

VILLAGE OF HOLLY
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of April 8, 2019 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
Robert Hoffman
Lisa Clark
James Beasley
Pam Krantz
Tom McKenney
Steven Sulfaro
Cari Cucksey

Staff Present

Katy Golden
Jerry Walker

Absent

Gordie Dryer

Others Present

See attached list of visitors

The meeting of the Downtown Development Authority was called to order at 5:58 p.m. by Chairman Rossell and opened with the Pledge of Allegiance.

Village Manager Jerry Walker called the roll. Motion by Dick Rossell to excuse Bob Hoffman from last month's meeting. Support by Tom McKenney. **Motion carried by a voice vote of all ayes and no nays.**

Board member Gordie Dryer was absent. Motion by Dick Rossell to excuse Gordie Dryer. Support by Tom McKenney. **Motion carried by a voice vote of all ayes and no nays.**

APPROVAL OF THE MINUTES

Motion by Steven Sulfaro to approve the April 8, 2019 regular meeting minutes. Seconded by Bob Hoffman. **Motion carried by a voice vote of all ayes and no nays.**

AGENDA APPROVAL

Motion by Steve Sulfaro to approve the agenda as presented. Seconded by Bob Hoffman. **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 Cari Cucksey. Motion carried by a voice vote of all ayes and no nays.

PUBLIC COMMENT

Lori Goldsmith. 208 Michigan Street. I have hearing problems. Please speak up so I can hear you.

NEW BUSINESS:

None.

OLD BUSINESS

Consideration of the purchase of an outdoor sound system for the Downtown.

#1: Music in the Downtown

Manager Walker: One speaker omitted from bid is Battle Alley and Broad. Need to have one there, too.

Mr. Rossell: Need to buy WiFi. Not a big deal, but need to pay for it. For \$4,000 more, we can put two more poles. One at Battle Alley and Broad.

Ms. Krantz: Question on labor. Can DPW do this? Any additional charge?

Mr. Walker: It is built into budget. No additional charge.

Mr. McKenney: More poles are good. Flexibility is needed. Cover the area that you need to cover. 6 or 7 poles.

Dr. Sulfaro: Do it. Do it right. Why skimp?

Mr. Hoffman: Contribution from Oakland County?

Mr. McKenney: Parking lots? Any thought about that? Behind Bittersweet?

Mr. Rossell: As long as we can add, don't go crazy yet. Absolutely need to have it by the Holly Hotel.

Mr. McKenney: Hotel already has a speaker.

Mr. Rossell: \$6500 from Oakland County. About \$7,000 from us for 6 poles. Try to

beat him up on price.

Mr. Hoffman: Figure out where to position them to get the most coverage. Something by Hotel and other side of Maple Street, near Winglemire's.

Motion by Bob Hoffman. Not to exceed \$7,000 from DDA along with contribution from Oakland County. Not to exceed \$13,500.

Sulfaro: Support

Roll call: All ayes, no nays.

Unanimous Yes vote

Applause from the audience!

REPORTS

PROMOTION (Cari Cucksey): First meeting for LNO. Merchant participation forms sent out. Rack cards are getting out. Another meeting for next week. A couple people attended the meeting that have not been involved before.

DESIGN (Dr. Sulfaro): First meeting two weeks ago. 6 of us there. Very good meeting! Came with agenda. Lengthy list of projects. Touched on sound system. Good to hear that's off the ground. One of the projects we discussed, looking to move forward on the banners on the telephone poles. I see two that say Holly Dickens. Come up with some type of banner protocol and system. Inventory, schedule / calendar of put up and take down. Structure of the poles and mounting. Looked at new entrance signs to community. Welcome to Holly. Proposal. Jim Niestroy from Bill Carr signs. Meeting tomorrow at 7am to go over that we discussed. Move ahead with

that. Another project we want to move ahead with. Our mission is to try and improve the curb appeal in the Downtown.

Mr. Rossell: Apply for a façade improvement grant. Spend the money and bring us a receipt.

ORGANIZATION (Jim Beasley): Had a meeting last month. Ladies in the audience. on fire. Great! They accepted me. Communicating well. Didn't want to take over. Lori assured me it would be okay. Went well. Few concerns. Talked about planting flowers along Saginaw Street. Have a few quotes. Mitchell Farms. Josh will have a quote. Laurie has independent contractors. Perhaps Rose Hill. Having a meeting this Thursday. No reason that the committees can't work together. Communication among us. Hash that out maybe today. Work on something common. Design can design, we can promote. Get volunteers. Not 20 projects. Tackle this.

Dr. Sulfaro: The more the merrier. If you have good handle on this, run with this.

Mr. Beasley: Glen Mitchell said he can come to a meeting. Plant end of May. Soil could be a problem. Pots might be better. Pots up and down the street. Going to be a cost. MSU master gardeners can help us plant. If we do this, consider Holly Library beautification. He is on the board. NJHS and NHS kids can help.

Mr. Rossell: Budget? Pots down curb.

How many do you need? Glen Mitchell can get \$8 to \$9 per flat. Zinnias and marigolds. Get group together. Figure it out. Meeting Thursday. No budget for it. But make a decision and get it going.

Lori Goldsmith has list of volunteers. Good project for them! Got to get 100 volunteers. We can cover any event you want to do.

Katy will contact the schools and ask about getting volunteers.

Mr. Beasley: Back to original question. We have these meetings. What do you want us to work on?

Lori Goldsmith: we are volunteers and fundraising. Depot is going. Got to get the land first.

Mr. Walker: CSX has leased their rail line to a smaller company up north. Trying to establish a point person to get scope of new business.

Mr. Hoffman: the fact that lease the railroad, they still own the land? Yes.

Mr. Beasley: Getting back to next meeting. Can we put on the agenda FLOWERS to get volunteers from MSU.

Dr. Sulfaro: come up with game plan and budget. Maybe Ganshaw Park and library and focus on downtown. Start there. Need volunteers and soil. Flowers along road and curb. If we have funds, we can do it.

Mr. Rossell: Need basic budget. \$1,000 or \$5,000

Mr. Beasley: Not sure how many flowers we need.

Mr. Hoffman: Jim and Steve should come together. At our next Design meeting, we will walk north and make notes about flower areas, poles, etc.

Mr. Beasley: get together before next DDA meeting. We will have our Organization meeting Thursday and then we can schedule a meeting with the other committee chairs. Plant the flowers and get this done.

Mr. McKenney: Mr. Mitchell can tell us how many flowers we need. We can ask the Women of the Moose to donate.

Dr. Sulfaro: Look at the corner of Grange Hall and N Saginaw. Our gateway. Front door. Enhance that corner. Pots on all four corners or stick in the ground.

Mr. McKenney: could landscape with stones and flowers. Cost is an issue. DPW can rototill. And we have a watering cart. Project Pride, we used to plant all the way to Grange Hall.

Mr. Beasley: Ask Mr. Mitchell to come to the next meeting.

Mr. McKenney: bring a budget proposal or a few of them. Include points of opportunity. Thank you Jim, good job.

ECONOMIC VITALITY (Jerry Walker): Katy and I work in tandem a lot. Site plan submitted for Tim Horton's. In DDA District. That's coming. Council authorized admin to work on more efficient lighting. Safer, brighter. In midst of project. Large part will be in DDA District. Complaints and concerns, try to direct them to park in out lots, people say it's too dark. This should help. Storm water system on N Saginaw. Fire station, Dollar General. Having trouble getting easements from companies. Closing in. Construction will take place this summer. Hopefully that will aid the old car dealership to move. In Downtown District, dumpster behind Township office. Bad location. Against historic building. Undersized. Township Hall will sell quickly when it's up for sale. Vault is on steroids doing fantastic job. Will generate a lot of refuse. Working with Vault on relocation to the rear of the Mill parking lot. Similar to compactor in Red Devil parking lot. Huge difference. Used to dump 6 days a week. Got rid of debris, rodents, and illegal dumping. Some of it shifted to other dumpsters. Decreased. Continue to work on projects we worked on in the past. Lane narrowing and traffic reversal on the flow in Battle Alley. Parking management strategy. Report to the DDA in near future.

Mr. Beasley: In process of moving my business. Working with One Stop Shop. Moving into building behind State Bank. Big enough for me to have shooting lanes. Want to give lessons, parties, leagues. Going to listen to these guys. Master's in Business. Moving from Lowe's Plaza to

new location within the next few months. Quote for \$10,000 for signs. Two more quotes. Save me some money if you know of anyone. Three spots at Lowes Plaza to fill. Could be 3 more spaces to fill once I'm gone. Or one big one.

Ms. Cucksey: Are we getting a recycling dumpster downtown?

Mr. Walker: request to Republic. Only place has to be by enclosure. Republic moved it because people trash in it instead of recycling. Republic has concern that there will be too much stuff in the building (grease traps). We will report back at next meeting.

Director's Report: (Katy Golden)

Discussed National Main Street conference in Seattle. Excited to apply all of the new things learned. Spoke about plans for Ladies Night Out, May 10, 2019. Reported about progress made at the most recent Depot meeting and spoke about the new committees formed.

Village Manager's Report: (Jerry Walker)

Spoke about Tim Horton's site plans and shared details about the new business which should break ground soon. Discussed relocation of the dumpster behind Township Hall. Shared additional information about the future Depot relocation. Spoke about plans to narrow Battle Alley to through-traffic. Explained about storm water storm management system. Discussed lighting upgrades in the Village (LED lights).

BOARD COMMENTS

None.

ADJOURNMENT:

With nothing further to discuss, the meeting adjourned at 6:50 pm.

Katy Golden, Transcriber

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