Order

2. Citizen’s Comments (items not on the agenda)

3. Approval of DDA Minutes
   • Minutes of Executive Committee meeting on April 16, 2014
   • Minutes of Regular Meeting, April 2, 2014
   (Motion required to place minutes on file)

4. Correspondence

5. Reports
   • Director Report – Cathleen Edgerly
   • President’s Report – Eric Conn
   • Treasurer’s Report – Robert Ellis
   (Motion required to place reports on file)

6. Approval of Committee Reports
   • Design Committee – Courtney Tarara, Chairperson
   • Promotions Committee – Adam Merkel, Chairperson
   • Outreach Committee – Brian Walker, Chairperson
   • Business Development Committee – Robert Ellis
   • (Motion required to place all reports on file)

7. Payment of Bills – DDA Treasurer
   (Motion to pay the bills in the amount of $59,545.00 for April, 2014)

8. Discussion/Action Items:
   a. TIF Plan Update – Cathleen Edgerly
      Discussion/Action
   b. 118 Clinton Update – Eric Conn
   c. Wyoming Main Street Visit – Eric Conn, Cathleen Edgerly
      Discussion/Action

1. Meeting Called to

WELCOME!
Visitors are cordially invited to attend all meetings of the Main Street/DDA.
If you wish to address the Board, you will be recognized by the President during Citizen’s Comments.
d. **Sidewalk Program** – Eric Conn, Cathleen Edgerly  
Discussion

e. **Ice Rink Project** – Eric Conn  
Discussion

9. **New Businesses/Business Relocations/Spaces Available Update** - Edgerly

10. **Motion to Adjourn**  
(Motion Required for Adjournment)

**MISSION STATEMENT**

*Howell Main Street and Downtown Development Authority will utilize the Main Street 4-Point Approach to achieve our Vision for downtown Howell that includes an attractive, vibrant, historic pedestrian-oriented shopping and dining district. This will be accomplished through a commitment to Main Street, strong partnerships with stakeholder organizations, broad-based community support, volunteer involvement in Main Street, and continued adaptive reuse of upper stories for residential and business uses.*
Committee Members Present: President, Eric Conn; Vice-President, Adam Merkel; Treasurer, Robert Ellis; DDA Director, Cathleen Edgerly.

Meeting called to order at 5:30 p.m.

This Executive Session was held to determine the agenda for the April 23, 2014, DDA Board of Directors meeting.

The Executive Committee reviewed the draft agenda, including the following items:

- 118 Clinton Update
- Wyoming Main Street Visit
- Sidewalk Program
- Ice Rink Update

The meeting adjourned at 5:59 p.m.

Minutes as recorded by C. Edgerly
WELCOME!

Visitors are cordially invited to attend all meetings of the Main Street/DDA.

If you wish to address the Board, you will be recognized by the President during Citizen’s Comments.
Approval of Committee Reports

Design Committee
Chairperson Courtney Tarara reported that the committee has voted on award recipients for the Historic Preservation awards but will not announce them until the day of the event on May 15, 2014. The event will be taking place at the First Presbyterian Church and invitations will be sent out next week. Member Tarara stated that the committee postponed their discussion about Bike Racks but will be discussing at the next meeting. The committee did receive interior plans of work to be done at 118 W. Clinton and will be reviewing them at their next monthly meeting. Updates will be provided at the next board meeting.

Promotion Committee
Chairperson Adam Merkel reported that a plan is in the works to get the Shopping & Dining Guide distributed, the costs/incentives for the Billboard Campaign have finally been decided on, and that the next meeting will be solely focused on updating the committee work plans. Discussion took place to work with the new Director on Restaurant Week along with the Library. The Promotions committee also plans on coordinating with the Business Development Committee in distributing and conducting the survey through the Promotions Block Captain Program.

Outreach Committee
Chairperson Brian Walker reported that a press release for the new website is a work in progress and that volunteer Jannet Beers has been assisting the committee with writing it. The invitations for the Volunteer Appreciation Event on April 29th have been sent out and there are approximately 15 RSVPs for the event so far. Discussions are ongoing about the Volunteer of the Year. Walker requests that the Board be present at this event to help with set up and tear down. The winners of the photo contest have their work on display at Frontal Lobe and have been invited to the Volunteer Appreciation event where they will be recognized for their work. At the last meeting we announced that the quarterly Howell Main Street DDA newsletter will be relaunched and brainstorming for content has begun. Possible topics will include updates on the construction at 118 W. Clinton, featuring a Board Member article in each publication. Member Walker volunteered to be the first Board member to write the first article.

Business Development Committee
Member Robert Ellis reported that the committee met last week and decided to do all of the Ribbon Cuttings for businesses that have opened over the winter on April 24th at Noon. Seven businesses will be featured in the ceremonies. The questions for the business survey have been formulated and will be distributed by Block Captains before the end of April. Discussions are ongoing for hosting an educational workshop, with the topic(s) dependant on survey responses to gage where people have an interest. The goal is to hold a workshop during the month of July. The committee approved moving forward with having the Business Friendly Howell brochure being professionally designed and printed.

MOTION by Member Tarara, SUPPORT by Member Walker to place the committee reports on file. MOTION CARRIED.

PAYMENT OF BILLS

Member Ellis posed a question asking about bills affiliated with 118 W. Clinton construction and wanted to know if anyone is actively reviewing them, Interim Director Erin Perdu said she was.

MOTION by Member Ellis, SUPPORT by Member Mulvahill to pay the bills in the amount of Fourteen Thousand, Four Hundred Fifty Five Dollars and Eighty Four Cents ($14,455.84) plus Payroll for March 2014. MOTION CARRIED.

DISCUSSION/ACTION ITEMS

A. Joint Meeting with Development Area Citizens Council regarding DDA/TIF Plan Update – Erin Perdu

WELCOME!

Visitors are cordially invited to attend all meetings of the Main Street/DDA.
If you wish to address the Board, you will be recognized by the President during Citizen’s Comments.
Discussion/Approval – Interim Director Perdu presented an updated version of the DDA/TIF Plan which was included in the packet with a cover member that includes a summary of the changes made. The City’s Bond Council has looked at the plan and revisions were made based on their comments. The idea behind the update was to get it in place before the state moves towards legislation that would affect it. The Area Citizens Council committee is present, though some people could not make it but said they have no comments or concerns. The process is that the committee is to be heard, and then City Council approves the plan. Financial projections, tables, zoning and land use changes were updated but no boundary changes took place.

President Conn opened up the floor for citizen comments where lengthy discussion took place about topics including SWAT analysis updates, plastic newspaper boxes downtown, and summarizing how the legislative updates would affect Howell if they were passed.

**MOTION by Member Ellis, SUPPORT by Mayor Campbell to recommend to City Council the changes to the DDA/TIF plan as presented for approval. MOTION CARRIED.**

**B. Heart of Howell Façade Grant Disbursement ($57,500) – Michael Mulvahill**

Discussion/Action – Member Mulvahill reported that the design had a very good meeting during the walk through at Heart of Howell and in general they have done a fabulous job. The Design Committee recommends approval of payment of the requested funds. Discussion ensued about valid documentation that was provided and reviewed. Joe Parker commented on the missing door handle. President Conn recommended approving the reimbursement.

**MOTION by Mayor Campbell, SUPPORT by Member Merkel to disburse the Façade Grant in the amount of Fifty Seven Thousand, Five Hundred Dollars ($57,500) to the Heart of Howell project. MOTION CARRIED (6-0-1). Member Tarara abstained.**

**C. Uptown Coffee Façade Grant Extension – Courtney Tarara**

Discussion/Action – Member Tarara noted that no one is present at the meeting on behalf of Uptown Coffeehouse. With the initial extension request made in January, the committee denied and requested documentation which was presented in March, however the committee denied extension again based on lack of evidence of due diligence when it comes to securing funding. The Design Committee does want to urge re-application once they are in a position to do so and is eligible to reapply since no work has begun on the building. The only change that was made in the guidelines that will affect him is the reimbursement of architectural fees.

**MOTION by Member Ellis, SUPPORT by Member Mulvahill to deny request for extension with the suggestion to reapply once funding for the project has been secured. MOTION CARRIED.**

**D. Wyoming Main Street Visit – Eric Conn, Shea Charles**

Discussion – The group will visit Howell on May 17, 2014 and will have approximately 70-80 people. A tentative agenda includes visits to key places downtown, free time to shop, and lunch at Heart of Howell (which the tour group organizers are paying for). Board members are required to be there per President Conn. This group chose Howell based on recommendations. President Conn encourages an all hands on deck approach. More information will be available during the next April meeting and the owners of the businesses being featured have been contacted.

---

**WELCOME!**

Visitors are cordially invited to attend all meetings of the Main Street/DDA. If you wish to address the Board, you will be recognized by the President during Citizen’s Comments.
E. Sidewalk Program – Eric Conn

SKIPPED

F. Committee Progress – Eric Conn

Discussion – Committees were reminded that they need to be moving forward with the Board’s vision in their minds. Member Ellis requested a committee retreat in April or May once Cathleen starts so that she can have input on goals. City Manager Charles suggested a date be picked at the next board meeting.

G. KPI/Memorandum of Agreement for new Director

Discussion - A discussion took place amongst the Board about Cathleen Edgerly’s KPI/Memorandum of Understanding so that Cathleen is clearly aware of where her focus needs to be when she begins work. A conclusion was that she is to add one member to each of the committees, make contact with all of the businesses in the district, generate revenue, and create a marketing study for 118 W. Clinton. A review will take place in October which is six months after her start date.

MOTION by Member Ellis, SUPPORT by Member Mulvahill, to adopt the 5 KPI items that were discussed. MOTION CARRIED.

New Businesses/Business Relocations/Spaces Available Update - Erin Perdu
Erin Perdu stated that not a lot of activity has taken place; Mayor Campbell mentioned Razzmatazz Toys might be closing, and Member Ellis stated that the Cornerstone Mall at 204 W. Grand River is listed for sale.

MOTION by Member Ellis, SUPPORT by Member Walker to adjourn meeting at 8:30 PM. MOTION CARRIED.

Minutes Approved,

Courtney Tarara
Secretary
MEMORANDUM

DATE:    April 17, 2014
TO:    Main Street DDA Board of Directors
FROM:    Cathleen Edgerly, Main Street DDA Director
RE:    April Director’s Report

DDA Website
The new website (downtownhowell.org) is live! Staff is working on formatting changes, as well as continuous updates to the Business Directory and Available Real Estate Page. Several Board Member bios are still outstanding. Please plan on sending those in to Lindsey or myself by close of business Friday, April 25, so we can update your information. If you have any comments or suggestions please let us know, as staff will continue to make updates to the website.

Budget Process
City Council met on April 14 to begin the process of reviewing and approving the FY 2014-15 budget. No questions were raised during the budget process. Council Members will review the budget May 19 for formal adoption. Additional updates will be provided at future meetings.

New Business
A new self-service frozen yogurt business has applied for their builders permit at the old Brewer-Bouchey Monument Company building. Yogurt2Go will be opening their doors at 216 W. Grand River in time for summer.

Introduction to Howell
Special thanks to Michael Mulvahill, Lindsey Wooten, and all those involved in the organization of the DDA Director Meet & Greet. There was a great turn out at Moe’s BarBar Shop, several potential prospects for getting individuals interested in getting more involved in downtown projects were identifies, and I will continue to follow up with many of those that I met there.

During my first week of duties, I walked the entire DDA district to introduce myself to all business owners, managers, etc. There were many great conversations, as well as several potential prospects for getting more involved in Howell Main Street DDA Committees. During this time, businesses were also given downtown Howell shopping & dining guides. A future function of the Promotion Committee block captains, as well as staff, will be to stock downtown businesses with these guides on a monthly basis.

As Director, I have also attended three committee meetings including Design, Outreach, and Promotions. Over the next month, I will be scheduling meetings with all Committee Chairs to discuss the continued momentum of committee projects. Updates will be included in future reports.

WELCOME!
Visitors are cordially invited to attend all meetings of the Main Street/DDA.
If you wish to address the Board, you will be recognized by the President during Citizen’s Comments.
Design Committee Meeting Minutes
Meeting Date: March 12, 2014 at 6:00 PM
Heart of Howell, 122 W. Grand River Ave. & Frontal Lobe, 110 E. Grand River Avenue, Howell, MI

PRESENT: Courtney Tarara, Eric Conn, Gary Kackstetter, Michael Mulvahill, Joe Parker, and Lindsey Wooten

1. Meeting was called to order by Member Michael Mulvahill at 6:02 p.m. Members toured the Heart of Howell project in detail to review progress of work on façade and interior of buildings.

2. Discussion of Heart of Howell’s Façade Grant

   MOTION by Member Conn, SUPPORT by Member Kackstetter to funding in the amount of $57,500.00. Recuse by Chair Tarara. MOTION CARRIED.

3. Review of second request from Nathan Voght (Uptown Coffeehouse) to extend Façade Grant.
   a. Discussion took place after reviewing documents digitally presented by Voght and it was decided it is best to deny his request and suggest re-application once funding is in place for the project.

   MOTION by Chair Tarara, SUPPORT by Member Kackstetter to deny request for extension by Voght with the encouragement to reapply under the new Guidelines once funding arrangements have been made to complete the project. MOTION CARRIED.

4. Status of Historic Preservation Awards
   a. Committee discussed nominations that had been submitted and after touring J. Christopher Salon made final decisions about winners:
      i. Preservation Stewardship – First Presbyterian Church
      ii. Exterior Rehabilitation – Howell Land Development
      iii. Interior Rehabilitation – J. Christopher Salon
      iv. No other eligible award winners for other categories.

   MOTION by Member Conn, SUPPORT by Chair Tarara to select winners for the 2014 Historic Preservation Design Awards. MOTION CARRIED.

   b. Other discussions included confirming that Diamond’s will cater the event and that invites need to be sent out no later than Thursday, April 10th.
   c. Lindsey has made contact with First Presbyterian Church about holding the event there and is working out details with them as follow up to discussions Diane Larkin had with them months ago before her departure.
   d. Awards can be framed using JoAnne’s or Michael’s to save money.
   e. Volunteers are needed to help with registration table.
   f. Silent auction items gathered so far include:
      i. Golf Package from Lakelands Golf 7 Country Club
      ii. Photo Session with Richard Lim Photography

WELCOME!
Visitors are cordially invited to attend all meetings of the Main Street/DDA.
If you wish to address the Board, you will be recognized by the President during Citizen’s Comments.
iii. Gift Basket from Heart of Michigan
iv. Gift Basket from Howell Main Street Winery

5. Minutes from February 2014 meeting approved.

   MOTION by Member Conn, SECOND by Member Tarara to approve minutes from Design Committee Meeting in February. MOTION CARRIED.

6. Other Business:
   a. Update on educational workshop is that Jim Turner has been approached after meeting with Steve Eyke and Steve Stier to conduct a one-day window restoration demonstration workshop for business/building owners downtown to attend free of charge. Details are still in the works.
   b. Bike racks have been postponed until next meeting.
   c. Workplans need to be updated and implemented, Courtney to work on them.

7. Volunteer Hours: 43

Next meeting: Wednesday, April 9, 2014, 6:00 PM at Frontal Lobe Coworking

MOTION by Member Conn, SUPPORT by Member Chair Tarara to adjourn the meeting at 9:26 PM. MOTION CARRIED.
Outreach Committee Meeting Minutes
March 17, 2014
Time: 5:30 p.m.
Location: Frontal Lobe

Present: Kevin Shopshire, Jannet Beers, Brian Walker and Lindsey Wooten

Call to order: 5:33 p.m.

MOTION by Chairperson Walker, SUPPORT by Member Beers, to approve the report from the February 18, 2014 Outreach Committee meeting. MOTION CARRIED.

Photo Contest Winners
- The photos have been printed and mounted onto black foam core but a description still needs to be written and printed for the display. They will remain on display at Frontal Lobe in the front room until the Volunteer Appreciation event on April 29th. There they will be on display and the photographers will be acknowledged for their work with a certificate.

Report on Volunteer Survey – Lindsey Wooten
- There are a lot of people who have responded to the volunteer survey who have yet to be personally contacted. It was decided that another Volunteer Meet & Greet would take place on March 25th, 5:30 PM at Frontal Lobe. Activities to recruit volunteers for during meet & greet include: newsletter subcommittee, HP awards and Wyoming Main Street visit.
- A goal was set for committee members to reach out and contact 3 people per week to attempt arranging face-to-face meetings.

100 Friends of Downtown Howell Update – Lindsey Wooten
- It was decided that window decals would be a great way to acknowledge current 100 Friends donors and that the design/logo provided by Ben Muldrow would be great. It was also decided that a year should be added to the decals to encourage multi-year donations. It was discussed that former Board member Matt Wilson would be approached to print the decal.

Volunteer Appreciation Event – April 29, 2014 6:00 PM at Heart of Howell
- Winner to be selected at next board meeting (April 2nd) if media is not present and included in Outreach Committee update vs. being an agenda item as to not spoil the surprise.
- Food – Lindsey to approach El Patron, Buffalo Wild Wings & Heart of Michigan to have some options and possible donations.

WELCOME!
Visitors are cordially invited to attend all meetings of the Main Street/DDA.
If you wish to address the Board, you will be recognized by the President during Citizen’s Comments.
- Invites to go out no later than March 25\textsuperscript{th} – also include on website, email and do a press release. Require RSVP.
- Need table top easels to display photo contest winners.
- Lindsey to check with Parks & Recreation Dept. to see if we can borrow tables and chairs. If not, look into party rentals.
- Need to order a “trinket” of some sort to hand out as a token of appreciation – Lindsey to look into.

\textbf{Newsletter}
- Publisher file needed from Ben Muldrow in order to be able to fill content into newsletter.
- First newsletter to be finished by June/July.
- Possible topics:
  - Feature a board member each time
  - Lunar New Year wrap up
  - Feature a building
  - 118 W. Clinton updates
  - Bike Racks
  - Events
  - Meetings
  - Subcommittee to meet at end of April to start working on it.
  - Need to research how much is in budget for newsletter.

\textbf{Volunteer T-shirts}
- Committee decided to move forward with ordering generic Howell Main Street DDA volunteer shirts. Need to research what we have in budget and possibly have shirts available at the Volunteer Appreciation event.

\textbf{Work Plan Updates}
- May meeting will be dedicated to updating workplans so that Cathleen can be involved in the process.

\textbf{Weekly Outreach Efforts to Business Owners}
- Lindsey presented the idea of working towards an eventual weekly outreach effort so that the DDA has a regular presence in downtown. Block captains could be utilized to accomplish this task, perhaps beginning with once a month. Volunteers could pick up pasties from Mom & Pops bakery and run a tab (Mom & Pops has already agreed they can bill us).

\textbf{Other Business} - none
  Volunteer Hours – 10.5

\textbf{Adjourn}
Meeting adjourned at 7:00 pm.

\textbf{Next meeting: April 14, 2014, 5:30 PM at Frontal Lobe Coworking}

\textbf{WELCOME!}

Visitors are cordially invited to attend all meetings of the Main Street/DDA.
If you wish to address the Board, you will be recognized by the President during Citizen’s Comments.
Promotions Committee
REPORT FROM 3/19/14 MEETING

The Promotions Committee meeting for March was held at Frontal Lobe Coworking at 110 East Grand River Avenue and the meeting was called to order at 8:45 AM.

Present: Kim Esper, Adam Merkel, Lindsey Wooten, & Holly Lamb.

MOTION by Member Esper, SUPPORT by Chair Merkel, to approve the meeting minutes from the February Promotions Committee meeting. MOTION CARRIED.

Marketing Campaign
• The billboard campaign was discussed and figures were presented: it was discussed when this idea was first presented that we will reimburse 25% of the costs of the billboard for up to $500 per month for signs on roads like M59 and $750 per month for signs on expressways. Costs per billboard range from $1,100 - $5,000 per month, plus $1,000 for artwork. Adam Merkel has agreed to be the point of contact for this campaign. Kim Esper agreed to talk to Pat Convery at the Chamber of Commerce to discuss pairing up with the Chamber/Advantage Livingston for event billboards and splitting the costs.
• Parking Lot 1 banners were also discussed and Lindsey Wooten is to obtain size and pricing information to present at next meeting.
• The half page ad made by volunteer Loni Pryor was presented to the committee for the Livingston County Visitors Guide and already sent to be printed.

Shopping and Dining Guide
Lindsey Wooten reported that she is trying to recruit volunteers to distribute brochures and hasn’t had much success. After last Promotions Committee meeting, only one attendee left with some to distribute, Wendy Caverly.

Block Captains
Lindsey Wooten presented current block captain assignments as discussed at last meeting:
• Heidi Czerwinski to cover Kosin’s/204 W. Grand River Ave. block
• Catherine E. Bowen to cover McPherson/Yax/W. Clinton block
• Wendy Caverly to cover Uptown/Howell Western Wear Block
• Jill Maki to possibly cover State Street block
• Alicia Holbrook to cover Howell Theater block – Kim Esper to confirm her participation
• Adam Merkel to cover Marco’s/First National Block
• Kim Esper to cover Opera House/Mr. B’s block

WELCOME!
Visitors are cordially invited to attend all meetings of the Main Street/DDA.
If you wish to address the Board, you will be recognized by the President during Citizen’s Comments.
Welcome!
Visitors are cordially invited to attend all meetings of the Main Street/DDA.

If you wish to address the Board, you will be recognized by the President during Citizen’s Comments.

- Karen Wing to cover Winery/All Saints/Cobb Hall block
  First proposed action item to get program started is to set up a meeting with above individuals where staff and committee members give information and training materials. A goal has been set to establish a monthly outreach initiative with businesses on their block.

**Swag**
It was discussed that the Promotions Committee and the Outreach Committee will combine funds to purchase swag for free handouts – tote bags, pens and mugs with new branding logo were discussed. Lindsey Wooten to research pricing on each of these items to present at next meeting.

**Restaurant Week**
Adam Merkel is to spearhead this project with new Director, Cathleen Edgerly. Would like to have it in July and possibly pair up with the Design Committee to also have a public art aspect to the event. Adam also agreed to start contacting restaurants about this event to see if they would be interested in participating. Marketing this event needs to go out to newspapers, perhaps a billboard, social media and flyers.

**Educational Workshop**
Lindsey Wooten to research what types of workshops Michigan Main Street Center offers and report at next meeting.

**Work Plan Updates**
It was discussed that the entire meeting in the month of May will be dedicated to making an all inclusive Promotions Committee workplan.

**Volunteer Hours:** 7

Next meeting is April 16, 2014 at 8:30 AM

**MOTION by Chair Merkel, SUPPORT by member Lamb, to adjourn meeting at 9:30 AM. MOTION CARRIED.**

Present: Andrea Dahline, Bob Ellis, and Lindsey Wooten.

Meeting was called to order at 12:13 p.m.

**MOTION by Meber Ellis, SUPPORT by Chair Dahline** to approve the report from February meeting as presented. **MOTION CARRIED.**

**Update on projects:**

**New Businesses, Ribbon Cuttings**
It was decided that we will hold a community wide ribbon cutting ceremony on April 24th at Noon with a meeting to follow. Recipients will include:

1. A&L Charity Bargain Outlet
2. Angel’s Haven on State St.
3. Tool Shed on Sibley
4. EZ1 Bail Bonds
5. Cloud 9 Therapeutic Massage and Spa
6. Where the Wild Things Grow
7. Your Peace of Mind (Heart of Howell) – Courtney or Lindsey to contact

**Downtown Business Survey**
Current questions include:

1. What types of seminars or trainings would you be interested in attending?
   a. Business Incentive Programs
   b. Grants & Funding Assistance Opportunities
   c. Social Media/Online Marketing Tools
   d. Business Retail Assistance
   e. Other - Please list: __________________

2. What day of the week works best for you?
3. What time of day works best for you?
4. What type of business would you like to see come to Howell?
5. Do you know anyone who owns a business who would like a 2nd location in Howell or is looking to relocate?
6. What is the best way to contact you?
   a. Phone
   b. Email
c. Walk-in

7. Would you like to be more involved with Howell Main Street DDA?

Business Recruitment
Members discussed research conducted on women’s apparel list and were instructed to continue researching possible companies to approach. Lindsey was directed to locate the Business Recruitment materials and to make sure the market study is easily accessible on the DDA website.

Downtown Gift Card
Committee reviewed more options for this program and Pat Convery was directed to conduct further research on a new option presented by Lindsey.

Other Business
It was mentioned that Business Development committee lacks communication with other committees. Also discussed was the possibility of having the Business Friendly Howell Brochure professionally designed by First Impressions. Research to be conducted by Erin Perdu.

Volunteer hours: 25

Meeting adjourned at 1:23 PM