



## DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING Monday, June 12th, 2023

The Downtown Development Authority (DDA) meeting is normally scheduled for the 2<sup>nd</sup> 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 May 12th, 2023
- AGENDA APPROVAL
- FINANCIAL REPORT
  - May 1, 2023

Beginning Balance:

\$375,926.82

May 31, 2023

**Ending Balance:** 

\$365,603.95

- NEW BUSINESS
  - End of year project costs use on Tree Grates
  - DDA Informational Meeting PA 57
- 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, July 10th, 2023, at 6:00 p.m.

## VILLAGE OF HOLLY DOWNTOWN DEVELOPMENT AUTHORITY Minutes of Monday, May 8th, 2023

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

**Board Members Present** 

Bob Hoffman Cari Cucksey John Winglemire Linda Stouffer Steven Sulfaro

Lisa Clark Holly Herrick Ryan Delaney Tina Humbree **Board Members Absent** 

Staff Present Nick Klempp Jerry Walker Others Present

Kristin Watt Ryan Matson Anna Matson Hilary Alger Marlo Davidson

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

Director Klempp called the role. All Present

## APPROVAL OF THE MINUTES:

Motion by Clark and supported by Herrick. Motion carried by a voice vote of all ayes.

## AGENDA APPROVAL:

Motion by Herrick to approve agenda Supported by Cucksey. Motion carried by a voice vote of ayes and no nays,

## **FINANCIAL REPORT:**

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

### **NEW BUSINESS:**

## #1 Yearly Informational meeting June 12th

Klempp: I am going to schedule our yearly informational meeting that is required according to PA57. I will send out the information to all the committee chairs to present at the board meeting. After I send them out let me know if you have any questions concorning what to present.

#2 This is just informational. This is the new ethics ordinance that the Village Council recently

adopted for all boards and commissions. I have given it to you so that you can familiarize yourself with the document.

### **OLD BUSINESS:**

### #1 Train Depot Update

Mr. Walker and I met with Lake State Rail about the lines that are prohibiting us from moving the Depot. If you remember they agreed to do that but gave us a large invoice for the work. Mr. Walker and I met, and they agreed to lower the cost significantly and to also donate the time of the flagmen to do work around the depot as well as work with us on a dinner train fundraiser in the fall. That was all in person and so we are now waiting for their timeline and a paper invoice so that we can continue the move of the depot. We let them know that we wanted to move the depot this summer or early fall and they seemed to think that was possible.

## **COMMITTEE REPORTS:**

Sulfaro: Design committee met and talked about upcoming plans including expanding Christmas lights, adding lights on Broad Street, and by Winglemires, flowers are coming, landscaping in Ganshaw Park and meeting to do some formalize planning and doing some things to tie the north end in and a ground display at Holly Plaza

Cucksey: Promotions had Ladies Night out and was successful and we will be meeting again to talk about Arts in the Alley in June.

### **DIRECTOR'S REPORT**

Klempp: The report is in the packet but wanted to take the time to welcome Tina to the board and look forward to working with her.

## VILLAGE MANAGER REPORT:

Have road project to get done- south broad street have bids and waiting for a date to do a mil and fill to last 7-10 years. Staff made applications for sewer repairs in the amount of 11million dollars. Made grant and loan applications to the State of Michigan to find out the amount. Hoping to get a large portion of grant and then we will be holding a public hearing to move on to water line repairs. The good part of sewer and water repairs we will also get road repairs and have about 15 million in repairs in total. Met with Senator Lisa McClain to find out about some Federal dollars and get in line for some help. Also looking to do some significant road and sidewalk construction in the next couple of years.

Hoffman: Do we have a lead issue in our supply lines for water?

Walker: We do not. We had one in the Village, and we are working to get that taken care of.

### **PUBLIC COMMENT:**

Hilary Alger: Like to welcome Tina. I Help with Organization committee and sometimes Promotions and we are working on our Vision statement and looking at new things to work on and with that we will need more money and I have some idea of doing more fundraisers and I would like to help Linda do more to help generate more money for the DDA to help accomplish things we want to do.

Kristin Watt: I am here to welcome Tina but mostly to talk about The Pride event. This is the third year and want to thank Vince and Cari for their kindness in using their building but this year it has grown that we are going to have it in Lakeside Park and many businesses have stepped up to help. I would like to invite you to come and join us. And we are excited to have Andy's food truck there as well as Battle Alley Coffee,

Anna Matson: It states in Village Law Act section seven two it says that anyone defaulted to the Village is not eligible to for any office in the Village. When Ms. Hembree was appointed to the DDA she was in default to the Village of Holly and had a shut off for four months in a row. This makes her ineligible for any office. After word got around that I was looking into this she paid the bill. From what I read this is not acceptable because she was not qualified to be appointed in the first place. This is my formal request to ask the Village to seek legal counsel concerning this. This is also in our ethics policy that everyone swore to uphold. It says that Council and Commission members avoid any action that might results in or create that appearance of affecting adversely the confidence of the public and the integrity of the Village of Holly. How do all of your personal finances affect the Village? If you cannot manage your own personal finances, then how can I trust you to do that with the Village. This is also my official complaint of an ethics violation. Also, our Village President broke the same ethics policy where it says all Village officials shall safeguard public competence by being honest fair and respectful of all persons and property with whom they have contact. Village President did not do that at the last DDA meeting in two cases- with following the guidelines in appointing someone to DDA.

Also, during my public comment I said the Village President will not always be the one seated on the DDA and he interrupted my comments to disagree but in fact any council member can sit on the DDA. Mr. Delaney's appointment was also a conflict of interest because he gave Ms. Hembree an interview when there were others he did not. He also said he only knew of one other candidate pretty late, that is not true. I know because I turned in an application back in September that my husband reminded him of in February as well as Ms. Brandon. There was also another candidate that applied weeks in advance of the appointment. Consider this my formal complaint for an ethics violation for Mr. Delaney. Î have kept quiet on many things because I wanted to be a part of this board, but I know this sealed my fate because anyone who appears to oppose the Village President are silenced, looked down upon and not taken seriously and not appointed to any position. But in doing this I know I am serving by keeping government transparent and accountable. This is not a retaliation for not being on this board but because I think some in our government should stop being self-serving.

## **BOARD COMMENTS:**

Hoffman: This Thursday Oakland County is presenting Ms. Marlo Davidson the outstanding senior citizen of the year. Congratulations. I look forward to being there and participating in the proclamation we created and thank you for all you do.

### **ADJOURNMENT:**

Motion by Hoffman to adjourn the meeting at 6:20pm

Nick Klempp, Transcriber

Date

Type

DESC

GL ACTIVITY REPORT FOR VILLAGE OF HOLLY FROM 770-000-214.248 TO 770-000-214.248 TRANSACTIONS FROM 05/01/2023 TO 05/31/2023 Reference #

ENC/BDGT CHG

BALANCE

**AVAILABLE** 

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# REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF HOLLY

Page: 1/3

## PERIOD ENDING 05/31/2023

Dept 691 - PEDEVE 248-691-702.000 248-691-713.000 248-691-715.000 248-691-715.000 248-691-715.000 248-691-715.000 248-691-727.000 248-691-729.	Total Dept 000	Expenditures Dept 000 248-000-967.050	TOTAL REVENUES	Total Dept 000		GL NUMBER
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06/01/2023 11:42 AM User: DBIGGER DB: Holly

GL NUMBER

DESCRIPTION

# REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF HOLLY

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## PERIOD ENDING 05/31/2023

2022-23 ORIGINAL BUDGET

YTD BALANCE 05/31/2023 NORMAL (ABNORMAL)

ACTIVITY FOR MONTH 05/31/2023 INCREASE (DECREASE)

AVAILABLE BALANCE NORMAL (ABNORMAL)

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# REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF HOLLY

Page:

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## PERIOD ENDING 05/31/2023

NET OF REVENUES & EXPENDITURES	Fund 248 - D D A Fund: TOTAL REVENUES TOTAL EXPENDITURES	TOTAL EXPENDITURES	Fund 248 - D D A Fund Expenditures	GI NUMBER DESCRIPTION
894.00	158,974.00 158,080.00	158,080.00		ORIGINAL BUDGET
154,698.03	238,192.87 83,494.84	83,494.84		normal (abnormal)
(10,272.87)	(1,883.98) 8,388.89	8,388.89		MONTH 05/31/2023 INCREASE (DECREASE)
(153,804.03).7,:	(79,218.87) 74,585.16	74,585.16		AVAILABLE BALANCE NORMAL (ABNORMAL)

06/01/2023 11:40 AM User: DBIGGER DB: Holly

CHECK DISBURSEMENT REPORT FOR VILLAGE OF HOLLY CHECK DATE FROM 05/01/2023 - 05/31/2023

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113,11			UN	CHECK Gen 77983 TOTAL FOR FUN				
95.73 17.38	169 169	825.000 825.000	Insurance	MMRMA	M0001684 05/23 R0001684 05/23	77983	Gen	05/31/2023
1,562.50	691	967.303	Project Costs/Promotion	MEMBER MARKETPLACE, INC.	2781	77980	Gen	05/31/2023
66.67	7 69 1	920.000	Utilities	CONSUMERS ENERGY	205457451176	77866	€en	05/31/2023
4,240.00	691	967.202	Project Costs/Design	THE BIG GREEN	년 (시 (기	77947	Gen	05/24/2023
275.00	7 60 60	810.000	Training	NATIONAL MAIN STREET CENTER	MS-6193	77939	Gen	05/24/2023
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20.00	169	967.303	04/28 9649 MARTA'S LOFT		KLEMPP 5 17 23			
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Amount	Dept	Account	Description	Рауее	Invoice	Check #	Bank	Check Date

06/01/2023 11:40 AM User: DBIGGER DB: Holly

Check Date

Bank Check #

Department: 691 REDEVELOPMENT

Fund: 248 D D A Fund

Invoice

CHECK DATE FROM 05/01/2023 - 05/31/2023

Description

Payee

Account 3ďag

Amount

Page 2/2

Total for department 691: Total for fund 248 D D A Fund

8,438.89 11,412.87

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May 2023 Directors report

This month we coordinated and held Ladies night out, had a meeting and worked w MI Works Holly schools and businesses for an internship opportunity.

Continued to work on the Webiste to bring more into a tourism website

Did classes for Career Day at Holly Middle school

Set up informational meeting and worked on 501c3 updates

Worked on depot project/had depot meetings

Worked w DPW on welcome signs, outdoor shades, holiday decorations, wayfinding signs, putting in new trees as well as grates in downtown- moving north tree plan

Worked on surveys and vision work and social district plan and getting more on board/open mic

Helped Battle Alley coffee with a grant that we received to help pay for a small sound system for Battle Alley events like Open Mic night

Worked with business on a Technology grant through the State

Worked with Chamber on a joint ad with upcoming events and coming to Holly

Started work on large grants for both Andy's and the Depot



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EJ USA, Inc. PO Box 644673 Plitsburgh, PA 15264-4873 800 626 4653

## Invoice 110230019278

Invoice Date Due Date Order No. Customer No. 03/29/23 04/28/23 0001616209 20000615

Customer PO Job Name Job Number NICK KLEMPP

Ship To:

**S**2

Bill To:

Village of Holly DPW Attn Accounts Payable 201 Elm Street

Holly MI 48442

Village of Holly DPW

Village of Holly DPV 201 Elm Street Holly MI 48442

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\*\*\*Electronic payment fraud is on the rise. If EJ makes a banking change in the future it will be verbally communicated in advance. Please contact EJ immediately if you receive ANY notification of electronic payment changes.\*\*\*

Please include the invoice number on all payment remittance information.

For electronic payments, please send all remittance information to: americas.ar@ejco.com.

Ordered By: Village of Holly DPW Attn Accounts Payable 201 Elm Street Holly MI 48442 Payment Terms Delivery Terms Delivery Date Delivery Ticket Delivery Method Net 30 Days Ex-Works 03/29/23 3710708 EJ Truck

Order Total \$1,615,44
Tex
Charges

Thank you for your business. We are driven to deliver unparalleled customer service.

Pay this amount: **\$1.615.44 USD** 

A monthly finance charge will be added to any unpaid balance which is not paid when due. The finance charges are computed by a periodic rate of 1.6% per month (from and after the due date), which is an annual percentage rate of 18% applied to the unpaid balances after deducting payments made before the due dates and or credits. Payments received on account are applied against the amounts first due.

We hereby certify that these goods were produced in compliance with all applicable requirements of Sec. 6, 7, & 12 of the Fair Labor Standards Act, as amended, and of regulations and orders of the United States Department of Labor issued under Sec. 14 thereof.

thereof.

Custont Terms and Conditions are available at ejco.com

Please Remit To: ACH Payment PNC Bank Routing Number: 021052053 Account Number: 45487629 americas.ar@ejco.com

Check Payment EJ USA, Inc. PO Box 644873 Pittsburgh, PA 15264-4873



EJ USA, Inc. PO Box 644873 Piltsburgh, PA 15264-4873 800 826 4653

## Invoice 110230019279

Invoice Date Due Date Order No. Customer No. 03/29/23 04/28/23 0001616209 20000615

Customer PO Job Name

NICK KLEMPP

Job Number

**S**2

Bill To:

Ship To:

Village of Holly DPW Attn Accounts Payable 201 Elm Street Holly MI 48442

Village of Holly DPW 201 Elm Street Holly MI 48442

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\*\*\*Electronic payment fraud is on the rise. If EJ makes a banking change in the future it will be verbally communicated in advance. Please contact EJ immediately if you receive ANY notification of electronic payment changes.\*\*\*

Please include the invoice number on all payment remittance information.

For electronic payments, please send all remittance information to: americas.ar@ejco.com.

Ordered By: Village of Holly DPW Atin Accounts Payable 201 Elm Street Holly MI 48442

Payment Terms Delivery Terms Delivery Date Delivery Ticket

Delivery Method

Net 30 Days Ex-Works 03/29/23 3710709 EJ Truck

Order Total \$698,65 Tax Charges

Thank you for your business. We are driven to deliver unparalleled customer service.

Pay this amount: \$698.65 USD

A monthly finance charge will be added to any unpetd balance which is not paid when due. The finance charges are computed by a periodic rate of 1,6% per month (from and after the due date), which is an annual percentage rate of 15% applied to the unpetd balances after deducting payments made before the due date and or cradits. Payments received on account are applied against the emounts first due.

We hereby certify that these goods were produced in compliance with all applicable requirements of Sec. 6, 7, & 12 of the Fair Labor Standards Acf, as amended, and of regulations and orders of the United States Department of Labor Issued under Sec. 14 thereof.

Please Remit To: **ACH Payment** PNC Bank Routing Number: 021052053 Account Number: 45487629 americas.ar@ejco.com

**Check Payment** EJ USA, Inc. PO Box 644873 Pittsburgh, PA 15264-4873

Current Terms and Conditions are available at ejco.com

Priority Goal/Objective: Draw people to all parts of Holly

Project: Wayfinding sign

Measure of success: signs in place, making difference

Event Date/Completion Date:ongoing

Person Responsible: Nick

Project Team Members: Nick, Dr. Sulfaro

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Do assesment of wayfinding signs	Design	April	0	
Apply for TECH funds to help	Design	April		
Find where to purchase wayfinding	Nick	Мау		
Make plan of what want on and where	Design	May	0	
Purchase using any remaining TECH	Nick			
Have DPW put up				
Any not accomplished put on next year	Committee			
Apply for TECH funds to help again				

Committee Work Plan Year: 2023 24

Priority Goal/Objective: Update Public look and access

Project: Have new restrooms

Measure of success: restrooms installed

Person Responsible: Nick

Project Team Members: Jerry, Nick, DPW

Phone/email:

Event Date/Completion Date: Spring 2

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Work with DPW for new site plan	<del>-</del> 31			
Design look of building	Design team/Winter 23	Winter 23		
Look into Crapo restroom	Design team/jerry/Nick/	jerry/Nick/Briar	lan	
Look into grant for restroom	Nick			
Start process needed to build	Jerry/Nick/Br Spring 2023	Spring 2023		
Have building completed	DPW	Spring 2023		

## Design Committee Work Plan Year: 2023 24

Priority Goal/Objective: Beautify downtown

Project: Flower pots downtown

Event Date/Completion Date: May 23 ongoing

Measure of success: plants downtown

Person Responsible: Nick

Project Team Members: Nick DPW

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Contact Halls about flower pots for summer Sulfaro/Nick March	Sulfaro/Nick	March	38	
Contact Hall about flowers for clock corner	Sulfaro/Nick   April	April	200	
Have DPW take pots to Halls	Brian/Nick	April		
When ready DPW pick up and place	Brian	May		
Have Fall decorations bought/placed	Nick/volunted	22-0ct	400	
Add more north of Maple				

## Design Committee Work Plan Year: 2023 24

Priority Goal/Objective:

Project: Update parking study

Measure of success: have a parking plan

Event Date/Completion Date:

Person Responsible: Nick

Phone/email:

Project Team Members: Nick, Jerry, Chief, Oakalnd County

Tasks	Responsibility	Timetable	Cost	Volunteer Hours	Volunteer Hours   Completion/comments
Look at old studies and what can be us Nick/Chief/Jerry Winter 22	Nick/Chief/Jerry	Winter 22			Used some
See what feasible opportunities	Nick/Jerry/Chie Winter 22	Winter 22			Chief had a plan
Work out plan for completion	Chief/Jerry	Spring 23			
Get names of landlords in downtown Nick		Fall 23			Done
Send out plan to land owners	Chief/Jerry	Spring 23			
send out letter to business owners	Chief/Nick	Spring 23			
Take to Council	Chief				
Enforce	Police	Summer			

Design Committee Work Plan Year: 2023 24

Priority Goal/Objective: Beautify downtown

Project: Light pole lights

Measure of success: new lights

Event Date/Completion Date: ongoing

Person Responsible: Nick

Project Team Members: Nick, DPW

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Find out type of lights to put downtown	Nick/Brian			
Purchase	Nick		250	
Put up new lights	DPW/Nick	summer 23 o	0	

## Design Committee Work Plan Year: 2023 24

Priority Goal/Objective: Beautify Parks midtown area

Project: Spruce up Ganshaw park/project pride Measure of success: Added flowers in Ganshaw

Person Responsible: Nick and Dr. Sulfaro

Project Team Members: DPW, volunteers

Event Date/Completion Date: Summer 22

New Gazebo Nick/Sulfaro future	Public restrooms Research Nick/Jerry future	Move sign/spruce up sign area? Nick/Sulfaro/Brian Spring 23	Research New Trees Nick/Parks/Brian Fall 23	research boardwalk Nick/Parks/SulfardSummer 23	Plant flowers at Gangshaw Volunteers Spring 22 0 more	Some done	Get donated flowers Sulfaro/Robertta Spring 22 O Shrs Sulfaro	did/more f	Robertta	Update grounds at Gangshaw DPW/Volunteers Spring 22 0 DPW did	Work with Parks/DPW and plan Sulfaro/ Nick/Park Spring 22 0 5hrs Done	Contact person for plan Dr. Sulfaro Spring 21 0 Done	implementation interest cost volunteer floats completion/cu
			1		ore	Some done/need	ulfaro	did/more from	obertta	PW did	one	one (	completion/continents

## Design Committee Work Plan Year: 2022 23

Priority Goal/Objective: Decorate Mid town and North Saginaw

**Project: More Christmas Decorations** 

**Event Date/Completion Date:** 

Phone/email:

Measure of success:

Person Responsible: Nick/Sulfaro/ Brian

Project Team Members:

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Pick out decorations wanted	Design team   Mai	March	700 each	
Meet Brian about what can be used	Nick/Sulfaro	March		
Look into banner for over road	Dr. Sulfaro	Next year		
Pick out poles that can be used	Nick/Brian/CdApril	April		
Contact Consumers for new plugs	Nick		250 ea./1000	J
Add decorations Winglemires/coleman/Andys/ Design/decord May	Design/decora		\$700	
Put last year's up	St. Nick lighting		5000	
Add to large tree in park	Nick lighting		700	

## Design Committee Work Plan Year: 2023 24

Priority Goal/Objective: Provide branding and general info to visitors

Project: Kiosk updates

Measure of success: New Kiosks and keep updated

Person Responsible: Nick and Design Comm.

Project Team Members:

Phone/email:

Event Date/Completion Date: Summer

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Redo old kiosk	DPW	Winter 23	80	
Select new design	Calypso/Committee	Winter 23	100	
Get updates for all business downtown	Nick	ongoing	0	
Create QR code that takes it to website	Nick/Rebecca/Cari	Winter 23	0	20
Create membership ware map	Nick	Summer 22	0	
Review proposal	Design com	Spring 22	0	
Submit to vendor	Nick	Winter 22	200	
Sign placement	Nick/Brian	Spring 23	0	

## Design Committee Work Plan Year: 2023/24

Priority Goal/Objective: Beautify Saginaw st.

Project: redo downtown and Plant Trees along N. Saginaw and district

**Event Date/Completion Dat** 

Measure of success: Consistant flow of trees in mid/ downtown area

Person Responsible: Nick and Dr. Sulfaro

Project Team Members:

Start in area by Lanco North of Maple	Water new trees	Plant new trees	Take out old trees	Order grates and schedule nursery	Prioritize places- Model Train front	Price out installation w/ grates for downtown	Price out new grates and nursery	Price out tree costs	Work w/ DPW pick area want to start move north	Tasks
	Weekend DPW pe Spring 23	nursery	DPW	Nick	Committee	Nick	Nick	Nick	Design/Nick/Brian Summer 22	Responsibility
Summer 23	Spring 23	Spring 23	Spring 23		Spring 23			Summer 22 \$300 each	Summer 22	Timetable
	0	0	0		0	2500	5000	\$300 each		Cost

Priority Goal/Objective: Connect to Historic past

Project: Historic Plaques on downtown buildings

Measure of success: Plaques in place

Person Responsible: Nick Project Team Members:

Phone/email:

**Event Date/Completior** 

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Look into places that make them	Nick	Winter 2022		
Pick a design/style	Committee	Winter 23		
Apply for TECH grants	Nick	Winter 23	0	
Price out the cost to compare	Committee	Winter 23		
Talk with building owners where want	Nick	Spring 23		
Talk with Historic Society for history	Linda/Nick	Spring 2023		
Work with DPW or company to put up	Nick/Brian	Summer 22		

## Design Committee Work Plan Year: 2023

Priority Goal/Objective: Create Destination Place

Project: Move and Restore Depot

Measure of success: Depot moved and usable

Person Responsible: Nick and Jerry

Project Team Members: Depot Committee members

Event Date/Completion Date: Spring 23

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Write Grants	Nick	Continual	0	
Fundraising training	Depot committee	Fall of 20	Tech dollars	
Fund raise and solicit donations	Depot committee	Continual	0	
Phase 1 Presite work	Depot team Spring 22	Spring 22	60,500	
Phase 2 Move building	Depot team	Spring 23	650,000	
Phase 3 Restore Depot work	Depot team	Spring 23	505,000	505,000 looking up gra
Landscape work grants	Nick	Spring 23	440,400	
Phase 4 Landscape around depot	Depot team	Fall 23	440,400	

## Design Committee Work Plan Year: 2023 24

Priority Goal/Objective: Make Holly a destination place

Project: Add more to Battle Alley

Measure of success: Nice place to Bring people to the Alley

Spring 23

Person Responsible: Nick and Dr. Sulfaro

Project Team Members: Design team

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Brainstorm ideas for Battle Alley	Design/Walke March	March		
Price out items	Nick/Design	Apr-23	20,000	
Prioritize items	Design/Walke	22-Apr		
Look for grant opportunites	Nick/Organiza March	March		
Purchase and place	Nick/DPW		:	
update items already have	Nick		1300 for ite	1300 for items updated
Add security cameras (TECH FUNDS?)	Nick/Chief/Vi Spring 23			
				-
	,			

# Promotion Committee Work Plan Year: 2023 24

Priority Goal/Objective: Promote Holly/Ease of information

Project: Website redesign/Oakland site/Pure Michigan Measure of success: Website used as promotion tool

Person Responsible: Nick

Project Team Members: Cari, Rebecca, Holly, Karen

## Event Date/Completion

1	*			
IdSKS	Responsibility	Timetable	Cost	Volunteer Hours
Look through website for changes needed	Nick and subcommittee	Winter		
Create schematic for new site parts	Nick/committee	Fall	0	10
Contract with person to make changes	Nick/Membership ware	Summer		
Keep up to date	Nick	on going		
Promote through various ways	Promo team	on going		
Update Oakalnd County site	Nick/Tim	Winter		
Find out ways to use as promotion		on going		
Keep site up to date	Nick	ongoing		

# Promotion Committee Work Plan Year: 2023 24

Priority Goal/Objective: Promote Holly outside of Holly

Project: Big radius Promotion of Holly

Measure of success: seeing wider range of visits

Event Date/Completion Date:ongoing

Person Responsible: Nick

Project Team Members: Promotions

Phone/email:

lasks	Responsibility	Timetable	Cost	Volunteer Hours
Update social media, Oakland site, web				
Work with Visit Dotroit/Duro Mishing	L			

work with Visit Detroit/Pure Michigan

Brainstorm ideas	Committee	Fall each year	
Organize info needed	Committee		
Plan steps to market Holly	Committee	January	
Brainstorm places can push out info	Committee	January	
Budget for it	Nick	January	
Get Holly's name through out MI and more		ongoing	
Video plan for promotion	Committee	winter 24	

# Promotions Committee Work Plan Year: 2023 24

Priority Goal/Objective: Bring people to downtown

Project: Ladies Weekend Out

Measure of success: Busy weekend sales

Person Responsible: Promo comm.
Project Team Members: Nick, Cari, Rebecca

Phone/email:

**Event Date/Completion Date: Ongoing** 

Tasks	Responsibility	Timetable	Cost	Volunteer Hours	Volunteer Hours   Completion/comments
Make social media event	Rebecca	March/July			
Planning meeting	Cari	Feb/August			
Order bags	Nick/Cari/Beauchamp March	March			
Get stuff for in bags	Nick	April/October			
Get giveaways for raffels	Nick/	April/October			
Get ipads to input data	Nick	March			
Get buy in from businesses	Nick	April/October			
Have volunteer meeting	Hilary	April/October			
Get sponsorships	Nick/Cari	March/August			
		Mai CII/August			

Priority Goal/Objective: Have plans for all to follow

Project: Operation Communication

Measure of success: Have year planned out

Event Date/Completion Date:

Person Responsible: Nick/Cari

Project Team Members: Promotions comm.

		Make a post card w/ all events for year	uccessful	Meet each month to plan out next events	Put year events in understandable plan	Plan out year from what we do	Tasks
		Promotion	Promotion	Promotion	Nick	Promotion	Responsibility
		Jan					Time
		\$500	0	0	0	0	Cost
			10	10		10	Volunteer H
			10 ongoing	10 ongoing	in plan		Volunteer H Completion/comments
 							omments

Promotion Committee Work Plan Year: 2023 24

Priority Goal/Objective: Promote Holly to visitors

Project: Print camp brochures

Measure of success: out to different areas

Person Responsible: Nick

Project Team Members: Nick, Rebecca

## Phone/email:

Event Date/Completion Date: Spring 24

Tasks	Responsibility	Timetable	Cost	Volunteer Hours	Volunteer Hours   Completion/comments
Update brochure	Nick/Rebecca				start sooner
Get brochures printed	Nick	March	\$600		March
Take to campgrounds	Volunteers		0	5	5 April
Send to MDOT	Nick		0	7700	April
Update website with camping info Nick		April			
Create QR code with info for site Nick		April			

# Economic/promo/org Committee Work Plan Year: 2023

Priority Goal/Objective: Find out community/business needs

Project: Community Survey

**Event Date/Completion** 

Measure of success: Receive feed back from community and business of what they would like to see

Person Responsible: Nick

**Project Team Members:** 

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Look at doing Market Research study	DDA Board			
Figure out what do we want to accomplish	Committee	Winter 21	0	
Come up with survey questions for both	Committee	Winter 21	0	
Deceminate surveys to community and bus.	Nick	Spring 22	0	
Compile surveys and results	Nick	Summer 22	0	
See how we can use data to make changes	com/Board	Fall 22	0	
use to update vision statement				
Create economic plan using information				

Year: 2023 24

Priority Goal/Objective: create partnerships

Project: business mentorship programs

Measure of success: businesses helping others

Event Date/Completion Date:

Person Responsible: Nick

Project Team Members:

				Nick	Add to welcome packet
9-94-44 v.d.		0	on going	Nick	Keep record of when they help eachother
		0	summer	Nick	connected to it
					Send out list of ideas and business
		0	summer	Nick	Send out ideas and ask businesses
		0	Summer	Committee	eachother
					Create ideas businesses could help
comments	Hours	Cost	Timetable	Responsibility	Tasks
Completion/	Volunteer				

Promotion Committee Work Plan Year: 2023 24

Priority Goal/Objective: Bring more business downtown/later bus. Hours

Project: First Fridays

Measure of success: People coming to downtown

Person Responsible: Nick and Holly

Project Team Members: Nick/Rebecca/Cari/Holly

Phone/email:

Event Date/Com Year round

Tasks	Responsibility	Timetable	Cost	Voluntee	Voluntee Completion/comments
refine which first fridays to do	Committee				done
Plan each one out	Promotions	Monthly	0	10	10 each month
Get any extra fun lined up	Nick/Cari/ Promo cm	Monthly	200		planning out
Do promos for 1st Fridays	Rebecca/Nick	Monthly	\$400		
Get volunteers for any needed dayHilary/Nick	Hilary/Nick	as needed			each month

Priority Goal/Objective: Keep businesses informed

Project: Business welcome packet

Measure of success: Hand out to new businesses

Event Date/Completion Date: April 23

Person Responsible: Nick/Rebecca

**Project Team Members: Promotions** 

TasksResponsibilityTimetableCostVolunteer HoursCompletionMeeting about what to put inRebecca/NickWinter 220 2hoursO 2hoursOrganize infoNick/promowinter 220 2hoursworkingDesign PacketNick/RebeccaJanuary0 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
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Year: 202**数** 

Project: Help Holly become Certified Local Government Priority Goal/Objective: Historic preservation of Holly/Destination stop/Grants

**Event Date/Completion** 

Measure of success: Use benefits of CLG

Person Responsible: Nick

**Project Team Members:** 

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Talk about benefits to DDA	Committee			
Research what needs to be done	Nick/Jeremy			
Become certified	Village			777000
Use benefits of certification(grants)	Committee			

Priority Goal/Objective: Improve Recruitment process

Project: RRC and CLG requirements

Measure of success: Done with RRC essentials

Person Responsible: Nick

Project Team Members: Nick, Jeremy, Jerry

Event Date/Completion Date:Fall22

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Update forms needed	Nick/Jeremy/commissions	ongoing		
Update Village website		Winter 23		
Added needed items to website		fall 23		
Work on items missing	Nick/Jeremy	ongoing		

# Economic Vitality Committee Work Plan Year: 2023 24

Priority Goal/Objective: Recruit new business and retain current

Project: Create a recruitment/retention packet

Measure of success: Have packet ready and in use

Person Responsible: Economic Vitality

Project Team Members:

Event Date/Completion

Project Team Members:				
Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Research parts of what could go into	committee	Summer		
See what other communities use	Nick	Summer		
Decide what we would like in packets	Committee	Summer		:
Come up with selling points buss come	committee			
Put packets together	Nick	Fall	100	
Plan out how to use the packets	Committee	Fall		
Go to area expos to promote Holly			500	
Meet with building owners				:

Economic Vatality Committee Work Plan

Year: 2023 24

Priority Goal/Objective: Help fill vacant buildings in DDA area

Project: Create an available properties/rental list on website

Event Date/Completion Date: ongoing

Measure of success: Have a spot on website people can go to to look for places to rent/buy

**Project Team Members:** Person Responsible: Nick

Tasks	Responsibility	Timetable	Cost	Volunteer Hours	Volunteer Hours   Completion/comments
Have a building owners list	Nick/Jeremiah	<b>5</b>			
Get list of available properties	Nick/Jeremial Spring 23	Spring 23	0		
Develop a place on site to list	Nick/Ryan	Spring 23	0		
Keep list updated	Nick	ongoing	0		
Promote with owners	Nick/Commit ongoing	ongoing	0		
Use Regruitment plans	Committee	ongoing	0		
Use publication Relocation guide		ongoing	1,000		
Have plan to meet with building owners	owners				

Committee Work Plan Year: 2023 24

Priority Goal/Objective: Help Businesses improve their design/marketing

Project: Grants through Oakland County and DDA

Measure of success: Businesses applying and getting approved

Person Responsible: Nick and business

Project Team Members: Economic Vatality

Phone/email:

**Event Date/Completion** 

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Oakland County release 3x a year	Oakland	Spring/fall		
Come up with DDA own plan for each year   Committee	Committee		6000	
Send to businesses who like to apply	Nick	once get		
Received applications	Businesses	ĺ		
Turn in to Oakland Coutny	Nick	deadline		
Receive grants	Oakland			
Businesses complete project	Businesses			
Work on grants from DDA with funding				

Priority Goal/Objective: Make businesses feel welcome/appreciated

**Project: Business recognition** 

Measure of success: Businesses know we are glad to have them in Holly

Person Responsible: Nick

Project Team Members: Jerry, Nick, Chamber

Phone/email:

**Event Date/Completion** 

Tasks	Responsibility	Timetable	Cost	Volunteer Hours
Continue ribbon cuttings w/ Chamber	Nick/Richard ongoing	ongoing		
Do business recognitions/ Social media	Nick	ongoing		
Celebrate accomplishments of businesses	Board/Nick	ongoing		
Have criteria to ask businesses	Jerry/Nick	ongoing		
Have regular contact with businesses	Jerry/Nick	ongoing		
Keep list of bussiness visited	Nick	ongoing		