



DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING

Monday, October 14, 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 September 9, 2019
- AGENDA APPROVAL
- **FINANCIAL REPORT**
 - September 1, 2019
 - September 30, 2019

Beginning Balance: \$ 118,962.89

Ending Balance:

\$ 111,299.22

- **PUBLIC COMMENT**
- **NEW BUSINESS**
 - Main Street Fundamentals Presentation by MSOC Director John Bry
- **OLD BUSINESS**
 - N/A
- **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, November 11, 2019 at 6:00 p.m.

VILLAGE OF HOLLY DOWNTOWN DEVELOPMENT AUTHORITY Minutes of Monday, September 9, 2019 Regular Meeting

The Village of Holly Downtown Development Authority meeting was called to order at 6:00 p.m. by Chairman Richard 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 Tom McKenney Gordon Dryer Steven Sulfaro Cari Cucksey Richard Rossell

Board Members Absent

Staff Present Jerry Walker Rachel Orzechowski Katy Golden

Others Present

Lori Goldsmith George Kullis Laurie Lacey Angie Lemon Richard Kinnamon

Meeting called to order at 6pm by Chairman Rossell with the Pledge of Allegiance. Director Golden called the roll. All Board Members Present.

APPROVAL OF THE MINUTES:

Motion by Sulfaro, seconded by Clark to approve the August 12, 2019 regular meeting minutes.

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

AGENDA APPROVAL:

Motion by Hoffman, seconded by Dryer to approve the minutes of August 12, 2019.

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

Financial Report

Motion by Krantz, Clark support to approve financial report of August 2019 financials.

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

PUBLIC COMMENT: none.

NEW BUSINESS:

#1: Consideration of the participation in the Relocation Guide promotional booklet.

Holly Township Supervisor Mr. Kullis: Please check your copy of ASOURCE Magazine, along with advertising opportunities listed. Fenton, Linden and surrounding areas are in this magazine advertising. I had meeting with Ms. Golden, and we talked about trying to advertise with them this year. The magazine is changing their name to 'MI Location Guide.' Used by Oakland, Wayne, and Macomb counties. It highlights areas in region. Holly Area Schools is taking out a page as well. This is great partnership between DDA and Chamber. Village and Township. Can be put in front of Council as well. If we partner it can cost less. Make 1- or 2-

page ads. 1 page is \$1,500, 2 page \$2,750. One and a half pages is \$2,150. We need approval by Village, Township, Chamber, and the DDA.

Mr. Rossell: What is their circulation?

Mr. Kullis: Their reach is over 10,000 people.

Mr. Rossell: Do we pay for the artwork?

Mr. Kullis: They supply the artwork, we need to supply logos, etc. They gave us a small shutout last year, but we will need money for this coming year.

Mr. Rossell: I suggest in participate in 1 page add, subject to township and Village to continue.

Mr. Kullis: We also need chamber.

Mr. Rossell: Alright, so 2 pages, 4 ways.

Mr. Kullis: 2 pages is best. Pictures can be shown. Draw up for things for 2 pages.

Mr. Walker: When do you need notice of approval?

Mr. Kullis: deadline is end of October.

Mr. Walker: The council uses DDA, Village council is would use them to process and they would use the DDA for advertising.

Mr. Rossell: Alright, then I think personally one page, and we would pay 1/3.

Mr. Sulfaro: Then contingent on other parties? Mr. Rossell: Yes, the DDA, Township, and Chamber of Commerce.

Mr. Kullis: Please make motion for being in for 1/3 of advertising in MI Relocation Guide. Please vote on that.

Mr. Walker: Yes, to not to exceed 1/3 of cost. Mr. Hoffman: It is time to see if parties will all

participate.

Ms. Krantz: This publication it is online as well, this is a nice item for someone who moves in the area. Personally, believes that 2 pages is best. Inexpensive advertising.

Mr. Rossell: The Village carried the ball on things we should have done, like Alley Street repaying. So, I do not think we should ask

Village to participate. We should use our own budget.

Ms. Cucksey: Where are these are distributed? Mr. Kullis: Detroit Area Chamber, etc. all 3 counties. And changing name to the 'MI Relocation Source'.

Sulfaro motion to not exceed 1/3 of cost of add in publication, Hoffman seconds. Contingent on Holly Chamber and Township agreement as other 2/3 of advertisement.

ROLL CALL VOTE

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

Voting Against: None

Absent: None

MOTION CARRIED

#2: Consideration of Resignation of DDA Board Member Pam Krantz:

Mr. Rossell: We want to thank Ms. Pam Krantz. She came on this board in 2013. She recently left the board for the credit union; therefore, she is leaving us since she no longer applies to DDA bylaws. She is a driving force, so much behind the scenes work. For four months she did the director work for us. She is always there. So involved all over town. We cannot express enough of our love for Pam. We wanted to present you with a token of our appreciation. On behalf of Holly DDA and Village, we want to thank you for your service.

Ms. Krantz: Thank you, I have learned so much, so appreciative. Love my community. Thank you.

Hoffman: Motions to accept her resignation, reluctantly. Rossell seconds. Voice Vote All in favor. Motion passes.

Old Business

#1; Façade Grant

Mr. Rossell: Ok we have the grant applications, looks like 5 downtown, 1 north/midtown. Let's do them all?

Dr. Sulfaro: Yes, the design committee met, and we reviewed all 6 applications, 5 downtown 1 midtown. Bittersweet, Blue Willow, Holly Hotel, Blumz, Battle Alley Coffee, and Spot Shooter. They are all worthy causes, and we know it calls for only 5. But we recommend is to actually approving all 6. If DDA approves additional cost of 6 not 5. Katy, what would numbers look like?

Ms. Golden: We appropriated \$2,500, so we had 5- one thousand grants. So instead of \$5,000, it would be \$6,000. Therefore \$3,500 from our budget instead of \$2,500.

Mr. Rossell: We are not in bad shape financially.

Mr. McKenney: Is this match money from Flagstar?

Ms. Golden: Yes, we put in \$2,500, they added \$2,500, now we will add \$3,500.

Hoffman motions to approve 6 grants, take additional \$1,000 from our budget. Clark seconds.

ROLL CALL VOTE

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

Voting Against: None.

Sustaining from vote: Beasley

Absent: None Motion Carried.

REPORTS:

Design Committee, Dr. Sulfaro:

Dr. Sulfaro: Worked on façade grants. Also did walking tour of downtown to brewery. Looking at sense of utility posts for new banner projects. To see where we would want them.

Promotions Committee, Cari Cucksey:

Ms. Cucksey: Meeting went well, ball rolling, meeting again in couple weeks for Ladies Night Out details. General overview, for our donation component we will ask for items to make care packages to local deployed military. Socks etc, for active military. Ladies that donate receive extra raffle tickets for gift baskets. Also, interview MI retailer Magazine. Katy and I did interview. Cover story for us. Very impressed with Holly.

Economic Vitality, Tom McKenney:

Mr. McKenney: We met with broker on piece of property to move, broker is looking for help. Will be having meeting soon for help. Lobbying and tax abatement help needed.

Organization Committee- Jim Beasley;

Mr. Beasley: I'm going to let Lori Goldsmith give the report.

Ms. Goldsmith: Volunteers provided 20 hours at HollyDays, a great event. So many volunteers, 20-30 volunteers. Can't thank Katy enough, we love to work with her. We cleaned up, all done and put away. Great event for our team!

Ms. Cucksey: Thanks for volunteers that helped with wedding in Battle Alley.

Ms. Goldsmith: Yes, please let us know. Mr. Beasley: Let us help you make calls Ms. Goldsmith: Great we can get together.

Directors Report, Katy Golden;

Ms. Golden: Thanks for HollyDays. Community celebration. Lots of people from all over in town. Sea of red t-shirt volunteers. From lost kids to any questions. New Mural, side of Hippie Love Lifestyle, Kevin got it done before HollyDays. Public enjoyed it all weekend. We love the connection to circus and Battle Alley. A Placemaking mural. In the Y, you pose your arms to be the Y. The cost was \$0. Flagstar used \$1,000 then \$1,000 for tax right off. Sound system up and running. Volunteer sound guy Josh Murphy set it all up! Through our Wi-Fi- it

all works now. Enjoying some nice tunes. The depot grant is going well. Sept 24th is launch day. Then voting every day. We had a Depot meeting today, and we talked on plans to get on the vote. Need to be in top 10 to receive 150k. Lori Goldsmith is putting together a video to show how to get out the vote for the depot grant!

On the CGI banners, an employee came out from New York to do sales for banners. Full size banners, they get 8ft tall and small banners. He was successful around town. Up for 2 years. Downtown will have them then North Holly Rd. will have "Welcome to Holly-home of Bronchos." TIF renewal, going well, working on full copy.

Dr. Sulfaro: How many banners sold?

Ms. Golden: Sold over 20, with Village, DDA, Chamber all given banners.

Mr. Rossell: MI veterans wall was in last weekend. Spectacular sight. And moving-many visitors. Patriot guard thank you resource center. Ms. Krantz: Stood guard all hours. 900 people signed it. Emotional. Special.

Village Manager, Jerry L. Walker; Mr. Walker: No report.

BOARD COMMENTS:

Ms. Clark: Bollards are going up too soon, you cut off business in alley. Sign business open, but not up. Unfair. Cut business down. Concern is large. Do not leave them up so long. Arcade Antiques has 29 dealers, and these people having trouble bringing in things to their booths. Have not sold things because no way to load it. Alley Street was backed up. Battle Alley needs to be open more. For people who live upstairs.

Mr. Walker: Bollards up a week early due to new concrete. In this particular case. Consumers energy told us. We put them up as late as possible due to new concrete. The congestion on Alley Street is because of cement work by consumers as well. DPW has been very good at doing them at last minute. DPW has done training with local businesses to help them, now bollards go up Saturdays, instead of Thursday. We work really hard to put them up and take them down. The open signs are attached to orange barricades. Black bollards do not indicate that businesses are closed. I believe they are inviting for people to walk the alley. Men and women of DPW went above and beyond.

Mr. Rossell: This was a special case; bollards are carefully put up normally.

Mr. Walker: Exactly, this is special case., we work really hard with certain businesses to move and put away Bollards.

Ms. Cucksey: Are your customers loading in Alley Street?

Ms. Clark: Yes, but it gets backed up. We are worried about our older dealers. Stock and unloading are rough on them. I received phone calls. Mr. Walker has addressed it, thank you. Other businesses in alley, it impedes. Creative Fashions as well, since they have older people dropped off at door.

Mr. Rossell: Sounds like we are on that track.

<u>ADJOURNMENT:</u>

Motion by Rossell to adjourn the meeting at 6:43pm.

Rachel Orzechowski, Transcriber

	Balance
1/1	
Page:	Credits
19	Debits
GL ACTIVITY REPORT FOR VILLAGE OF HOLLY FROM 770-000-276.248 TO 770-000-276.248 TRANSACTIONS FROM 09/01/2019 TO 09/30/2019	Reference #
	Description
AM	Type
19 10:36 GGER	JNL
10/02/2019 User: DBIGG DB: Holly	Date

Page: 1/1	Credits Balance		(118,962.89)	(118,387.23)	(117, 678.83)	(117,613.15)	(115,896.95)	(115, 196.95)	(113,510.99)	(113, 467.82)	(113,065.76)	(111,347.73)	(111, 299, 22)	0.00 (111,299.22)
)LLY 248 //2019	Debits		BEG. BALANCE	575.66	708.40	65.68	1,716.20	700.00	1,685.96	43.17	402.06	1,718.03	48.51	7,663.67
GL ACTIVITY REPORT FOR VILLAGE OF HOLLY FROM 770-000-276.248 TO 770-000-276.248 TRANSACTIONS FROM 09/01/2019 TO 09/30/2019	Reference #			70381	70414	70425		70518	70524	70531	70537		70562	END BALANCE
GL ACTIVIT FROM 770-C TRANSACTION	Type Description		770-000-276.248 DDA Fund	Check: Gen 70381	Check: Gen 70414	Check: Gen 70425	SUMMARY PR 09/12/2019	Check: Gen 70518	Check: Gen 70524	Check: Gen 70531	Check: Gen 70537	SUMMARY PR 09/26/2019	Check: Gen 70562	770-000-276.248
, AM	ь АМ Туре	Funds		CHK	CHK	CHK	CHK	CHK	CHK	CHK	CHK	CHK	CHK	
10:36 EER	JNL	hlic		CD	CD	CD	PR	CD	CD	CD	CD	PR	CD	
10/02/2019 10:36 AM User: DBIGGER DB: Holly	Date	Fund 770 Public Funds	09/01/2019	09/03/2019	09/05/2019	09/05/2019	09/12/2019	09/24/2019	09/24/2019	09/24/2019	09/24/2019	09/26/2019	09/26/2019	09/30/2019

10/02/2019 10:36 AM User: DBIGGER DB: Holly

REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF HOLLY

1/2

Page:

PERIOD ENDING 09/30/2019 % Fiscal Year Completed: 25.14

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GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	YTD BALANCE 09/30/2019 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 09/30/2019 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)
- D D A	Fund				
Revenues Dept 000					
248-000-402.000	Real Property Taxes	42,000.00	0.00	0.00	0.000
248-000-404.000	TIF Taxes	55,150.00	8,650.93	00.00	46,499.07
248-000-688.000	Sections Recoveries	5,000.00	00.00	00.0	1,000.00 5,000.00
248-000-690.000	Ladies Night Out	7,000.00		00.00	7,000.00
248-000-698.000	SUNDRY	0.00	6,500.00	00.0	(6,500.00)
	DANGER CAND THE	00.000		0000	20,000,00
Total Dept 000		135,150.00	15,150.93	00.0	119,999.07
TOTAL REVENUES		135,150.00	15,150.93	00.0	119,999.07
Expenditures Dept 691 - REDEVELOPMENT	OPMENT				
391-702	Wages - Full Time	0.	9,120.01	19.	34,159.99
248-691-705.000	Wages - Part Time	200.0	410.61	150.	(210.61)
248-691-713.000	FICA	3,311.00	883.62	4 4	2,427.38
248-691-716,000		600.009	L, 333.83		3,740.63
248-691-717.000	Unemployment Comp	250.00	0.23	00.0	249.77
248-691-718.000	Workers Comp	374.00	44.60		329.40
248-691-721.000		500.00	500.00	0	00.0
248-691-729.000	Office Supplies Postage Supplies	300.007	201.01	201.01	498.99
248-691-782.000	Operating Supplies	350.00	00.00		350.00
248-691-803.000	Audit Services	5,500.00	708.40		4,791.60
248-691-810.000	Training	500.00	t.	ı	500.00
248-691-811.000 248-691-818.000	Memberships Contractural	10.007	150 00	150.00	450.00
248-691-850.000	Communications		(D)	150.00	450.00
248-691-860.000	Travel	200.00	00.00	00.00	200.00
248-691-900.000	Printing/Publications		0.00	00.00	500.00
248-691-900.004	Firming/Fublication/Figmoric	500.00	00.0	00.0	00.005
248-691-910.000	Insurance	210.00	152.44	တ	57.56
248-691-920.000	Utilities	500.00	112.71	5	387.29
248-691-954.000		2,000.00	00.00	00.00	2,000.00
248-691-955.000	Administration Fees & Charges	7,500.00	00.00	0.0	7,500.00
248-691-960.000	Business Expense	1,200.00	130.50	23.00 00	100.00
248-691-967.002		500		00.0	500.00
248-691-967.004		1,500.00	00.00	0.0	1,500.00
248-691-967.101		1,500.0	80 6	899.6	600.40
248-691-967.202	Project Costs/Design	3,500.00	1,328.85	1,0/8.85	13,6/1.15
48-691-967		750.0	92.57	. 2	657.43
248-691-967.606	Ladies Night Out		00.00	0.0	7,000.00

10/02/2019 10:36 AM User: DBIGGER DB: Holly

REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF HOLLY

2/2

Page:

PERIOD ENDING 09/30/2019 % Fiscal Year Completed: 25.14

GL NUMBER DE	DESCRIPTION	2019-20 AMENDED BUDGET	YTD BALANCE 09/30/2019 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 09/30/2019 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)
Fund 248 - D D A Fund Expenditures Total Dept 691 - REDEVELOPMENT	1 /ELOPMENT	132,301.34	41,579.93	6,143.67	90,721.41
Dept 905 - DEBT SERVICE 248-905-991.000 Pris 248-905-995.000 Int	ICE Principal Interest Expense	1,300.00	00.0	00.0	1,300.00
Total Dept 905 - DEBT SERVICE	SERVICE	2,100.00	00.0	00.0	2,100.00
TOTAL EXPENDITURES		134,401.34	41,579.93	6,143.67	92,821.41
Fund 248 - D D A Fund: TOTAL REVENUES TOTAL EXPENDITURES NET OF REVENUES & EXPENDITURES	d: ENDITURES	135,150.00 134,401.34 748.66	15,150.93 41,579.93 (26,429.00)	0.00 6,143.67 (6,143.67)	119,999.07 92,821.41 27,177.66

10/02/2019 10:38 AM User: DBIGGER DB: Holly

CHECK DISBURSEMENT REPORT FOR VILLAGE OF HOLLY CHECK DATE FROM 09/01/2019 - 09/30/2019

Page 1/2

7110117							
Check Date	Bank	c Check #	Payee	Description	Account	Dept	Amount
Fund: 248 D Department:	D A 691	Fund REDEVELOPMENT	LN				
09/03/2019	Gen	70381	GOLDEN, KATY	ACTION PACKER STOR	727.000	691	125.55
				4S OF MAESTRO COMMUN 4S IF CELL PHONE REIMBURS	818.000	691 691	100.00
				COFFEE FOR RETAILERS ROUNDTABLE MEET 4 STOP SIGNS FOR EVENTS/TRAFFIC CONTROL CHECK Gen 70381 TOTAL FOR FUND 248:	960.000	691	25.31 99.80 575.66
09/05/2019	Gen	70414	PLANTE MORAN PLLC	Audit Services	803.000	691	708.40
09/05/2019	Gen	70425	CONSUMERS ENERGY	10 00 00 2608 91	920.000	691	65.68
09/24/2019	Gen	70518	APPLE'S SPECIAL-TEES	Project Costs/Organization	967.101	691	700.00
09/24/2019	Gen	70524	GOLDEN, KATY	HOMEDEPOT HOLLY DAYS	727.000	691	75.46
					811.000	691	125.00
				MAESTRO BUSINESS & VOLUNTEER ORGANIZAT	818.000	691	50.00
				CRICKET WIRELESS	850.000	691	50.00
				RED DEVIL HOLLY DAYS	000.096	691	71.88
				DIAMOND SPORTS GEAR PLAQUE DDA P	000.096	691	42.40
				AMAZON CROSSING FUARDS EVENTS	967.101	691	99.80
				AMAZON STREET SWEEPING TEAM	967.202	691	70.60
				SCRAPS DESIGNS PLACEMAKING/CIRCUS	967.202	691	1,000.00
				GREAT LAKES SOUND SYSTME PLUG LAPTOP	967.202	691	8.25
				AMAZON GROUNDBREAKING CEREMONY	967.404	691	67.26
				BATTLE ALLEY COFFEE MSOC	967.404	691	25.31
				CHECK Gen 70524 TOTAL FOR FUND 248:			1,685.96
09/24/2019	Gen	70531	MONY LIFE INSURANCE CO OF AMERICA	Medical Insurance	714.000	691	43.17
09/24/2019	Gen	70537	TOTAL HEALTH CARE USA, INC	Medical Insurance	714.000	691	402.06
09/26/2019	Gen	70562	MMRMA	Insurance	910.000	691	38.17
				Insurance	910.000	691	10.34
				CHECK Gen 70562 TOTAL FOR FUND 248:			48.51

10/02/2019 10:38 AW User: DBIGGER DB: Holly Chock Date Bank Chock # Danno	CHECK DISBURSEMENT REPORT FOR VILLAGE OF HOLLY CHECK DATE FROM 09/01/2019 - 09/30/2019		Page 2/2
אושכיא במרת במווא כוותניא + במצחת	Descirbing	Account Dept	Amount
Fund: 248 D D A Fund			
Department: 691 REDEVELOPMENT			
	Total for department 691:		4,229.44
	Total for fund 248 D D A Fund		4,229.44





DDA BOARD MEETING

Monday, September 9, 2019–6pm Sign In - Please Print Name & Street Address

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Pamela J. Krantz



3114 Oak Drive Holly, MI 48442 248-634-7135 funcreations@comcast.net

August 15, 2019

To Chairman, Dick Rossell and the DDA Board:

It is with great sadness that I need to submit my letter of resignation as a member of the DDA Board. I have really enjoyed serving the community in various capacities on the DDA.

As you have heard Metro North Federal Credit Union has merged with the Birmingham Credit Union. I had served on the Board of Metro North for more than 20 years. As of September 1, my position no longer exists. Thus, there is no connection within the DDA District for me to qualify to serve my community.

I will remain dedicated to the Community of Holly and I will be happy to serve on specific projects if needed. Please feel free to reach out to me if something comes up that I can be of help with. I would also be happy to mentor any new young person who wants to be involved in the community.

Thank you so much for allowing me to a part of such a great group of people.

Pamela J. Krantz



In Memory Of

James N. Beasley

When I am gone, release me, let me go. I have so many things to see and do, you mustn't tie yourself to me with tears. Be thankful for our beautiful years.

I gave to you my love. You can only guess how much you gave to me in happiness. I thank you for the love you each have shown, but now it's time I traveled on alone.

So grieve awhile for me, if grieve you must, then let your grief be comforted by trust, it's only for a time that we must part, so bless the memories within your heart.

I won't be far away, for life goes on, though you can't see or touch me, I'll be near. All my love around you soft and clear.

And then, when you must come this way alone, I'll greet you with a smile, and say "Welcome Home."

Funeral Services Provided By
Dryer Funeral Home
Holly, MI

In Loving Memory of

James N. Beasley

Date of Birth September 17, 1957 Flint, Michigan

Date of Death
September 27, 2019

Funeral Services
Holly Nazarene Church
Holly, Michigan
October 3, 2019
1:00 PM

Officiating
Pastor Gary Wissmueller

Interment
Lakeside Cemetery
Holly, Michigan





Dear Holly DDA,

Thank you for your generous

donation so the Michigan Vietnam

Wall could come to Holly. Over

800 people came from many different

cities \$ towns. It was quite

emotional for some and healing

for others.

Thank you for your support!

Holly Area Veterans'

Resource Center