



DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING Monday, August 12, 2019

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 July 11, 2019
- **AGENDA APPROVAL**
- **FINANCIAL REPORT**
 - July 1, 2019
 - July 31, 2019

Beginning Balance:	\$ 198,807.72
Ending Balance:	\$ 202,535.42
- **PUBLIC COMMENT**
- **NEW BUSINESS**
 - Consideration of participation in the Relocation Guide promotional booklet
- **OLD BUSINESS**
 - Façade Improvement Grant Program
- **REPORTS**
 - Committee Reports
 - Director Report
 - Village Manager Report
- **BOARD COMMENTS**
- **ADJOURNMENT**

The next regularly scheduled meeting for the Holly
Downtown Development Authority will be:
Monday, September 9, 2019 at 6:00 p.m.

VILLAGE OF HOLLY
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of Monday, July 8, 2019 Regular Meeting

The Village of Holly Downtown Development Authority meeting was called to order at 6:00 p.m. by Board Chairman Rossell at the Holly Police Department located at 315 S. Broad Street, Holly, Michigan.

Board Members Present

Bob Hoffman
Lisa Clark
Jim Beasley
Pam Krantz
Gordon Dryer
Steven Sulfaro
Cari Cucksey
Tom McKenney

Board Members Absent

Staff Present

Jerry Walker
Rachel Orzechowski

Staff Absent

Katy Golden

Others Present

Lori Goldsmith
Ron Nagy
Angie Lemon
Laurie Lacey

Meeting called to order at 6:00 by Chairman Rossell with the Pledge of Allegiance.

Manager Walker called the roll. All Board Members Present.

APPROVAL OF THE MINUTES:

Motion by Clark, seconded by Cucksey to approve the June 10, 2019 regular meeting minutes.

Motion carried by a voice vote of nine ayes and no nays.

AGENDA APPROVAL:

Motion by Sulfaro, seconded by Clark to approve the agenda as presented.

Motion carried by a voice vote of nine ayes and no nays.

FINANCIAL REPORT:

Motion by Krantz, seconded by Hoffman to approve the June 2019 Financial Report as presented.

Motion carried by a voice vote of nine ayes and no nays.

PUBLIC COMMENT:

Ron Nagy, 302 N. Saginaw: I moved in the area a year and half ago. Glad to help and wants to improve things around town.

Mr. Walker: Yes, Ron helped out at fireworks, with parking, he was a big help. We appreciate our volunteers. Mr. Beasley also helped. Other volunteers helped clean up after fireworks. We are grateful.

OLD BUSINESS: N/A

NEW BUSINESS:

#1: Consideration of the intent to apply for an extension to our Tax Increment Financing Plan

Mr. Rossell: We recently met with Katy, Jerry, and Tim Colbeck from Oakland County for the TIF, asked Katy to have graph for us by

November 1st. TIF for us is due end of next year. Need to crunch numbers for a 20-year extension. Without much change on how we do things now. Meeting scheduled to explain on what we do and how TIF works, then the council approves. We present as drafted. Oakland County takes a look and gives input. Council makes final decision.

Dr. Sulfaro: So, this is a not increase; just a continuation?

Mr. Walker: There is resolution here, required to show intent of DDA to move forward.

View Resolution 2019-001, Attached Document

Moved to motion by Hoffman, seconded by Krantz Support

Roll Call Vote went as follows:

Voting For: Rossell, Cucksey, McKenney, Clark, Beasley, Sulfaro, Krantz, Dryer, Hoffman

Voting Against: NONE

Absent: NO ONE

Mr. Rossell: July 15th is meeting on update on the TIF meeting.

#2: Consideration of the reinstatement of the Façade Improvement Grant Program

Mr. Rossell: We were given \$7,000 for a split façade/ music/ art grant, we need to give 3 businesses downtown \$1000 matching grants, and 2 midtown or north end businesses. First come first serve. DDA Design Committee approves.

Mr. Hoffman: Does our board review application, what is the deadline?

Mr. Rossell: We allow the Design Committee to review and report on the options.

Ms. Cucksey: Is this for the businesses or building owners?

Mr. Rossell: Both, can apply.

Mr. Walker: In past first come, first serve. Katy and Rachel have told businesses.

Mr. Rossell: Only thing is if next month, if there are many applications, then board chooses.

Mr. Walker: This is a DDA initiative, 2 should be for Midtown and North end.

Mr. Hoffman: We need to look at applications, see what ones have biggest impact on district.

Motion by Hoffman to open for applications with deadline by August 12th, Cucksey supports.

Roll Call Vote went as follows:

Voting For: Rossell, Cucksey, McKenney, Clark, Beasley, Sulfaro, Krantz, Dryer, Hoffman

Voting Against: NONE

Absent: NO ONE

REPORTS:

Design Committee, Dr. Sulfaro;

Dr. Sulfaro: Design committee working on banner proposal from CGI for new banners. They will approach business owners for \$\$\$ to sponsor a banner. Banner have uniform design on it, with business name. Cost is \$750ish per banner. Guarantee us 25 banners. If they only sell 10, they will provide the other 15. Something that needs to be discussed, would you like to pursue? Banner program, rotation of 5 or 6 for the seasons. Concerns on company on businesspeople. This is a great way to get banners in town.

Mr. Rossell: What if we come up with design ourselves? And get bids to see what it costs.

Mr. Walker: The Village has used CGI before-videos on website. Some have had contact before, worked well with village. Advantage on this proposal is 2-fold; it takes pressure off the

DDA board and staff from having to design and solicit banners, and it allows individual businesses to have name and market around town. DDA board decision, but Village has had good experience in past.

Dr. Sulfaro: They guarantee 25 banners.

Mr. Hoffman: Business can decide. Even if we get 3, other way to see what cost of banners are, then DDA has to solicit people.

Dr. Sulfaro: The concern is unleashing CGI; other concern is one style of banner. No seasonal unless we buy them.

Ms. Cucksey: What do we own now?

Walker- yes aged, and brackets expensive. If they hang banners, they will pay for that.

Mr. Beasley: Where will banners go?

Dr. Sulfaro: L brackets around town on light poles, stay up all year. 3 people that purchase program will have name. Then village has generic ones for up to 25 banners. Banners we have now have seen better days, no rotation schedule.

Ms. Clark: Yes, the flags, Dickens, and flower banners are all old.

Mr. Rossell: When we got them, they were about \$300 a piece with bracket.

Mr. Hoffman: Would CGI install?

Dr. Sulfaro: Yes, we could have them do the 25. Then we could go through and have us do our own.

Mr. Walker: Around the Village there are over 40 locations where we have our have had banners.

Dr. Sulfaro: Asking what committee should do,

Ms. Clark: Will they all look decent in year?

Mr. Hoffman: Yes, they should.

Hoffman moves we try CGI banner program, no cost to DDA. Cucksey Seconded. All in favor. Motion Passes.

Promotions Committee, Cari Cucksey:

Ms. Cucksey: We have yet to schedule a meeting. Vince and I just spoke at Michigan Downtown Association, to all Michigan DDA Directors. Conference in Petoskey. About all the

Vault properties. Interesting to hear from everyone there. Takeaway is that there many DDA districts, when someone came in, they had in lease agreement to disclose what business hours they had to have. Holly should do this as we grow. Set hours of being downtown. One evening late, special themes, etc.

Discussion ensued on time requirements for businesses to be open.

Economic Vitality, Tom McKenney:

Mr. McKenney: There is a new business in town and more are on the way. Manufacturing plant on Saginaw, super busy, big TIF funding advantage. Seeking out more people for investment.

Organization Committee- Jim Beasley;

Mr. Beasley: We had meeting at the new Spot Shooter store, we helped volunteer at fireworks, fun and good time. Lori had a crew out to clean up park. Meeting with Mr. Kinnamon at Chamber and let him know we could help when he needs, hopefully soon. There is a Blues, Brews and BBQ meeting this coming week.

Dr. Sulfaro: Congrats on your new location.

Mr. Beasley: Thank you, we had lots of help making it our new place.

Village Manager, Jerry L. Walker;

Mr. Walker: TIF plan is our major project, big reports that Katy is required to make. Village council can approve what DDA reports. Katy also working on Depot relocation committee, Holly Hotel hosts progress meetings. There is an offer requesting CSX to donate property. We offered a state increment value price. We won't go above that which is \$14,000. Current lessor of Lake State Rail Road, offered to advocate with CSX, waiting to hear more. We need to determine cost or budget; Katy is speaking with company who moves historic buildings.

Holly is growing strong economically. Fire station is in position to be ready for sale. The delay is due to the fact that we needed to figure out parcel lines. County completed this request of lot splits. Now there are 3 parties looking into

the building. We would like to sell this as soon as possible.

Mr. Hoffman: On the railroad property- no one can build on it, property has no value, your approach is correct. SEV is wrong since you can't build there. How much for old fire station?

Mr. Walker: 299k. A large, big building

BOARD COMMENTS:

Ms. Cucksey: The new 42-inch pots, off sidewalks in Battle Alley to create lane, are gorgeous. Great work.

Mr. McKenney: Question on the old flower shop building. Is Maher feed moved in yet, what is the timing?

Mr. Walker: No, we do not have time yet.

Dr. Sulfaro: Glad they are investing in community; they are good people.

Mr. Beasley: Our big Bowfest is August 17th, veterans there. Donations accepted.

ADJOURNMENT:

Motion by Rossell to adjourn the meeting at 6:40 pm.

Rachel Orzechowski, Transcriber

VILLAGE OF HOLLY

DDA RESOLUTION 2019-001

RESOLUTION TO AUTHORIZE THE INTENT OF THE DDA TO RENEW THE VILLAGE OF HOLLY'S TIF PLAN FOR ANOTHER TWENTY (20) YEARS

Motion by Hoffman, second by Krantz, for the adoption of the following:

WHEREAS, the Village of Holly tax increment financing (TIF) plan is a financing method that is used as a subsidy for redevelopment, infrastructure and other community improvement projects, and:

WHEREAS, the Village of Holly TIF plan diverts future property tax revenue increases, and:

WHEREAS, TIF subsidies are not appropriated directly from the Village of Holly's budget, but the Village of Holly incurs loss through foregone tax revenue, and:

WHEREAS, the Village of Holly DDA believes that a TIF district enhances the viability of business in Holly.

NOW THEREFORE BE IT RESOLVED, the Village of Holly DDA intends to renew the Village of Holly's TIF plan for twenty (20) years. The plan will expire in December of 2040.

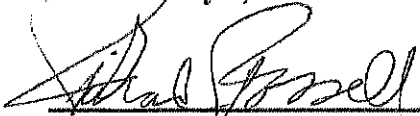
Voting for: Rossell, Hoffman, Clark, Krantz, Beasley, McKenney, Sulfaro, Cucksey, Dryer

Voting against: None


Absent: None

The DDA Chairperson declared the resolution adopted.

Dated: July 8, 2019



Richard Rossell, DDA Chairperson



Deborah J. Bigger, Clerk/Treasurer

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 770 Public Funds							
07/01/2019	PR	CHK	770-000-276.248 DDA Fund				
07/03/2019	PR	CHK	SUMMARY PR 07/03/2019		BEG. BALANCE		(198,807.72)
07/09/2019	CD	CHK	Check: Gen 70050	70050	1,636.28		(197,171.44)
07/11/2019	CD	CHK	Check: Gen 70075	70075	31.49		(197,139.95)
07/11/2019	CD	CHK	Check: Gen 70100	70100	22.30		(197,117.65)
07/11/2019	CD	CHK	Check: Gen 70105	70105	43.17		(197,074.48)
07/16/2019	CD	CHK	Check: Gen 70112	70112	402.06		(196,672.42)
07/18/2019	PR	CHK	SUMMARY PR 07/18/2019		52.96		(196,619.46)
07/18/2019	PR	CHK	SUMMARY PR 07/18/2019		538.25		(196,081.21)
07/18/2019	TAXR	JE	Township TIFA W/E 7-19-19	13531	1,716.86	1,444.09	(194,364.35)
07/23/2019	CD	CHK	Check: Gen 70148	70148	0.23		(195,808.44)
07/23/2019	CD	CHK	Check: Gen 70149	70149	103.93		(195,808.21)
07/24/2019	CR	RCPT	DDA Fund	272336		6,500.00	(195,704.28)
07/24/2019	TAXR	JE	Township TIFA W/E 7-20-19	13530		1,172.78	(202,204.28)
07/25/2019	CD	CHK	Check: Gen 70165	70165	43.17		(203,377.06)
07/25/2019	CD	CHK	Check: Gen 70170	70170	402.06		(203,333.89)
07/25/2019	CD	CHK	Check: Gen 70173	70173	396.41		(202,931.83)
07/31/2019			770-000-276.248	END BALANCE	5,389.17	9,116.87	(202,535.42)

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 D D A Fund							
Department: 691 REDEVELOPMENT							
07/09/2019	Gen	70050	CONSUMERS ENERGY --	10 00 00 2608 9L	920.000	691	31.49
07/11/2019	Gen	70075	MICHIGAN MUNICIPAL LEAGUE	Workers Comp	718.000	691	22.30
07/11/2019	Gen	70100	MONY LIFE INSURANCE CO OF AMERICA	Medical Insurance	714.000	691	43.17
07/11/2019	Gen	70105	TOTAL HEALTH CARE USA, INC	Medical Insurance	714.000	691	402.06
07/16/2019	Gen	70112	OFFICE DEPOT, INC.	Office Supplies	727.000	691	25.97
				Office Supplies	727.000	691	26.99
				CHECK Gen 70112 TOTAL FOR FUND 248:			52.96
07/23/2019	Gen	70148	MICHIGAN MUNICIPAL LEAGUE	Unemployment Comp	717.000	691	0.23
07/23/2019	Gen	70149	MMRMA	Insurance	910.000	691	103.93
07/25/2019	Gen	70165	MONY LIFE INSURANCE CO OF AMERICA	Medical Insurance	714.000	691	43.17
07/25/2019	Gen	70170	TOTAL HEALTH CARE USA, INC	Medical Insurance	714.000	691	402.06
07/25/2019	Gen	70173	CARDMEMBER SERVICE	06/04 4570 EB PLANNER	810.000	691	20.00
				06/05 8101 AVIA FAMILY DINING	960.000	691	26.26
				06/11 2126 NORTHERN OAK	960.000	691	30.00
				06/20 6653 BATTLE ALLEY COFFEE	960.000	691	9.50
				06/20 0108 LAFAYETTE MARKET	960.000	691	13.86
				06/18 1168 MICRO CENTER	967.202	691	296.79
				CHECK Gen 70173 TOTAL FOR FUND 248:			396.41
				Total for department 691:			1,497.78
				Total for fund 248 D D A Fund			1,497.78

GL NUMBER	DESCRIPTION	2019-20		YTD BALANCE		ACTIVITY FOR		AVAILABLE BALANCE
		AMENDED BUDGET	NORMAL (ABNORMAL)	07/31/2019	NORMAL (ABNORMAL)	MONTH 07/31/2019	INCREASE (DECREASE)	
Fund 248 - D D A Fund								
Revenues								
Dept 000								
248-000-402.000	Real Property Taxes	42,000.00		0.00		0.00	0.00	42,000.00
248-000-404.000	TIF Taxes	55,150.00		2,616.87		2,616.87		52,533.13
248-000-686.000	Settlements/Recoveries	1,000.00		0.00		0.00		1,000.00
248-000-688.000	GRANT MONEY	5,000.00		0.00		0.00		5,000.00
248-000-690.000	Ladies Night Out	7,000.00		0.00		0.00		7,000.00
248-000-698.000	SUNDRY	0.00		6,500.00		6,500.00		(6,500.00)
248-000-699.390	TRF FROM FUND BALANCE	25,000.00		0.00		0.00		25,000.00
	Total Dept 000	135,150.00		9,116.87		9,116.87		126,033.13
TOTAL REVENUES								
		135,150.00		9,116.87		9,116.87		126,033.13
Expenditures								
Dept 691 - REDEVELOPMENT								
248-691-702.000	Wages - Full Time	43,280.00		3,040.02		3,040.02		40,239.98
248-691-705.000	Wages - Part Time	200.00		74.82		74.82		125.18
248-691-713.000	FICA	3,311.00		276.55		276.55		3,034.45
248-691-714.000	Medical Insurance	5,076.34		445.23		445.23		4,631.11
248-691-716.000	Retirement	600.00		0.00		0.00		600.00
248-691-717.000	Unemployment Comp	250.00		0.23		0.23		249.77
248-691-718.000	Workers Comp	374.00		22.30		22.30		351.70
248-691-721.000	Contingency	500.00		500.00		500.00		0.00
248-691-727.000	Office Supplies	700.00		0.00		0.00		700.00
248-691-729.000	Postage Supplies	300.00		0.00		0.00		300.00
248-691-782.000	Operating Supplies	350.00		0.00		0.00		350.00
248-691-803.000	Audit Services	5,500.00		0.00		0.00		5,500.00
248-691-810.000	Training	500.00		0.00		0.00		500.00
248-691-811.000	Memberships	700.00		0.00		0.00		700.00
248-691-818.000	Contractural	1,200.00		0.00		0.00		1,200.00
248-691-850.000	Communications	600.00		0.00		0.00		600.00
248-691-860.000	Travel	200.00		0.00		0.00		200.00
248-691-900.000	Printing/Publications	500.00		0.00		0.00		500.00
248-691-900.003	Printing/Publication/Promotio	1,500.00		0.00		0.00		1,500.00
248-691-900.004	Printing/Publications Economi	500.00		0.00		0.00		500.00
248-691-910.000	Insurance	210.00		103.93		103.93		106.07
248-691-920.000	Utilities	500.00		0.00		0.00		500.00
248-691-954.000	Labor Charges	2,000.00		0.00		0.00		2,000.00
248-691-955.000	Administration Fees & Charges	7,500.00		0.00		0.00		7,500.00
248-691-960.000	Business Expense	1,200.00		0.00		0.00		1,200.00
248-691-967.000	Project Costs	25,000.00		0.00		0.00		25,000.00
248-691-967.002	Dickens Festival	500.00		0.00		0.00		500.00
248-691-967.004	Holly Days	1,500.00		0.00		0.00		1,500.00
248-691-967.101	Project Costs/Organization	1,500.00		0.00		0.00		1,500.00
248-691-967.202	Project Costs/Design	15,000.00		0.00		0.00		15,000.00
248-691-967.303	Project Costs/Promotion	3,500.00		0.00		0.00		3,500.00
248-691-967.404	PROJECT COSTS-BUSN DEVELOP	750.00		0.00		0.00		750.00
248-691-967.606	Ladies Night Out	7,000.00		0.00		0.00		7,000.00

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	YTD BALANCE 07/31/2019 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 07/31/2019 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)
Fund 248 - D D A Fund					
Expenditures					
Total Dept 691 - REDEVELOPMENT		132,301.34	4,463.08	4,463.08	127,838.26
Dept 905 - DEBT SERVICE					
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					
		134,401.34	4,463.08	4,463.08	129,938.26
Fund 248 - D D A Fund:					
TOTAL REVENUES					
		135,150.00	9,116.87	9,116.87	126,033.13
TOTAL EXPENDITURES					
		134,401.34	4,463.08	4,463.08	129,938.26
NET OF REVENUES & EXPENDITURES					
		748.66	4,653.79	4,653.79	(3,905.13)



Village of Holly Downtown Development Authority Exterior Façade Improvement Grant Program

The Exterior Façade Improvement Grant Program (Grant Program) was created to encourage economic investment and revitalization to the commercial buildings in the Village of Holly DDA's District. The Grant Program is designed to target low cost physical improvements to buildings by the upgrading of awnings, windows, paint, signage or other improvements / repairs to the building structure.

THE SPECIFICS

1. 5 (five) \$1,000.00 grants are available during the 2019 / 2020 fiscal year: 3 (three) grants in the Historic Downtown, and 2 (two) grants in the midtown / north-end commercial business district.
2. Grants may be awarded for up to 50 percent of the total cost of a qualified facade, with a maximum grant award of up to \$1,000.00 per project.
3. The Applicant must match the grant with documented matching funds. Labor provided by the applicant, owner, or any other laborer will be considered on a case-by-case basis.
4. No storefront may receive more than one grant per fiscal year, and no applicant may receive more than two grants per year.
5. Grants will be awarded on a reimbursement basis only after the applicant demonstrates full compliance with the grant award.

ELIGIBLE REPAIRS

- All exterior walls of building, with priority given to major street-facing facades
- Exterior renovations, restorations, or reconstruction including but not limited to the following:
 - Façade washing or brick cleaning
 - Tuckpointing
 - Removal of historically inappropriate materials from façade
 - Sign repairs or replacement
 - Awnings or canopies
 - Window replacement or restoration
 - Door replacement or restoration
 - Restoration of original architectural features
 - Painting
 - If the applicant's building is located in the Village of Holly's Historic District, exterior improvements must also meet with the approval of the HDC

ELIGIBLE PARTICIPANTS

Eligibility is given to owners and tenants (with permission from the building owner) of commercial or mixed commercial-residential property located in the Village of Holly's DDA District. Only structurally sound buildings with safely functioning mechanical / electrical / plumbing systems will be considered for this grant. In addition, building owners must show evidence of insurance on the property.

Outstanding Façade Improvement Grant funds shall be carried into the next fiscal year at the discretion of the Holly Downtown Development Authority. Grants shall be administered at the full discretion of the Holly Downtown Development Authority.

Downtown Development Authority – Main Street
Village of Holly • 300 East Street • Holly, MI • 48442 • (248) 634-9571
kgolden@hollyvillage.org

Building Exterior Façade Grant Program Application

I. Applicant Information

Name: _____

Address: _____

Work Phone: _____ Email Address: _____

II. Building Owner Information (if different)

Name: _____

Address: _____

Cell Phone: _____ Email Address: _____

III. Property / Building Information:

Property Address: _____ Parcel ID #: _____

Date Building was Constructed: _____

Current Building Use: _____

Is the property listed on the State Historic Register or National Register of Historic Places? _____

IV. Proposed Purchases

Please attach quotes, proposals, and / or estimates for the indicated improvements.

	Eligible Items		Cost Estimate
	Front façade restoration / renovation		
	Exterior Paint		
	Door / entryway		
	Awning replacement / restoration		
	Signage replacement / restoration		
	Windows		
	Other		

Estimate of total cost: _____

Estimated Project Startup Date: _____

Estimated Project Completion Date: _____

III. Additional Information

Give a brief overview of your improvement plan.

Applicant Signature: _____

Date: _____

SUBMIT APPLICATIONS TO:

Holly Main Street Design Team
c/o Holly DDA
300 East Street
Holly, MI 48442