

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING

Monday, October 8, 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 September 10, 2018

E. AGENDA APPROVAL

F. FINANCIAL REPORT

- | | | |
|----------------------|--------------------|---------------|
| • September 1, 2018 | Beginning Balance: | \$ 111,325.56 |
| • September 31, 2018 | Ending Balance: | \$ 121,981.12 |

G. PUBLIC COMMENT

H. NEW BUSINESS

- Enter into closed session for consideration of the sale of real property, 610 N. Saginaw St.
- Consideration of the sale of real property, 610 N. Saginaw St.

I. OLD BUSINESS

- Tech visit / branding campaign

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, November 12, 2018 at 6:00 p.m.

VILLAGE OF HOLLY
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of September 10, 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
Lisa Clark
Pam Krantz
Tom McKenney
Kirk Heath
George Kullis

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. Bob Hoffman, Jim Beasley, and Brian Feldman were absent.

APPROVAL OF THE MINUTES

Motion by Lisa Clark to approve the August 13, 2018 regular meeting minutes. Seconded by Kirk Heath. Motion carried by a voice vote of all ayes and no nays.

AGENDA APPROVAL

Dick Rossell said that he would talk about first item on agenda Motion by Lisa Clark to approve the agenda as presented. Seconded by Kirk Heath. Motion carried by a voice vote of all ayes and no nays.

FINANCIAL REPORT

Motion by Pam Krantz to approve the financial report as presented. Seconded by

Kirk Heath. Motion carried by a voice vote of all ayes and no nays.

PUBLIC COMMENT

Angie Lemon: Thank you to everyone from all over Holly for whatever capacity you participated in HollyDays. We had a lot of fun. Next year it will be bigger and better! Chairman Rossell thanked all of the volunteers.

NEW BUSINESS:

Item #1: TIF plan committee. Chairman Rossell stated that this project was dumped on to our Director to get our TIF plan updated. Some places hire a legal firm to do it. Quite entailed. It's not fair to let Katy do this all by herself. Chairman Rossell appointed a committee to assist her. Dick Rossell, Tom McKenney, and Jerry Walker. We will be meeting with her. Going to call in some experts from Oakland County to help her. Kirk Heath wanted to know how it was done before. It's been 20 years. Not as long this year. The whole program has been under fire the last few years. Wanted to stop it all together, take money away. The TIF plan is vehicle for funding DDA. Money

comes from businesses that are in DDA District. A portion of their taxes. ½ of 1%. Don't know the exact formula. McDonalds is a big contributor. 160 properties contribute. Have to give them our mission statement, what we're doing, how, meet certain requirements, then the plan gets approved. Get shot of money. Our total budget is around \$100,000 a year. We pay everything out of that including Katy's salary. Any improvements come out of that. Fenton gets \$1.5 million. We get a lot done with the money we receive. We are hoping for an increase with property values increasing. About 5 years ago when When Chairman Rossell was fairly new, property values and taxes had gone down. Businesses left. \$30,000 in the hole. We bought a house kitty-corner from the post office, not a parking lot, still on the tax rolls. Been very judicious about how we spend our money. The County took some money back because values went down. We had to pay back \$28,000 after they gave it to us. People appealed their taxes (property values). Our funding comes from the TIF. We need to start on this right away. It will take a series of meetings. Bring something to the board over the next few months.

Item #2: Fundraising Presentation by John Bry of Main Street Oakland County. If there are no other questions, we have the pleasure of John Bry coming to talk to us about fundraising. He's the head honcho for Main Street Oakland County. John Bry stated that most Main Street programs are non-profits and have to raise money the old-fashioned way. I brought some info from other places and basic thoughts about how to raise money. We don't know what the future will be for DDA's. It's good to have diversified funding streams. Not all Main

Street communities are DDA's. Pontiac and Franklin are non-profits. Birmingham is a principal shopping district. Budgets range from \$3.5 million to \$40,000. How to expand funding? We do our part through Main Street at the County level. We work with 25 Counties. 13 are select level – the highest level (which you are). About \$75,000 gets invested into each select level community.

Lunch-and-learns, accreditation, grants. Never asked them to leverage funding from county. Flagstar gave us \$2,500 toward our Battle Alley lighting through a Placemaking grant. Here are 25 successful tips to use for your non-profit. Grass roots fundraising is the key. Community-driven. Can't always get a grant. Lots of red tape. Matching funds. Have to get money at the local level. Not the staff's sole job to raise the money. Shouldn't ask them to raise their own salary. It's a credibility issue. Has to be a joint effort. You know your community better than anyone! Grants are not always a given. Never put your sole fundraising effort on getting grants. No one likes to do fundraising. You're looking to move your depot. I just helped to move a building in my hometown! When people saw that building move, they knew that they were part of it. Take the time to plan. Plan your strategy. Flora, Indiana. We had an industrial park. Fundraising group. Our Mayor, bank presidents, and newspaper owner. Depends on who is asking for the money. As a group, they made contact with the business owners. Made their pitch. We would like you to make a \$XXXX donation. 95% said yes to the request! They planned it out. Small amounts add up. There was a dress shop owner. "She'll never donate!" So I talked to her. She just wanted to be heard. Wanted to be included. Her \$50

donation was just as important as a \$5,000 donation from a big company. Get buy-in from the business owners. Public / private / misc. What's our goal? What's our budget? Break it into 1/3. 1/3 = Government. On average, County gives \$75K per year. You can count on that. The Village could give money to the project too. 1/3 = Private. All types of groups. Financial groups, industry, other non-profit groups, residents, alumni. Alumni = people who no longer live in Holly. They like what you're doing and they want to help their hometown. They can be huge contributors! An alumnus gave \$100,000 in Illinois. Leveraged money against his donation. Just have to ask them. 1/3 = Miscellaneous. Grants, a foundation that has a particular interest in Holly. Event or function like a chili cookoff could be a misc. source. Diversify your funding. If one source goes away, you'll still have other legs to stand on. Public = city, state, federal sources. A healthy downtown has a ripple effect for the whole community. Residents, churches, hospitals, banks, businesses both local and not. Each one wants to hear something different. The historical society is a different 'pitch' than a bank. Speak in terms of their interests. Misc = fundraisers and grants. Fundraising for the long term. Moving the Depot in Flora, IL. Took 17 years to raise \$2 million to move their depot. Lots of grants with timelines and red tape. Talent night fundraisers, grants. Public / private / misc. Had to have a plan. What does the money do? Have to tell them what the money will be used for. Develop a plan. Find private sector funders, talk to alumni. Give them options. Break it up over quarters or years. #1 rule of fundraising – you have to ASK! See how you do after your first year. Ask ideally for 3-year commitments. Ask a local industry like

Magna! I know for a fact that Magna is interested in Main Street Holly. Ask them to make a 3-year commitment. Get a plan and a strategy down. It carries you for a while. Determine the who and how. It makes a difference of who asks. Based on relationships with people. Find out who has connections to whom and leverage those connections. Letters, proposals, in-person, letter, phone call. People respond differently. Keep it simple. Give options for giving. There's a downfall of that. Fairly sizable contribution and want to break it up over time. You have to remember to remind them of their commitment. Have to have GOOD records of what your donors have committed to. Don't forget. Sends a bad message to donors. When they say "I want to give you money", don't lose that! Do your homework about your prospects. Talking to a local bank. Find out what they're interested in funding. Something that they want to get behind. What have they given before? Special projects, events. Know your product, know your value. I see your social media. People love your lights! Holy cow! I copied and shared it with Genisys and Flagstar. They love to see that as donors. Potentially gets them ready to give again. They saw that you've been good stewards of their money and want to help again. Have your budget, set your goals, determine your message and your audience. You have to ask! Mobilize your plan. If it's a yes OR a no, be sure to thank them. Treat them with respect. The no may turn into a yes in the future.

Mr. Bry engaged the group in an exercise about how to pitch a fundraising plan to a bank president and an industry professional. Katy Hughes and Hilary Allgeyer made their 'pitch'. George Kullis has spearheaded a lot

of fundraising efforts. He buys from every little kid who comes to his house. George wanted to reward Hilary for her self-confidence and improving on her fundraising technique. Katy's pitch was more polished. More experience. With a little practice, Hilary will be great. You have that innocent look about you. Hilary earned the prize!

Mr. Bry left us with a handout from 1997. He also brought some examples from previous fundraising campaigns. Mr. Bry stated that if you're going to develop collateral pieces, hire a professional graphic designer to create professional pieces. Worth it! John showed some examples to those in the audience. Prepare to move the depot. Not tomorrow! But it'll take time. Quick, at a glance fundraising training. I'll be happy to come back and help you develop a strategy. (Katy will make copies of the examples and get the originals back to John). Jerry: aggressive fundraising for Dickens. Do you recommend when we have strong fundraising efforts to coordinate them so we're not making people choose? Don't cannibalize others' efforts. Not necessarily a good time. There will always be a need. If they keep putting it off, it'll never happen. Just jump in at some point. The Depot will be part of our non-profit. A big catalyst. Raising money for our non-profit. Our Hallmark project is the depot. Can earmark money for the Depot, but try to raise money for the effort overall. Working toward the same goal. One of our BIG projects is the Depot. Dick thanked John Bry – very helpful info. Got a lot out of it. Hilary is a future professional fundraiser!

OLD BUSINESS

Tech visit / branding campaign: Chairman

Rossell stated that he was not going to get into that tonight since some people are missing. That business item was postponed until the next meeting.

REPORTS

Committee Reports: Lori Goldsmith spoke on behalf of the Main Street Team. We had a great weekend at HollyDays! There were red t-shirts everywhere. Winglemire donated water. Walkie talkies worked great. Huge success. I created a monster – there she is! Pointed to Hilary. Started before 7am. We were up 20 hours volunteering. Great effort on everyone's part.

Village Manager's Report: WaterWorks building was demo'ed. Met with the parks commission last week. Sit is within DDA District. Parks commission listened to ideas about pavilion-type structure and glass to be put around original structure. This year – cover mechanisms to protect from weather. In the spring, we'll work on whatever the park commission asks us to do. Orange fencing will be removed, metal safety fence will remain. Great project. Educational component. Visual effect.

Director's Report: Director Hughes spoke about the success of HollyDays and gave a brief update about the status of other projects.

BOARD COMMENTS

Chairman Rossell got at text from Jim Beasley that he got tied up at his business and asked to be excused. Kullis moved, Clark seconded. All ayes.

George Kullis asked about the holiday decorations that the DDA owns. They are at the DPW storage area. Lisa Clark said they

cost \$500 each. Holly leaves / berries, and snowflakes. 6 decorations. Consumers owns the poles. Katy will follow up and give a report at the next meeting.

Pam Krantz is turning in her resignation. I can't see to drive late at night. Not fair to take up space. I'll keep working with you and on projects. Dick wants to have discussion with Pam privately. Before we take action, let's discuss it.

ADJOURNMENT:

With nothing further to discuss, the meeting adjourned at 7:01 pm.

Katy Hughes, Transcriber



DDA BOARD MEETING

Monday, September 10, 2018- 6pm

Sign In - Please Print Name & Street Address

1. Ruth 1214 Bay St
2. Angie Lema 116 College St
3. Laurie Lema 818 E. Maple
4. Hilary J. Allgier 11200 Milford Rd
5. Ina Golden 11705 Hidden Valley Trail Holly
6. Josh Murphy 3512 Grange Hall 210
7. Lori Goldsmith 208 Michigan DDA planning
comm.
liason
8. _____
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18. _____
19. _____
20. _____

REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF HOLLY

PERIOD ENDING 09/30/2018

GL NUMBER	DESCRIPTION	2018-19	YTD BALANCE		ACTIVITY FOR	AVAILABLE
		AMENDED BUDGET	NORMAL	(ABNORMAL)	MONTH 09/30/2018	BALANCE
Fund 248 - D D A Fund						
Expenditures						
248-905-991.000	Principal	1,300.00	0.00		0.00	1,300.00
248-905-995.000	Interest Expense	800.00	0.00		0.00	800.00
Total Dept 905 - DEBT SERVICE		2,100.00	0.00		0.00	2,100.00
TOTAL EXPENDITURES		96,560.00	23,996.12		3,524.38	72,563.88
Fund 248 - D D A Fund:						
TOTAL REVENUES		103,315.00	34,631.86		15,699.94	68,683.14
TOTAL EXPENDITURES		96,560.00	23,996.12		3,524.38	72,563.88
NET OF REVENUES & EXPENDITURES		6,755.00	10,635.74		12,175.56	(3,880.74)

CHECK DISBURSEMENT REPORT FOR VILLAGE OF HOLLY
CHECK DATE FROM 09/01/2018 - 09/30/2018

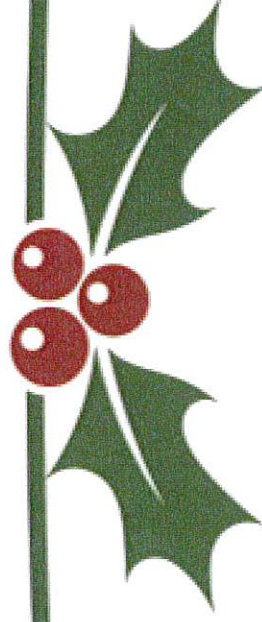
Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 D D A Fund							
Department: 691 REDEVELOPMENT							
09/05/2018	Gen	68128	PLANTE MORAN PLLC	Audit Services	803.000	691	234.75
09/18/2018	Gen	68231	TOTAL HEALTH CARE USA, INC	Medical Insurance	714.000	691	410.17
09/27/2018	Gen	68263	CARDMEMBER SERVICE	08/02 9299 PAYPAL MI	810.000	691	160.00
				08/22 0786 EB HERITAGE	810.000	691	25.00
				08/02 5010 ZEHNDERS	860.000	691	111.87
				08/07 9661 PARKINGEP/PS	860.000	691	12.50
				08/30 8834 DOWNTOWN	960.000	691	9.08
				08/16 0245 RED DEVIL	960.000	691	95.00
				08/15 1450 VILLAGER	960.000	691	24.00
				08/15 0074 AMZN MKTP	967.202	691	49.04
				08/10 7353 FAMILY DOLLAR	967.202	691	17.49
				08/07 9588 DOLIARTREE	967.202	691	28.62
				08/07 0438 AMAZON	967.303	691	107.05
				CHECK Gen 68263 TOTAL			639.65
09/27/2018	Gen	68289	PLANTE MORAN PLLC	Audit Services	803.000	691	487.25
Total for department 691:							
Total for fund 248 D D A Fund							
							1,771.82
							1,771.82

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 770 Public Funds							
09/01/2018	CD	CHK	770-000-276.248 DDA Fund		BEG. BALANCE		(111,325.56)
09/05/2018	CD	CHK	Check: Gen 68128	68128	234.75		(111,090.81)
09/05/2018	TAXR	JE	Township TIFA w/e 9-10-18	13190		1,705.29	(112,796.10)
09/12/2018	CR	RCPT	DDA Fund	255811		500.00	(113,296.10)
09/13/2018	PR	CHK	SUMMARY PR 09/13/2018		1,636.28		(111,659.82)
09/13/2018	TAXR	JE	Township TIFA w/e 9-8-18	13210		3,743.41	(115,403.23)
09/18/2018	CD	CHK	Check: Gen 68231	68231	410.17		(114,993.06)
09/20/2018	CR	RCPT	DDA Fund	256402		0.25	(114,993.31)
09/20/2018	TAXR	JE	Township TIFA w/e 9-15-18	13213		9,750.99	(124,744.30)
09/27/2018	CD	CHK	Check: Gen 68263	68263	639.65		(124,104.65)
09/27/2018	CD	CHK	Check: Gen 68289	68289	487.25		(123,617.40)
09/28/2018	PR	CHK	SUMMARY PR 09/28/2018		1,636.28		(121,981.12)
09/30/2018			770-000-276.248	END BALANCE	5,044.38	15,699.94	(121,981.12)

THE VILLAGE OF

Est. 1865

HOLLIS



TIMELESS APPEAL ~ HOMETOWN FEEL