

**VILLAGE OF HOLLY
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of Monday, October 8, 2018 Regular Meeting**

The Village of Holly Downtown Development Authority meeting was called to order at 5:59 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
George Kullis

Board Members Absent

Kirk Heath
Pam Krantz
Brian Feldman

Staff Present

Jerry Walker
Katy Hughes
Rachel Orzechowski

Others Present

Lori Goldsmith
Richard Putz
Laurie Lacey
Angie Lemon
John Lauve
Rick Powers

Meeting called to order at 5:59 pm by Chairman Rossell with the Pledge of Allegiance.

Director Hughes called the roll.

Board Members Kirk Heath and Pam Krantz were absent.

Chairman Rossell asks for motion to excuse Kirk Heath and Pam Krantz from tonight's meeting.

Motion by Rossell, seconded by Hoffman to excuse Kirk Heath and Pam Krantz.

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

APPROVAL OF THE MINUTES:

Motion by Hoffman, seconded by Clark to approve the September 10, 2018 regular meeting minutes.

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

AGENDA APPROVAL:

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

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

Rossell spoke on why agenda amended as new business was eliminated. The Purchase Agreement for 610 N. Saginaw was not completed.

FINANCIAL REPORT:

Motion by Hoffman, 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:

Rick Powers, Angie Lemon: Here to inform the DDA Board that the Parks Comm has voted to take over the Hollyween event. The River Church has given it up due to busy schedule. Our Village Parks Commission is now asking the DDA to help support the event financially. Asking for \$200 from DDA to help cover costs. Hollyween includes a party at the Holly Moose Lodge from 1-3 p.m., a costume contest, and that evening is party and then prizes will be given out. We have spoken to merchants and most are on board. Parks is requesting \$200 to help support this great event for the kids.

Chairman Rossell: When the River Church was involved we had notifications that someone was threatening to take us to court for violating separation of church and state, so yes, we approve of Parks taking over.

Mr. Powers: Yes, this event is well suited for Parks Commission.

Mr. Hoffman: What is 200 dollars to be used for?

Mr. Powers: Cider, doughnuts, and prizes. We expect 500- 600 kids. It is a cost-effective event.

Mr. Hoffman: Where are you buying the cider?

Mr. Powers: Diehl's, a local business. And they will do a buy back for cider we do not use.

Motion moved by Hoffman to give \$200 to Park Commission in support of Hollyween, Clark Seconded.

Roll call vote

Voting aye: Rossell, Hoffman, Beasley, Clark, McKenney.

Voting nay: none

Absent: Kullis, Krantz, Heath

Motion Passed.

Lori Goldsmith; 208 Michigan: Would like to encourage all groups to get involved in Holly Mainstreet Teams. We are here, so please ask us for volunteers, we encourage Holly people to help. Even right now we have a person helping sweep parking lots, a wonderful volunteer.

John Lauve; 200 N. Saginaw: The old Car Wash has been owned by the DDA for 2 years now. You had a closed session on the original agenda, and that is a violation of OMA. I hope to not see that again.

Mr. Rossell: We removed this from the agenda since we do not have an offer written.

Mr. Lauve: The Appraisal should be available.

Mr. Rossell: That can be given to you.

Mr. Lauve: Then there is the Water Works building issue, the Historical District Commission voted against it and the Council voted for it, and it was demolished.

Mr. Rossell: DDA did not vote to save it, we voted to give time for private funding to try and save it.

Mr. Lauve: Ok, then the eyesore across from my building, the Mill, is the Fire training house. The roof is falling down the windows are boarded up, etc. Upset that the Water Works demolition was so important, yet this building is left to be an eyesore. I do not understand.

Mr. Rossell: The house is controlled by the Village, it would be best to go to the Council about it.

Mr. Lauve: It should be to you to develop, because you are trying to develop downtown.

Mr. Hoffman: What about are the details of this house?

Manager Walker: This house was a HUD house; the Fire Department uses it for training. Staff have had discussions with HUD, about demolishing it and using the property for other opportunities. Yet, HUD controls it, because of previous administration.

Mr. Hoffman: Can the house be rehabbed?

Mr. Walker: I suppose, but used for fire training purposes.

Mr. Hoffman: I have a question on the Financial Report, what is this PayPal expense?

Ms. Hughes: Those expenses are for the Mainstreet Directors Training, we used the money in my budget to attend it. The PayPal was how I paid the fee for the conference.

NEW BUSINESS: None.

OLD BUSINESS:

#1: Tech Visit/ Branding Campaign:

Ms. Hughes: Looking back at plans from previous Director Mr. Potter, one plan was for a rebranding campaign. 'Proud of past, Confident in our future' is the current tagline. We approve of it for living here, but it does not attract new people for business, residents, etc. We underwent branding exercise to determine who we are. Survey by 317 people completed, who are we questions. There was presentation made by _____ to show us. We asked Holly people who we are and what we need to be our tagline. This is part of our tech visit through Oakland County.

Mr. Rossell: If we adopt this how much?

Ms. Hughes: This will be a timed thing, over time we will redo the logos, etc.

Mr. Hoffman: I love it.

Ms. Hughes: Curtis Jackson, hired by Oakland County, gave us lots of ideas, none of them resonated. Rachel was on maternity leave, and she came up with the new idea. Rachel looked at others Oakland County cities for reference. Then Rachel came up with the new tagline idea. 'Timeless Feel ~ Hometown Feel'. Timeless is a great descriptor, since we are not just historic. Charming is a synonym of appeal. Hometown is more than a place, it is a feeling to us.

Mr. Hoffman: Have you calculated cost?

We need to implement it before 3-5 years. If we are to do this, we need come up with money and just do completely.

Mr. Rossell: Do we as a board need to vote on it, and intact it?

Ms. Hughes: Yes, please vote.

Mr. Hoffman: Then, the Village will council vote it?

Mr. Walker: If this board approves, please resolute it for the Village to approve as well. Best is if both boards will approve it together. It is possible to split it. We hope after the tech visit and the work by staff that we place it together to be approved.

Ms. Clark: We should take money to do purchase lighting for North end, so not just downtown has lighting. Midtown is improving, and we need money to be spent on lights in the North End.

Mr. Hoffman: I like the idea Rachel, I agree with Lisa Clark, let's do both.

Ms. Hughes: 6 decorations are at the DPW storage that have never been put up since no plug. I have been working with Consumers Energy to add the plug so that they have electricity. We have just made breakthrough finally talking to bosses. As of last Thursday, we now have a man on it. Engineering will have it soon, and we will know how much it will cost. So that we can place those decorations up finally. It must be up for our Dickens Festival. Most likely it will be around 250 dollars per pole. We have 6 decorations, so about 1500 dollars.

Mr. Rossell: Hopefully, this will be nailed down by next meeting. I like new logo, but we are few members short today, and we should have full board before we vote.

Mr. Hoffman: If this is what we want vote on, then have Village do so, then implement and view costs. Depending on costs we can vote again to follow through.

Mr. Kullis arrives 6:33 p.m.

Motion by Hoffman to move forward with new logo implemented Village wide, and

recommend it to village council for approval, then if so evaluate cost implements.

Seconded by none.

Motion Fails.

Mr. Rossell: When is it going to be implemented or paid for completely?

Mr. Walker: It would go to council 2 weeks from tomorrow. By then we would do a cost analysis. Those signs are expensive, the council will make decision on the budget and cost replacement. The DDA board could proceed as Commissioner Hoffman suggested to approve this logo and tagline and move forward to Council.

Mr. Kullis: how much were sign at KRCC

Mr. Walker: \$25,000, or couple thousand for smaller signs.

Mr. Hoffman: Are they made of metal or wood?

Mr. Walker: They are marquee signs, metal, but some are wood. It will be costly.

Mr. Hoffman: Aluminum could be used twice.

Mr. Rossell: Let's pledge \$1500 for lights to be put up if Consumers gets it done. Motion would be needed.

Mr. Hoffman: Do we have money

Mr. Rossell: Yes, North end lights are important.

Mr. Kullis: Would this hit Grange Hall?

Discussion ensued on lights and where they would lead, about to the Dairy Queen.

Rossell make motion to pay \$1500 for electrical on poles with decorations. Hoffman seconded.

Roll call vote went as follows:

Voting aye: Rossell, Hoffman, Clark, McKenney, Beasley, Kullis

Voting nay:

Absent: Heath, Feldman, Krantz

Motion Passes.

REPORTS:

Mainstreet Teams, Lori Goldsmith:

Volunteer's needed for Ladies Night Out. Working on safety. Crossing guards are being trained and we are getting vests. WE will be focusing on the Depot soon. Contributions to depot movement are welcome through our 501(c)3 fund to how grant givers that we are serious about it. Holly Mainstreet is coming together.

Directors Report, Katy Hughes;

Ms. Hughes: Attended redevelopment ready meeting, presentation soon for all boards and commission to become RRC. Quarterly managers meeting, will be coming to holly, at the Holly Vault tomorrow. All invited to stay shop and dine with the main street managers. Tim Hortons 2019 coming. Still have to jump through hoops. Location asked to not be disclosed. Property is purchased. Base of clock tower is in works, and that way the clock will be raised. New business, Loyalty Tattoo opened in Late October and had a ribbon cutting. Our tourism website still under construction through Oakland county. Battle alley lights are back on. Breaker fixed. Lots of people taking pictures and enjoying them.

Mr. Rossell: Would there be a dimmer?

Ms. Hughes: No, the lights are not able to handle it, dimmer did not work. So, a timer has been installed. Overwhelming majority love them.

Mr. Kullis: Will they be turned off earlier now getting into winter?

Mr. Walker: Perhaps turn on earlier.

Ms. Hughes: The timer can be switched seasonally. The ladies night out is scheduled for November 9th, 5-9 p.m. Simple save the date on Facebook has received over 2k responses. Reached more than 68k people. We need more sponsors badly.

Mr. Kullis: What are sponsorships?

Ms. Hughes: \$50, \$200, or \$500, and we stretch those dollars. The TIF plan will be number one project in upcoming months.

Mr. McKenney: What is status of music downtown?

Ms. Hughes: The project on hold. Sound experts looking into it for better and less expensive way. They have not been successful yet. They are researching. Nothing to present that is appropriate and less expensive.

Village Manager, Jerry L. Walker;

Village due to renew master plan, this will include some input from this DDA board. Questions will be coming up. Quite some time since the last one done. Next council meeting is the 23rd of October. The parcels of property of police and fire will be discussed, we will talk to sell the fire station. Already people interested in the fire station property. Council approved to market property. Once split final we will reach out to potential buyers. This property is in DDA District.

BOARD COMMENTS:

Ms. Clark: There was about 450 cars at the Halloween Holly car show. 1,200 doughnuts and 50 gallons of cider. Over 1,000 kids, it was a fun and we had great weather. Elissa Slotkin came, the congressional candidate came, very lovely.

ADJOURNMENT:

Motion by Rossell to adjourn the meeting at 6:51

Rachel Orzechowski, Transcriber