<1. Meeting Called to Order

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

3. Approval of DDA Minutes
   - Minutes of Executive Committee meeting on June 18, 2014
   - Minutes of Regular Meeting, May 28, 2014
   -(Motion required to place minutes on file)

4. Correspondence
   - Thank You Note from Wyoming Main Street

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 $5,037.38 for May, 2014)
   Draw Down Request or 118 W. Clinton

8. Discussion/Action Items:
   a. 118 Clinton Update – Eric Conn
      Update from Steve Eyke
      Discussion/Action
   b. Fundraising – Eric Conn
   c. Diamond’s Façade Grant – Courtney
d. Howell Welcome Sign Design – Courtney Tarara

e. Main Street Strategic Planning Services – Eric Conn, Cathleen Edgerly

f. Parking Lot Improvements in DDA – Shea Charles

Discussion

11. New Businesses/Business Relocations/Spaces Available Update – Cathleen Edgerly

12. 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; Treasurer, Robert Ellis; DDA Director, Cathleen Edgerly; City Manager, Shea Charles

Meeting called to order at 5:32 p.m. by E. Conn.

This Executive Session was held to determine the agenda for the June 25, 2014, DDA Board of Directors meeting.

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

- 118 Clinton Update
- Fundraising
- Main Street Strategic Planning Services
- Diamond’s Façade Grant
- Welcome to Howell Sign Design
- Parking Lot #2 & #4 Update

The meeting adjourned at 5:46 p.m.

Minutes as recorded by C. Edgerly
MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, MAY 28, 2014

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.

Board Members in Attendance: Eric Conn, Robert Ellis, Brian Walker, Courtney Tarara, Michael Mulvahill, Mayor Phillip Campbell
Board Members Absent: Adam Merkel
Staff: Cathleen Edgerly
Guests: Steve Eyke, Jeanne Clum, Al Schlitter

MEETING CALLED TO ORDER:
President Conn called the meeting to order at 6:33 p.m.

CITIZENS COMMENTS
None

APPROVAL OF MINUTES
• Minutes of Executive Committee meeting on May 15, 2014
• Minutes of Regular Meeting, April 23, 2014

MOTION by Member Campbell, SUPPORT by Member Ellis to place minutes of Regular Meeting and Executive Committee meeting on file. MOTION CARRIED.

CORRESPONDENCE
A letter was received from the Chamber of Commerce requesting that the Chamber be included on the appropriate way finding signage downtown. Board members discussed and approved as the DDA is in the process of updating all way-finding signage currently. Staff will send a letter to Pat Convery at the Chamber notifying her that the Chamber will be included in the appropriate updated way-finding signage.

DDA Director Report
Director C. Edgerly reported that the silent auction and raffle from the Historic Preservation Awards raised $487.50. C. Tarara was thanked for her efforts as project manager putting together a successful event. All board members were thanked for their assistance and attendance at the event.

The Wyoming tour of downtown Howell went extremely well, with over 50 attendees touring the community. C. Edgerly continued to hear rave reviews of how smoothly the event went, how organized tour guides were, the touring locations were very interesting and she continued to hear rave reviews about the downtown throughout the National Main Street Conference. All Board members were thanked for assisting with organizing the event and volunteering. E. Conn thanked C. Edgerly for organizing the tour event.
The National Main Street Conference held in Detroit, MI was very beneficial to C. Edgerly as a new director. She reported on several ideas that she brought back and would like to implement into the Howell Main Street program in the future including Saving our historic theatre, “friend-raising to recruit volunteers, end of the year fundraising efforts, telling our story as a downtown, and more.

Interviews were held for the part-time Outreach Coordinator position on Friday, May 23. Four candidates were interviewed with City Clerk J. Cartwright in attendance. Two candidates identified as good prospects, and have been asked back for a second interview on Thursday, May 29.

New businesses opening soon include Holly Candle Shoppe, Yogurt on the Go, and Toyology (into the old Razzmatazz Toys location).

**President Report**
President Conn recognized Director C. Edgerly for her efforts to increase downtown Howell businesses or events exposure on social media. All Board members were asked to help share and encourage others to “friend” Downtown Howell on social media sites.

All Board members should plan on coming to the June 11th Board Retreat with project ideas for all committees and their committees should begin, or already have started, working on implementing Work Plans. R. Ellis requested that the Executive Committee meeting be moved closer to the time of the Board Retreat and all members agreed. President Conn also introduced the idea of implementing Green Initiative Incentive program in the future.

President Conn updated the Board on the status of Welcome to Howell sign designs. R. Gari should have a draft to the Design Committee. Upon the committee’s approval, the sign will be brought to the Board for approval and then be introduced to City Council.

**Treasurer’s Report**
Member Ellis reviewed and brought to the board’s attention that there have been a couple of larger expenses recently including the sidewalk program, Heart of Howell façade grant, and 118 Clinton St. building. However, there have been no unexpected charges. Board will need to have a Budget amendment soon. E. Conn stated that Board amendment will be looked at the June Board meeting.

**MOTION by Member Ellis, SUPPORT by Member Tarara to place the Director, President’s and Treasurer’s reports on file. MOTION CARRIED.**

**Approval of Committee Reports**

**Design Committee**
Chairperson C. Tarara reported on the Historic Preservation awards being a great success with over 60 attendees. 3 awards were given out including an award for Exterior Rehabilitation to Howell Land Development for the work done at Frontal Lobe Co-working, Interior Renovation to J. Christopher Salon, and Preservation Stewardship awarded to First Presbyterian Church. State Representative Cindy Denby also presented tributes to all awardees.

Downtown Planting Day had about 20 volunteers planting flowers in the large flower pots
around the CBD. Lake Trust Credit Union provided a $200 donation to Downtown Planting Day. In future the committee would like to find one large sponsor to cover all costs or multiple donors.

Diamond’s Steak & Seafood has asked for a 6 month extension on their Façade Grant and consideration for the new phasing guidelines. Design committee approved with a requested update to the façade. The update was provided.

Discussions are underway for the Public Art project for 2015. Members of the public have asked to be a part of a sub-committee to plan the project. S. Fisher with the Livingston Arts Council agreed to chair this sub-committee. They are looking to tie in with the Livingston Arts Council’s Art Walk to bring in more community involvement. Winners of the Art Project will hopefully have their artwork on display on the side of the buildings for the entire year in 2015.

**Promotion Committee**

Chairperson Adam Merkel reported was absent. C. Edgerly reported that the committee recommends the Downtown Guides be printed twice a year in an effort to further highlight events, keep business listings updated, and hopefully bring in more revenue. New member S. Rowe volunteered to print the guides in-house at the Parks and Rec. department to cut down on costs. The recommendation is to produce these for Fall-Winter, and Spring-Summer. The Billboard Co-Op is undergoing efforts to kick-off sales to downtown businesses. Diamond’s already has a board up, and Howell Western Wear would like to participate for September, October, and November. Committee members are working on a sales and sign-up sheet to distribute to all businesses downtown.

**Outreach Committee**

Brian Walker, Chairperson recognized new members Jannet Beers and Frank Milewski for their efforts to get the first Spring DDA newsletter ready for production. A complete list of newsletter articles was listed for the Board so they knew what would be included. A local printer offered to print all newsletters for free in exchange for ad space. An article is needed for the September edition from a Board member. President E. Conn volunteered to supply an article.

Committee members have also kicked off the 2014-2014 ‘100 Friends of Howell’ Campaign. Members F. Milewski asked if the DDA could have a space once a month at the Sunday Farmer’s Market to promote ‘100 Friends’ and other DDA projects. The Chamber has agreed. F. Milewski and J. Beers volunteered to staff the table June 22. B. Walker will also staff the table. A sign-up sheet for future months will be distributed to all Board members to assist with each month.

**Business Development Committee**

Member Robert Ellis added to Director Edgerly’s report that Holly Candle Shoppe will be opening soon and a ribbon cutting ceremony will be coordinated.

**MOTION by Member Mulvahill, SUPPORT by Member Ellis to place the committee reports on file. MOTION CARRIED.**

**PAYMENT OF BILLS**

President Conn questioned the bill for Chris Cakes. C. Edgerly reported this was for the deposit for the merchant breakfast held at the kick-off of Melonfest.
C. Tarara questioned the status of reimbursement from last year’s Melonfest. City staff will be reminded that the Board is still waiting on receipts and requests an update for the June meeting. R. Ellis also requested budget balance information from the 2013 event so the Board could review what profits were made if any. Mayor Campbell will follow up with the City Manager requesting this information.

MOTION by Member Ellis, SUPPORT by Member Tarara to pay the bills in the amount of Thirty Seven Two Hundred Eighty Two dollars and Forty Five Cents. ($37,282.45) plus Payroll for May 2014. MOTION CARRIED.

DISCUSSION/ACTION ITEMS

A. New Board Recommendation – Eric Conn, President

Discussion/Approval – President Conn introduced Jeanne Clum for consideration as a new Board Member. Ms. Clum presented her qualifications and experience. Members discussed.

MOTION by Member Ellis, SUPPORT by Member Tarara to approve J. Clum to join the DDA Board. MOTION CARRIED. A Letter will be submitted to City Council for formal appointment.

B. 118 Clinton Update – Eric Conn, President

Discussion/Action – Steve Eyke reported that the updates requested from Design committee members have been made to the plans. He suggested barn door be used between the Directors office and conference room due to a lack of clearance space if a pocket door is used. Committee discussed and approved. C. Tarara inquired about the missing shelf space at the front of the building that was requested to be kept in place, but cut back. Eyke reported that it contained lead based paint and was all removed. He will go to the site tomorrow and determine a way to add build these back at 12” in depth. Eyke also presented the Board with water and drainage issues that exist with tile and adjacent neighbor’s gutter. Discussion took place regarding having the poured and having it slope to the front. R. Ellis inquired about any needed approval from the adjacent building owner. E. Perdu will be asked to inquire although there have been no previous issues. C. Tarara brought up an idea to use marine caulk to seal the gutter. Guest Schlittler also added to this recommendation which S. Eyke agreed with. M. Mulvahill and S. Eyke will meet in the near future to provide any other necessary decisions.

C. Board Member Recommendation – Eric Conn

Ms. Jeanne Clum was introduced and asked to share her qualifications as well as an explanation as to why she would like to join the Howell Main Street DDA Board of Directors. Her application was submitted to the City. R. Ellis made a motion to approve Jeanne Clum joining the Board. Second by C. Tarara. A letter will be submitted to City Council for the Mayor’s appointment at the June 9th City Council meeting.

D. Volunteer Appreciation Re-Cap – Brian Walker

Discussion - B. Walker reported that the event was a success with 50-60 attendees, all of which have been added to the DDA Volunteer database. Richard Lim was recognized as the Volunteer of the Year, receiving tributes from Senator Denby and a representative from State Representative Hune. Food donations added to the event’s success with donations from the
Howell Main Street Winery, Chinese Delight, Mom & Pop’s Bakery, Gus’s Carry Out, and Diamonds. R. Ellis suggested a possible educational component to be included in next year’s appreciation event.

E. Historic Preservation Awards Update – Courtney Tarara

Discussion – C. Tarara reported that the event brought in over 65 attendees. The evening’s festivities included a presentation of the architecture of downtown. Awards were presented to First Presbyterian Church, the host of the space, for Preservation Stewardship. J. Christopher Salon received an award for Interior Rehabilitation, and Howell Land Development received an award for the exterior renovations complete at Frontal Lobe Co-working. Tributes were also presented to each winner from Senator Denby and a representative from Joe Hune’s office. The event rose over $480.00 from the Silent Auction items and raffled flower centerpieces.

F. Bike Racks – Michael Mulvahill

Discussion – M. Mulvahill asked the Board for more background on how the bike rack project was started. Treasurer R. Ellis was a member of the subcommittee that originally started the planning and he provided an update. Guests J. Clum and A. Schlittler provided additional background. J. Clum advocated for further inclusion of bicycle friendly decisions, especially to attract more families.

M. Mulvahill reported that he has had discussions with local community members and neighboring community bike facilities. His suggestion is to take the discussion back to the Design Committee for more input.

G. Ice Rink – Eric Conn

President Conn shared renderings for an ice rink that were completed in 2007, noting that the ice rink proposal is just conceptual at this point. The scope of the original project was $150,000, with prices expected to have increased since then. A meeting will be held with the DDA and County on June 2. The board was asked to come up with some significant fundraising ideas such as sponsorships, fundraisers, concessions, etc. Members discussed the potential for alterations to the current scope. C. Edgerly will look into existing ice rink projects across the state.

New Businesses/Business Relocations/Spaces Available Update – Cathleen Edgerly

C. Edgerly had no additional updates on businesses as they were mentioned previously in the Director’s and Business Development Committee reports.

MOTION by Member Ellis, SUPPORT by Member Merkel to adjourn meeting at 8:16 PM. MOTION CARRIED.

Minutes Approved,

Courtney Tarara
Secretary