund 248 - D D A Fund:					
TOTAL REVENUES		243,050.00	249,644.60	0.00	(6,594.60)
TOTAL EXPENDITURES		242,555.00	185,417.77	3,254.56	57,137.23
NET OF REVENUES & EXPENDITURES		495.00	64,226.83	(3,254.56)	(63,731.83),2,



DDA Board Action Request

TO: Bob Hoffman, DDA Chair
DDA Board Members

FROM: Nick Klemp, DDA Director

DATE: February 12, 2024

SUBJECT: Additional Budget for Training line

Background

Similar to the Design budget, the training budget has gone over the budgeted amount only because while the trainings were paid for, we were reimbursed \$1,500 from Oakland County for the trainings but that does not show up back in the budget, just in the general fund. It is a requirement of Oakland County Main Street to attend the National Conference which equals around \$1525. \$500 of that cost will also be brought back to us in a grant as well. Which will bring our spending under training to about a positive \$1100.

Recommendation

Staff recommends that the board pass the increase in the Training line budget to cover the cost of the director going to the National Conference.



DDA Board Action Request

TO: Bob Hoffman, DDA Chair
DDA Board Members

FROM: Nick Klempp, DDA Director

DATE: February 12, 2024

SUBJECT: TECH Funds and In Your Town Training Dollars

Background

Each year we receive around \$7,000 in TECH funds from Oakland County Main Street and \$1,500 in Training dollars. This year I would like to propose two options for the TECH dollars, depending on what works out; 1) I would like to apply for the SEMCOG grant called TAP grant for 50,000 to implement some safety and beautification that the Design team has had on their wish list i.e. a smart crossing walk on Airport and upgrades to cross walks and beautification on the Grange Hall corners. It requires a 20% match so I would like to use this money as leverage for the grant. If that grant does not go through this year, I would like to have an alternate use for the money in our streetlight and garbage can refurb this year.

For the In Your Town dollars, I would like to use that money to do a series of virtual trainings for the DDA businesses on topics that a survey relays is most important to the whole of the group.

Recommendation

Staff recommends that the board pass the recommended use of the TECH and In Your Town dollars from Oakland County Main Street.

Nick Klempp DDA Director Report

In January we worked a lot on catching up on items to prepare for the new year. In promotions we worked on the year calendar of events to get our postcard out to the businesses and our social media presence. We have been updating our website to reflect events, businesses and other Holly amenities in a better light to promote tourism and have started doing monthly long social media campaigns to promote Holly as well as working with MSOC on the visit Oakland County and Oakland County Market Place sites. In economic vitality we kicked off our Holly DDA façade grant to our local businesses and met with new businesses to help them feel welcome and participated in several ribbon cuttings with the Chamber as well as helped several businesses with grant writing. In Organization we had a very nice volunteer appreciation dinner for our Main Street volunteers. We also applied for and received a 50,000 placemaking grant to help with getting new trees and amenities in Ganshaw Park and in our downtown area as well as fixing some sidewalks. Started going through documents and getting ready for the move as well as starting work on our next year workplans.