

MAIN STREET DOWNTOWN DEVELOPMENT AUTHORITY

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING Monday, November 8th, 2021

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 October 11th
- AGENDA APPROVAL

FINANCIAL REPORT

- October 1, 2021
- October 31, 2021
- NEW BUSINESS
- OLD BUSINESS
- REPORTS
 - Committee Reports
 - Director Report
 - Village Manager Report
- PUBLIC COMMENT
- BOARD COMMENTS
- ADJOURNMENT

Beginning Balance: 192,230.27 Ending Balance: 181,757.11

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

Monday, December 13th, 2021 at 6:00

VILLAGE OF HOLLY DOWNTOWN DEVELOPMENT AUTHORITY Minutes of Monday, October 11th, 2021

The Village of Holly Downtown Development Authority meeting was called to order at 6:05 p.m. by Vice Chair Bob Hoffman

Board Members Present	Board Members	
Bob Hoffman	Debi Harden	Josh Murphy
Lisa Clark		Laurie Lacey
Thomas McKenney	<u>Staff Present</u>	Angie Lemon
Cari Cucksey	Nick Klempp	Dave Fernelius
Steven Sulfaro	Jerry Walker	Cory Fernelius
John Winglemire		George Kullis
Gordon Dryer		Dawn Rossell
Linda Stouffer		Dick Rossell
Meeting called to order at 6:	05 pm by Vice	Motion by Sulfaro to approve agenda seconded
Chair Hoffman.	1 0	by Winglemire.
		Motion carried by a voice vote of ayes and no
Director Klempp called the rol	e.	nays.
Harden absent		FINANCIAL REPORT:
Motion by Winglemire to e	excuse Harden.	Mckenney: We have had this come up before
Cucksey supports. Motion can		where the beginning and ending balances do not
and no nays	incu sy un uyos	match. What is the reason for that?
and no nays		Klempp: Sometimes when the report is given to
PRESENTATION:		me there are still things that have not gone
Presented Richard Rosell a pro	pelamation from	through, so it makes it so that the beginning and
Oakland County and resolution f		ending balances don't match.
of Holly thanking him for his yea		McKenney: Thank you
dedication to the DDA district a		Motion by Cucksey to accept, seconded by Clark
Holly and his service to our Co		to approve the August and September 2021
	•	Financial Report as presented.
his example of leadership and	many nours ne	Financial Report as presented.
spent helping our town.		Mettion convied by a roll call yets of all aver
	TT C	Motion carried by a roll call vote of all ayes
APPROVAL OF THE MINUT	<u>ES:</u>	and no nays.
Klempp: Before we approve	the September	
minutes, I would like to make		
adding Debbi Harden as present.		NEW BUSINESS:
Motion by Clark, seconded by S		Elections:
the August and September 2021		Sulfaro: I nominate Robert Hoffman as the Chair
		Cucksey: We need to nominate a Vice Chair as
Motion carried by a voice vote o	of all aves and no	well?
nays.		Hoffman: Yes, we can do that in the same motion
111 J N.		or a separate one.
AGENDA APPROVAL:		or a palarena avar
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Cucksey: Then I support that nomination and amend the motion to also nominate Dr. Sulfaro for Vice Chair.

Sulfaro: I agree with that.

Hoffman: All those in favor signify by saying aye. Those opposed the same.

Motion passed all ayes no nays.

New Christmas Lighting in Downtown

Sulfaro: It has been the design committee vision to continue to add Christmas lights to Saginaw Street from downtown to North of town. Met with professional decorator to add to trees in Battle Alley, Saginaw Street and Ganshaw park. This will go over our budget.

Cucksey: So, this will be adding additional lights to what we currently have and what the DPW already puts up?

Sulfaro: Correct

Winglemire: Is there any way to include a display or a tree up on the North end? I think we should include them.

Sulfaro: Well, that is why we wanted to include Ganshaw Park.

Winglemire: I know but we always say downtown

Sulfaro: Yes. But this is a start. Phase one. We want to continue to add up Saginaw each year.

Hoffman: That is a good suggestion. Do you have a particular tree or spot?

Winglemire: Well, no. It kind of caught me off guard. I would have to study it a little more. Most of the money is captured from the north end, right? And we spend most of it downtown. So, if I was a north end business, I would be upset. Just a thought.

Clark: I think you are right. It is part of Holly too. We have that long stretch going up Saginaw with nothing and I think it should go up there.

Sulfaro: So, we have the pole decorations going up and down Saginaw still.

Clark: Do we need more though?

Sulfaro: We are adding four more this year.

Klempp: And I believe we are at the maximum of what we can have on the poles.

Hoffman: But I think John's suggestion of adding another tree or something is good

Winglemire: Maybe we could eventually add a tree on the north end like we do downtown.

Hoffman: How much is it to do the tree by the gazebo?

Sulfaro: \$1500

Stouffer: Maybe we could do just the gazebo and then a tree on the north end? Is that what you are thinking?

Hoffman: We could do that or agree to approve this amount and allocate another not to exceed an amount

Sulfaro: John I would love to expand it up to the north, so I am open to ideas. You are right and it is on my mind.

Winglemire: In the proposal it is 12,000, if we could just say with some of it we use out there.

Hoffman: Well maybe we could just add a little more in the motion for that or it also got me thinking that we have those façade grants that maybe we could use that next year for this purpose for a business on the north end.

Stouffer: Does this include the lights for the tree downtown?

Sulfaro: No. That will still be done by the DPW. Cucksey: Are they going to give a layout of what they are going to do?

Sulfaro: Basically, they are doing all the trees up Saginaw Street and then wrapping the ones in Battle Alley.

McKenney: We could vote on this and tell him we want an additional installation?

Hoffman: I like Tom's idea. I think it is a good thought to try and negotiate something and try and get one more tree.

McKenney: It would have to come back to the board anyways- we would want another proposal.

Winglemire: Does replacement of trees, sidewalks and existing DDA projects come out of the design budget?

Walker: The sidewalks come out of the Village but replacing the trees in the downtown that we have been working with will come out of the design budget.

Village of Holly Downtown Development Authority Special Meeting

Cucksey: I think adding lights on the north end is important and we are only going over budget a little I feel like we need to add a little more for that if we can.

Sulfaro: Again, this is phase one and with hopefully expanding it more next year.

Stouffer: It doesn't say it on here, but we should make sure he is insured as he will be on a lift and working on things.

Hoffman: Yes, we will make sure of that.

Hoffman: I make the motion to accept this proposal with maybe negotiating having him add one more tree.

Stouffer: I second that.

Roll call vote: 7 yes 1 no (Winglemire) proposal passes

COMMITTEE REPORTS:

Cucksey: Have had a couple well attended Promotions meetings. Most recent First Friday went very well, lots of people enjoying themselves, should probably think about shutting down the street for it. We are forgoing November First Friday since LWO is so close. Going to keep LWO all weekend long November 12th-14th. Meeting Wednesday at Holly Café at 5:30pm. Talk about planning December First Friday, LWO, and planning out the whole year with the goal to get people downtown and in the shops

Hoffman: Director's report, Nick.

Klempp: Welcomed Linda to the board and look forward to her helping. Suggested a good time it is a good time for everyone to look over bylaws and code of conduct again to refresh. Also gave each board member the new 20-year TIFF plan for the DDA and will bring a new board list for everyone that is updated to the next meeting. Continue to work on depot grants and asking foundations and started working on promo videos for the depot with a friend of Chief Narsh. Wanted to thank our Organization team members for their hard work at planning and volunteering for HollyDays and helping it be a great success. Also, working with Oakland County to update our site and the County's tourist site as they are starting to use it again.

Hoffman: Village Manager report, Jerry

Walker: As Nick said HollyDays was great and one big part of that was the fireworks which the DDA helps with money and getting the word out. The big fundraiser was a partner with Holly Power Sports and a local resident won the prize. On the development front you see on the North end; Hampton Manner is a multi-million dollar project going in quick and will go on tax roles and help DDA but really fills a need in our area. Another front is 400 Elm, the old spring factory, currently in court with it as it is unsafe and in process to allow us to inspect it, even though right outside of the DDA district it will still benefit the DDA in some way with being so close. Other things going on for information-Charter and Ordinance committee meant once to talk about Cannabis licenses. The Council put a wait to see where it went and seeing laws put into effect. Will have two or three more meetings before they come back to council meeting.

Stouffer: Is the intent to keep it out of the historic district?

Walker: Yes. That can be done through zoning. They are not interested in coming downtown, more to the north and particularly through Grange Hall area. The problem is if we don't address it they can get a petition drive to put on the ballot with their own ordinance and laws and then you don't have the control over it which is one of the reasons we are looking at this. The other is the Council authorized after a recommendation from the Finance committee that staff work with the Village Attorney to develop ballot language for a public safety special assessment milage for both Police and Fire. This is something we need here if we want to continue to have the current coverage we have. We don't have a lot of vacant property that will be developed to add to the tax base and the cost will not go down, they will only go up. This level does effect the downtown and letting people know we are a safe community.

Sulfaro: Can you speak on Saginaw Street construction?

Walker: Yes. That was originally to be done in late August but then mid-September then October. With asphalt closing in November, they need to get it done. To be fair to them when this was done in the 80's they left a mess for them that has made it complicated like old cable housing and cables and water mains and some petroleum that they have had to deal with that was left over from a business that was there at one point. So, we are making it right now. We haven't had a lot of control of it but we are working with them to make this a priority to get it done.

Hoffman: Any idea what the special assessment millage will be?

Walker: We are looking at that. But if I made an educated guess, it would be two or three mils. But with the PA33 it gives the council the ability to adjust it each year. So, if in the first-year development happens and our things with existing buildings are better and taxes go up, the Council can actually reduce the millage for the next year. Now one mill in the village is roughly \$50 for every \$50,000 of taxable value. And remember, your taxable value is kind of equivalent to state equalized value. So, if you have a \$200,000 home or a business if you look at 100,000 or a little less of taxable value \$50 per mil if it were two mils, that would be \$100 per year.

Hoffman: If it were three mils, how much would that generate for the Village of Holly?

Walker: So, each mil is worth just under \$130,000, so two mils is about \$260,000.

Hoffman: Are we having a hard time attracting or retaining officers as other places?

Walker: We are not here, fortunately. I think a lot of it has to do with the make up of the department and the community. We have 8 full time and 10 part time officers and could not add on anymore plus we have a reserves segment.

PUBLIC COMMENT:

George Kullis: 601 East Maple Street. You talked about the lights for downtown and wanted to mention that the difference in putting things in the north end is that it is different- the Village doesn't own property there it is all private property and we tried to do some Dickens stuff there and get push back from them. So, whatever you do there you will need to work with whoever owns that property. Also, wanted to mention that we all have our jobs on these boards and the work we do and sometimes catch flack for things or get in the paper but what a lot of people don't know is the time that is involved in the jobs we do. And wanted to talk about Dick Rossell because you read the proclamation and the social district, but a lot of people don't know are the hours he put in for things like the Davisburg Bread Factory to come in and the problems they had with that property and the hours and hours that went into that and others. And without Dick and Dawn we would not have the Dickens Festival. Ten years ago, the festival was done and not going to happen and they sent out with Joe Mishler and Pam Krantz and made it happen and took a lot of controversy because there were big storms and vendors left but they persevered and made it happen. Just wanted to bring that up because that is what being in these positions mean, its not always fun and games it is a lot of hard work and thought it deserved a mention.

BOARD COMMENTS: No board comments <u>ADJOURNMENT:</u> Motion by Hoffman to adjourn the meeting at

6:45pm Nick Klempp, Transpriber

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