



DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING

Monday, March 11, 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.

A. CALL TO ORDER

B. PLEDGE OF ALLEGIANCE

C. ROLL CALL

D. APPROVAL OF MINUTES

- Meeting of February 11, 2019

E. AGENDA APPROVAL

F. FINANCIAL REPORT

- | | | |
|---------------------|--------------------|---------------|
| • February 1, 2019 | Beginning Balance: | \$ 174,240.69 |
| • February 28, 2019 | Ending Balance: | \$ 169,363.51 |

G. PUBLIC COMMENT

H. NEW BUSINESS

I. OLD BUSINESS

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, April 8, 2019 at 6:00 p.m.

**VILLAGE OF HOLLY
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of Monday, February 11, 2019 Regular Meeting**

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

Board Members Present

Dick Rossell
Bob Hoffman
Jim Beasley
Thomas McKenney
Lisa Clark
Pam Krantz
Steven Sulfaro
Gordon Dryer
Cari Cucksey, non-voting
new member

Board Members Absent

Staff Present

Jerry Walker
Katy Hughes

Others Present

Lori Goldsmith
Crystal Proxmire
Laurie Lacey
Angie Lemon
Marlo Davidson

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

Director Hughes called the roll.

APPROVAL OF THE MINUTES:

Motion by Beasley, seconded by Hoffman to approve the January 14, 2019 regular meeting minutes.

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

AGENDA APPROVAL:

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

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

FINANCIAL REPORT:

Motion by Krantz, seconded by Clark to approve the December Financial Report as presented.

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

PUBLIC COMMENT:

NEW BUSINESS:

#1: Committee Appointments;

Mr. Rossell: Welcomes new member Cari Cucksey to the board. We will be naming new board members to chair each committee. Ms. Cucksey will be chair for Promotions. Dr. Sulfaro has agreed to be the chair for Design.

Economic Vitality will be chaired by Tom McKenney. Jim Beasley has agreed to take on the Organization. They will need your help setting up, Lori. We are grateful for what you have done.

Lori Goldsmith; 208 Michigan: Wonderful, will be glad to help. The DDA board needs to be involved. Looking forward to meeting with Mr. Beasley for Organization.

#2: Car Show Discussion;

Mr. Rossell: Now about the Car show, Tomorrow night the car show will be discussed. I will go on record saying that I am a very strong supporter of the car show. Getting pushback from the merchants about how to proceed. Lot ideas on the table. Want it to flourish, not go away.

Mr. Hoffman: I like the car show too but I'd like to hear pros / cons and pushback. Find balance.

Mr. Rossell: They want it off of Saginaw Street.

Mr. Dryer: Are there a number of business owners that think it impacts their business?

Mr. Rossell: They think it negatively impacts their business. Restaurants flourish. Some businesses close early because of the car show.

Ms. Krantz: The Street is basically shut down at 3pm.

Ms. Clark: No, they shut it down at 4:30pm.

Mr. Rossell: Not going to get into a fight. They pay nothing, come here for a cool thing. There are a couple hundred cars every Wednesday. We've been there 10 years, doesn't benefit us. It doesn't hurt us either. Some business owners think it affects them. How about this? Charge each car \$1. Give that money to a charitable organization.

Dr. Sulfaro: I didn't realize it was a free show

Ms. Clark: Holly Youth Assistance sells popcorn. They do well. Boy Scouts sell their

stuff. We give our money to Lions Club of Clarkston. They let us use their insurance.

Mr. Hoffman: Government charges for everything. So I'm not in favor for that. Might be pushback from merchants. Have a meeting with them? Charging money doesn't solve the problem. Get together with car people and merchants.

Dr. Sulfaro: Who makes the call? Council?

Mr. Rossell: They apply for a permit every year. Oftentimes, Council takes our recommendation. Cari, I will put you on the spot for your thoughts.

Ms. Cucksey: Obviously, there are merchants that are very strongly opposed. A way to bridge the gap is to enforce timing, be strict. Bob Allsop and everyone who runs the show do a wonderful job. By 8pm they are done. More policing, make sure that they come in at a certain time. I want the tables to be moved (personal reason). I love the car show. Super cool. Brings people into town. I like the idea of putting together a meeting - merchants / business. Try to make people happy.

Mr. McKenney: I like the idea of raising money. \$1 per car. Enhance the sound system. DDA could use that money. Car show can use the sound system. Different district turn it on / off. Not outrageous or unreasonable. Fair. Trace the money. Sound system used for Dickens, car shows, other events. I go through town late afternoon. Doesn't affect my business but the merchants would like more structure on the starting time. Not petitioning to closing it. Car show takes over vs. people there every day. Videos and photos of people in the doorway blocking their business. Merchant asked woman to move. A lot of squatting that goes on. I expect that. Passageways and sidewalks should be open. They don't do much shopping.

Mr. Rossell: Issue with fire department. Have to have the pathways open.

Mr. McKenney: Merchant said that people come into the businesses, but don't spend any money.

Mr. Rossell: Wanted to have discussion. Don't know what answer is. Going to meet with Bob Allsop. Maybe need to get some business owners there too.

Mr. McKenney: I support the car show. And the Hollyween event was wonderful.

Ms. Krantz: A lot of people come and know about Holly because of the car show. Southern Motors on Dixie puts it up on their sign every week. You see Holly Car Show. Business owners know that sales may not be good that night, but they come back. May not say it's because of the car show, but they do shop there. We are known for putting on special events. I'd like to see it expand to north end. Spread out.

Ms. Clark: Wouldn't be there for 50/50, prizes, music, etc.

Mr. Rossell: Way out of my wheelhouse. You talked about Lions Club providing insurance. Maybe Village of Holly could provide insurance.

Ms. Clark: Costs more than \$800 for insurance. But we gave them \$800 last year. Depends on how our 50/50 goes. Very expensive. Every Wednesday. Trust me. They put on their blanket policy. Holly Lions used to do it but we don't have a Lions Club anymore.

Dr. Sulfaro: Investigate further. Keep money in our community, if possible.

Mr. Rossell: Holly Hills Primitives puts on two shows per year. We pay for insurance. I think it is doable

Ms. Clark: I think that would be wonderful.

Mr. Rossell: I appreciate the discussion.

OLD BUSINESS:

#1: MSOC Tech Visit 2019

Mr. Rossell: I am totally onboard with the Depot project. Definitely not going to happen this year or next year, more around in 5 years. No one has shown me a number. Between \$300,000 and \$1 million. Lots of talk about where it will go and how to do it. Need to raise

money for sure. Not a short term project. One of the things missing is the amount of traffic that goes out to National Cemetery every week. Thousands of people buried every day. Would love wayfinding to direct them down North Holly. I'd like half of them to go through Downtown Holly. We may not resolve this tonight. We need to show the town to these high quality people and give them exposure to our town.

Motion by Sulfaro to use funds for MSOC tech visit to put toward wayfinding to promote our community, seconded by Clark.

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

#2: Oakland County Times Proposal;

Crystal Proxmire, Publisher: This will be 3rd year if you renew. Trying to grow site Countywide. Community trying to attract visitors. I fell in love with Holly when I came here. People should stay here, not go further north. This ad plan is the lowest price plan. \$875 per year. 117,000 unique readers each month. 30,000 readers show up as NW Oakland County. Solid readership here. All positive things about Holly. Clarkston, Birmingham, Royal Oak. They are constantly seeing stories about Holly. We could charge more money, but want to keep it locally focused. Want to see if you will renew with us for another year.

Mr. Beasley: How do you get funded?

Ms. Proxmire: Business advertising, sponsors, and reader donations. I do the same thing for Ferndale. People can give \$15 per month, but it's not required. No grant money, not a non-profit. Deadline Detroit is similar, but they get grant money. Holly DDA has been doing this for 2 years. You can see the stories in Holly on the search bar on my page. Some freelance work.

Mr. Beasley: Does the advertising show an increase in business?

Ms. Proxmire: 2 years ago, Andy Potter was Director and Andrea was at the Chamber. Original plan was a much larger scale. DDA and Chamber came aboard and were supposed to secure businesses (10) advertisers. They didn't. This hurt financially. Katy was new last year so I didn't want to burden her. I'm here because I like Holly. Don't want to give this community up. Next focus community will be \$10,000 package. Add one focus community each year. Ferndale will be a main city. Hopefully Holly will, too.

Mr. Rossell: Crystal has done a nice job. I think we should do this.

Mr. Hoffman: I think you are thorough, all over the map, don't know how you do it all. Not a lot of money. Everything is online

Ms. Proxmire: Other publications do paywalls. We do not.

Ms. Cucksey: I advertise with Crystal. Great job. I will advertise with you again.

Motion by Hoffman to continue advertising with Oakland County Times for \$875, seconded by Krantz.

Motion carried by a roll call vote of eight ayes and no nays.

#3 Amend Bylaws:

Mr. Rossell: We looked at this last month.

Ms. Cucksey: This involves removing Township Supervisor as a requirement. And dropping from 12 meetings down to 11.

Mr. Rossell: Dale Smith opted out. Added George Kullis, and he hasn't had time to be involved. Have to change bylaws to reflect that it's not a requirement anymore.

Mr. Hoffman: Not mandatory anymore, but not excluded either.

Mr. Rossell: First thing. Amend bylaws,

Mr. Hoffman: Why would you have a meeting if there's nothing on the agenda?

Mr. Beasley: Board members on these committees, there will be stuff to talk about.

Mr. McKenney: No quorum, that's the mechanism I'm familiar with

Motion by Krantz to accept terms of amended bylaws, seconded by Clark.

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

REPORTS:

Directors Report, Katy Golden Hughes;

Ms. Hughes: Congrats to all, we were once again accredited through National Main Street. We have accomplished so much, and 2019 will be no different. Describes all the good projects upcoming. Main Street Awards will be coming up in May 2019 at the Strand Theater in Pontiac. IN past we have taken some great awards. Our Battle Alley Lights and our Downtown Holly Facebook page are some of the things we are proud of and can look for awards on. Detailed the 2019 projects, and talked on involvement.

Village Manager, Jerry L. Walker;

Mr. Walker: There are many projects to accomplish in 2019. Partnership with the Village. The Department heads meet after every Council meeting to discuss things talked about during Council and how we can implement these things. Katy talks to Department Heads about how we can help. We completely resurfaced Alley Street. Felt it was important to correct drainage. Huge issues under historic businesses. Alley street is becoming a pedestrian walkway. Village picked up entire bill. Already mapping out replacing some of the pedestrian crosswalks. South Saginaw, Maple, and further down N Saginaw. Replace with lighted permanent sign. No longer have to worry about movable signs being run over. Coordinate efforts. Recognize

importance and mission of DDA. Spoke about Car Show. On agenda for Council tomorrow. May not walk away with permanent solution. More dialogue is needed. Ideas on how it should be compromised. Other things we talked about are Social media traffic, on the Cannabis industry there were almost 500 comments on one string! Talk about ordinance to prohibit. Opt in or out. Council will be considering opt in or out. May pass ordinance. Can reconsider at a later point. Lot more thought and decision making that needs to be done at state level before we decide what to do here in Holly.

BOARD COMMENTS:

Mr. Rossell: Isn't state a year away?

Mr. Walker: More than a year away. Something we're working on. Discussion about it. Lots of aspects about it. Just because they voted on recreational marijuana, doesn't mean that they want a dispensary. Long way off of bringing to fruition. We have a Proposal to hire new position in Village. Former WWTP Superintendent. Tim Stallcup was with Village 40+ years. Candidate for replacement was a HHS grad. Wants to return to Holly to work.

Mr. Hoffman: One question, did we have a lot of applicants?

Mr. Walker: Didn't receive a ton. Stringent requirements. Class B license. Shortage in Midwest. Conducted 6 interviews. This particular person was top applicant. Not top licensure, but his skills and attributes ranked him number one. Graduated from Holly Schools. Went to Kettering and U of M. Works for Oakland County. Happy to be attracting Oakland County resident back to Oakland County.

ADJOURNMENT:

Motion by Rossell to adjourn the meeting at 7:03pm

Katy Golden, Transcriber



DDA BOARD MEETING

Monday, January 14, 2019- 6pm

Sign In - Please Print Name & Street Address

1. Richard Best 1214 Bay St
2. Rick Powis 816 Holly Bush
3. Laurie Racey 818 E. Maple St
4. Marlo
5. Angie Lemo 116 College St
6. Lori Goldsmith 208 Michigan DDA Liason
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 770 Public Funds							
02/01/2019		VOID	770-000-276.248 DDA Fund		BEG. BALANCE		(174,240.69)
02/04/2019	CD	CHK	Check: Gen 67305	67305		20.00	(174,260.69)
02/05/2019	CD	CHK	Check: Gen 69153	69153	200.00		(174,060.69)
02/05/2019	CD	CHK	Check: Gen 69156	69156	53.87		(174,006.82)
02/05/2019	CD	CHK	Check: Gen 69166	69166	278.11		(173,728.71)
02/14/2019	PR	CHK	SUMMARY PR 02/14/2019		1,636.28		(172,092.43)
02/19/2019	CD	CHK	Check: Gen 69246	69246	117.00		(171,975.43)
02/21/2019	CD	CHK	Check: Gen 69254	69254	154.34		(171,821.09)
02/28/2019	PR	CHK	SUMMARY PR 02/28/2019		1,636.27		(170,184.82)
02/28/2019	GJ	JE	DDA Donations to Pinz for Parks	13413	300.00		(169,884.82)
02/28/2019	CD	CHK	Check: Gen 69336	69336	521.31		(169,363.51)
02/28/2019			770-000-276.248	END BALANCE	4,897.18	20.00	(169,363.51)

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 D D A Fund							
Department: 691 REDEVELOPMENT							
02/05/2019	Gen	69153	CALYPSO SIGNS	Printing/Publication/Promotio	900.003	691	200.00
02/05/2019	Gen	69156	CONSUMERS ENERGY --	10 00 00 2608 91	920.000	691	53.87
02/05/2019	Gen	69166	KULLIS, DIANE	Project Costs/Design	967.202	691	278.11
02/19/2019	Gen	69246	OFFICE DEPOT, INC.	Office Supplies	727.000	691	117.00
02/21/2019	Gen	69254	MONY LIFE INSURANCE CO OF AMERICA	Medical Insurance	714.000	691	154.34
02/28/2019	Gen	69336	CARDMEMBER SERVICE	01/02 0706 NATIONAL MAIN	811.000	691	350.00
				01/30 5930 SQ BATTEL	960.000	691	84.52
				01/30 8622 DAVISBURG	960.000	691	44.79
				01/30 2681 TST*	960.000	691	42.00
				CHECK Gen 69336 TOTAL			<u>521.31</u>
				Total for department 691:			1,324.63
				Total for fund 248 D D A Fund			1,324.63

GL NUMBER	DESCRIPTION	2018-19		YTD BALANCE		ACTIVITY FOR		AVAILABLE BALANCE
		AMENDED BUDGET	NORMAL (ABNORMAL)	02/28/2019	02/28/2019	MONTH 02/28/2019	INCREASE (DECREASE)	
Fund 248 - D D A Fund								
Revenues								
Dept 000								
248-000-402.000	Real Property Taxes	40,000.00		60,611.59		0.00		(20,611.59)
248-000-404.000	TIF Taxes	55,150.00		57,629.14		0.00		(2,479.14)
248-000-686.000	Settlements/Recoveries	1,000.00		0.00		0.00		1,000.00
248-000-688.000	GRANT MONEY	0.00		2,500.00		0.00		(2,500.00)
248-000-689.000	Post card sales	15.00		9.00		0.00		6.00
248-000-690.000	Ladies Night Out	7,000.00		3,450.00		0.00		3,550.00
248-000-698.000	SUNDRY	150.00		(1,500.00)		0.00		1,650.00
Total Dept 000		103,315.00		122,699.73		0.00		(19,384.73)
TOTAL REVENUES								
		103,315.00		122,699.73		0.00		(19,384.73)
Expenditures								
Dept 691 - REDEVELOPMENT								
248-691-702.000	Wages - Full Time	43,280.00		26,339.97		3,039.99		16,940.03
248-691-705.000	Wages - Part Time	500.00		95.84		0.00		404.16
248-691-713.000	FICA	3,311.00		2,185.97		232.56		1,125.03
248-691-714.000	Medical Insurance	5,143.00		3,728.44		154.34		1,414.56
248-691-715.000	Life & Disability	500.00		(53.90)		0.00		553.90
248-691-716.000	Retirement	250.00		559.34		0.00		(309.34)
248-691-717.000	Unemployment Comp	250.00		0.00		0.00		250.00
248-691-718.000	Workers Comp	416.00		91.25		0.00		324.75
248-691-727.000	Office Supplies	1,000.00		309.61		117.00		690.39
248-691-729.000	Postage Supplies	300.00		0.00		0.00		300.00
248-691-782.000	Operating Supplies	350.00		134.28		0.00		215.72
248-691-803.000	Audit Services	5,400.00		5,547.25		0.00		(147.25)
248-691-810.000	Training	1,000.00		567.41		(20.00)		432.59
248-691-811.000	Memberships	700.00		475.00		350.00		225.00
248-691-818.000	Contractural	1,200.00		1,323.00		0.00		(123.00)
248-691-850.000	Communications	600.00		250.00		0.00		350.00
248-691-860.000	Travel	1,500.00		554.86		0.00		945.14
248-691-900.000	Printing/Publications	350.00		549.76		0.00		(199.76)
248-691-900.003	Printing/Publication/Promotio	200.00		400.00		200.00		(200.00)
248-691-900.004	Printing/Publications Economi	100.00		100.00		0.00		0.00
248-691-910.000	Insurance	210.00		206.63		0.00		3.37
248-691-920.000	Utilities	500.00		309.76		53.87		190.24
248-691-954.000	Labor Charges	2,000.00		1,118.90		0.00		881.10
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		544.53		171.31		655.47
248-691-967.002	Dickens Festival	500.00		500.00		0.00		0.00
248-691-967.101	Project Costs/Organization	200.00		7.05		0.00		192.95
248-691-967.202	Project Costs/Design	7,000.00		11,371.87		278.11		(4,371.87)
248-691-967.303	Project Costs/Promotion	1,500.00		1,800.00		300.00		(300.00)
248-691-967.404	PROJECT COSTS-BUSN DEVELOP	500.00		350.00		0.00		150.00
248-691-967.606	Ladies Night Out	7,000.00		3,305.78		0.00		3,694.22
Total Dept 691 - REDEVELOPMENT		94,460.00		62,672.60		4,877.18		31,787.40

GL NUMBER	DESCRIPTION	2018-19		YTD BALANCE		ACTIVITY FOR		AVAILABLE
		AMENDED BUDGET	NORMAL (ABNORMAL)	02/28/2019	02/28/2019	MONTH 02/28/2019	INCREASE (DECREASE)	
Fund 248 - D D A	Fund							
	Expenditures							
Dept 905 - DEBT SERVICE								
248-905-991.000	Principal	1,300.00		1,213.77		0.00		86.23
248-905-995.000	Interest Expense	800.00		795.23		0.00		4.77
	Total Dept 905 - DEBT SERVICE	2,100.00		2,009.00		0.00		91.00
	TOTAL EXPENDITURES	96,560.00		64,681.60		4,877.18		31,878.40
	Fund 248 - D D A							
	Fund:							
	TOTAL REVENUES	103,315.00		122,699.73		0.00		(19,384.73)
	TOTAL EXPENDITURES	96,560.00		64,681.60		4,877.18		31,878.40
	NET OF REVENUES & EXPENDITURES	6,755.00		58,018.13		(4,877.18)		(51,263.13)