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.

MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY BOARD
AGENDA
DDA BOARD MEETING
Wednesday, September 24, 2014 – 6:30 P.M.
City Council Chambers, Lower Level – 611 E. Grand River - Howell, MI 48843

Members and other officials normally in attendance:

1. Phillip Campbell
   Mayor
2. Eric Conn
   President
3. Adam Merkel
   Vice-President
4. Robert Ellis
   Treasurer
5. Courtney Tarara
   Secretary
6. Brian Walker
7. Michael Mulvahill
8. Jeanne Clum
9. Vacant
11. Cathleen Edgerly
    Howell Main St DDA Director

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 September 15, 2014
   • Minutes of Regular Meeting, August 27, 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
   • Organization 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 $1,990.68 plus payroll for August, 2014)
8. Discussion/Action Items:
   a. 118 W Clinton Update – Michael
   b. GAMSA – Eric/Cathleen
   c. Main Street Year-End Evaluation/Accreditation - Cathleen
      -Tuesday, October 14
      -Committees Meet from 4:00-5:00 p.m. at Frontal Lobe
      -Board Member Meeting 6:30-8:00 p.m.
      -Work Plans & Projects
   d. DDA Legislation Update – Cathleen/Shea
      Discussion
e. **Ice Rink** – Eric Conn/Courtney Tarara
   Discussion

f. **Business Liaison Part Time Staff**
   Discussion

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

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

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**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.
MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, AUGUST 27, 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, Adam Merkel, Robert Ellis, Brian Walker, Michael Mulvahill, Courtney Tarara, Jeanne Clum, Mayor Phillip Campbell
Staff: Cathleen Edgerly, Kate Litwin
Guests: Steve Eyke, Brittny Hoszeiw, Shea Charles, Al Schlittler, Andrea Dahline, Candy Jones-Guerlin, Kevin McCarthy, Scott Harman, Hillary Morrison, Joe Breyle, Mary Heikkinen

MEETING CALLED TO ORDER:
President Conn called the meeting to order at 6:35p.m.

CITIZENS COMMENTS
None

APPROVAL OF MINUTES

- Minutes of Executive Committee meeting on July 14, 2014
- Minutes of Regular Meeting, July 23, 2014

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

CORRESPONDENCE
None

DDA Director Report

Director Edgerly completed the annual report for the Michigan Main Street Center has been turned in and approved. She is now working to compile a summary report to share with all stakeholders in the DDA district. C. Edgerly gave a brief update on the proposed opt-out DDA legislation which is in the early stages. If this legislation passes, there is potential impact to the Howell DDA district. C. Edgerly and Outreach Coordinator K. Litwin met with Richard Lim and Donna Olson to begin updating sponsorship materials, discussed new entertainment options for the Lunar New Year Festival. The Dragon Run 5K was also discussed and B. Walker (a member of H.U.R.T.) agreed to assist in the role of Dragon Run Coordinator. B. Walker questioned whether he should create a separate work plan for 5k and C. Edgerly responded that it would be good to pull out the Dragon Run portion of the work plan, create that portion separately, then add it back in to the Festival work plan when event is complete. C. Edgerly will send the 2014 work plan to B. Walker. Volunteer Dan Jablonski, of Holly Candle Shoppe, has volunteered to update all of the promotional materials for the Dragon Run and for the Lunar New Year Festival overall.
Brittany Hoszkiw presented information on the CBDG (Community Development Block Grant) Howell is low/moderate income community which will qualify the city to apply for CBDG funds under slightly different expectations. A typical community is expected to create a certain number of jobs and show employment growth, but new designations are not applicable, meaning this requirement is waived. Façade grants, matches for acquisition costs, exterior development, will be picked up through different programs through CDBG funds. B. Hoszkiw encouraged the Business Development committee to invite Emily Pantera to next meeting as she is a great tool and resource regarding this project. E. Conn questioned whether funds be used for ice rink/splash pad? B. Hoszkiw indicated that the project must somehow show that it is used to leverage business, which makes this type of project harder to qualify, but is not necessarily impossible. E. Conn also questioned whether the funds could be used for façade improvement, but C. Edgerly responded that it is required that there are two projects per submittal. S. Charles explained further the minimum two projects per submittal requirement, and that there is a minimum 25% match depending on the project and significance. At this time infrastructure funds are off the table, and would be emergency allocation only. E. Conn questioned whether funds could be used for capital improvement but it was explained that Michigan has a Downtown Improvement Grant program, but does not have any funds for FY 14/15. Funds may be available for FY 15/16. C. Tarara questioned whether funds could be used toward the alley program and S. Charles explained the need to increase job creation as a direct result of program funds. B. Hoszkiw encouraged the Board to have one-on-one meetings with Marilyn Crowley and use her assistance to figure out which grant to go after. Steve Eyke mentioned that he has worked with these grants in the past and the façade grant has always been tied to job creation, and questioned the current plan. S. Charles mentioned that the grant would have to show job creation in past but now due to re-designation this component is waived.

**President Report**

President Conn just had reminded Board members that he serves as Director Edgerly’s primary point of contact. If Board members have questions or concerns about staff job performance they should through President Conn. If anyone has other questions regarding staff, please direct them to E. Conn and he will provide a timely response. If Board members need to simply exchange information this is perfectly fine.

**Treasurer’s Report**

Treasurer Ellis reviewed the Revenue and Expense Report ending 7/31/14 and found it to be confusing due to some discrepancies, so he worked with City Treasurer clear up the confusion. R. Ellis reported that the property tax capture was significantly lower than expected due to repeal of the business property tax. The expected revenue for 100 Friends and Main Street advertising were switched in the budget and need to be fixed. The budget was based on projections before May 2015 and if necessary the Board can put in amendments at end of the First Quarter in September FY 14/15. Treasurer Ellis also reported that the Loan for the new building was listed at $150k, which was a lower amount than expected. Once the project is finished then the amount will be modified to cost of project. C. Edgerly provided the update that the loan was split between FY 13/14 and FY 14/15. There was nothing budgeted this FY for lease of Frontal Lobe Coworking space, but due to delay there will be an increased expense. There was a charge for mulch under the wrong allocation and this should be listed under beautification supplies, so this line item will need to be switched. According to R. Ellis, he will continue to monitor the budget and provide updates. Robert is keeping track of budget amendments that need to be made and will send those to the City’s Treasurer. J. Clum commented and expressed her appreciation of going over these items line by line for clarity and understanding.
Treasurer Ellis added one more comment that DPS’ part of last year’s budget was $43k but $65k was spent because of the huge amount of snow removal, the budget was increased this year by $10k, based on estimate of what it’s going to cost this year.

E. Conn reported that Christmas lights and decorations were added all the way down to the East corridor and this added $10k to budget as well.

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

**Approval of Committee Reports:**

**Design Committee**
C. Tarara reported that the Welcome to Howell sign was approved and is in production. The sign should be in by mid-September. City Council is trying to find money in their budget for the other three signs, so for now there will only be one new sign. C. Tarara reported that the way-finding Kiosk signage had to be completely redone using a new graphic designer, and it will be a few more weeks before they are ready to be printed and installed. The Committee’s goal is to change out the kiosk signage every six months and hopefully there will be quicker turnaround to make fewer changes. C. Tarara also reported that the Outdoor art project will be brought back to Howell. A subcommittee will lead this project and any interested members are welcome.

**Promotions Committee**
Chairperson Adam Merkel informed the Board that Promotions has acquired five new members. The committee finalized the Downtown Howell business Billboard Campaign and has identified key businesses to contact. October-December is already full, with a potential business interested in January. Promotions members will work with staff to sell the rest of the billboard spaces. The Downtown Guide listings have been updated and will now include all businesses within the district. Quotes are being obtained regarding printing costs and then advertising space will be sold to businesses to try to offset the cost of printing. The Committee is also working on a project to sell promotional materials including t-shirts and tote bags, to be sold at Farmers’ Market. There will be a very small batch printed initially to get started and other options will be added as the Committee sees how initial sales go. The Committee is also working on a Holiday window decorating contest, sponsored in part by Cobb-Hall Insurance, and holding a September meeting to start planning out the Lunar New Year Festival.

**Outreach Committee**
Chair, Brian Walker, reported that the Farmers’ Market booth went well over Melon Festival weekend and was attended by J. Clum, Frank Milewski, Hillary Morrison, and Tyler DePerro from the Historic Howell Theater. There was good foot traffic and conversation with visitors. B. Walker updated the Board on ‘100 Friends and there are now close to 30 members. The Outreach Committee newsletters were discussed and the committee has been looking at stats from mail chimp and find that there is a good open rate, great click-thrus as well, so the newsletters prove to be effective. The Committee has been brainstorming ideas for future editions and need an article from a Board member for next quarter merchant newsletter. C. Tarara volunteered, and was informed of a deadline in November.
Business Development Committee
Chair, R. Ellis, reported openings of new businesses within the CBD including Yogurt on the Go whose ribbon cutting was on 8/9/14, and Toyology opened Friday of Melon Fest, 8/15/14. Toyology will hold a ribbon cutting ceremony soon. In the Heart of Howell, Encore 118 and 2 FOGS are still in the build-out process. Your Peace of Mind will move in soon bringing with them 25 employees. Block Brewing, the former Shark Club location, is scheduled to open in October, 2014. Jake Freeland is considering opening a food co-op and is currently working on a business plan. The Committee discussed social hour to bring business owners together but decided against this idea as it was very hard to get people to show up in the past. The Committee is working on a plan to highlight businesses that residents and guests don’t know very much about, to help provide marketing such as highlight on DDA website, social media, and in the newsletter as an alternate idea of having a business of the month. Businesses which could benefit are those without recent publicity including Down Home Interiors, Noble Dog, State Street Studios. E. Conn questioned whether someone on Business Development should write the articles and R. Ellis responded affirmatively. He also indicated that the Committee would ensure there is a press release and this could be married together with the Outreach Committee. Member Ellis indicated that the Committee completed their work plan for the Welcome to Howell folders and had decided to emulate the sample from Wayland, MI. The Committee is also working on recruiting more members, as Robin Girard resigned, and there is a strong need for more members.

C. Edgerly and Andrea Dahline will meet with Susan Pommeville to create a great packet that looks good, all digital, follow same branding, and is cohesive and consistent. The Committee will brainstorm prospective businesses, invite the owners into town for lunch, handle business recruitment in a targeted manner. The estimated completion date is October 1, 2014.

E. Conn indicated there had been discussion at last Board meeting regarding education of the public regarding DDA/Main Street mission and purpose. This information could be put into a letter to be included in the Welcome to Howell folders.

B. Walker mentioned that he has a few prospective volunteers for committees as a result of his ‘First Dates’ and questioned meeting times for Business Development, which meets the 3rd Thursday each month at noon. If he has volunteers in mind who are interested in attending a meeting, he should send their information over to K. Litwin to invite, send agendas, etc. and invite them to attend a committee meeting as a guest.

Jeanne questioned when she is recruiting volunteers, should she copy C. Edgerly and K. Litwin on e-mails. K. Litwinn should be copied in order to add volunteer information to newsletters, mailing lists, and all volunteer opportunities.

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

PAYMENT OF BILLS

MOTION by Mayor Campbell, SUPPORT by Member Ellis to pay bills in the amount of Eighty Thousand Five Hundred Seventy Six Dollars and nineteen cents ($80,576.19) for July, 2014. Members Mulvahill and Merkel abstained from vote. All others voted in favor. MOTION CARRIED.
Member Mulvahill requested explanation of certain bills including Harbor House advertising space, Livingston county visitors guide ½ page ad, to ensure accuracy prior to vote. R. Ellis and C. Edgerly provided responses.

Members Mulvahill and Merkel abstained from vote, 7 in favor. MOTION CARRIED.

**DISCUSSION/ACTION ITEMS**

**A. Smart Zone – Shea Charles, City Manager**

S. Charles reported that both the City of Howell and City of Brighton submitted applications for consideration as a Smart Zone, to partner with AnnArbor SPARK. At this point Smart Zone will not be pursued further.

**B. 118 Clinton—Steve Eyke**

S. Eyke reported that the building is in drywall phase and he hopes to be in trim phase by 9/1/14. All cabinets have been delivered and are on location. He hopes to work trim quickly, then begin interior painting based on design selections. S. Eyke questioned whether the Board had thoughts to change the color on exterior as he hopes to start the paint on September 1. S. Eyke has done research on staining issue, block is porous and he is afraid the staining will not hold up well. He is not positive that the stain will provide a water tight seal. He reported that the 2nd story west wall has water coming in, and there is the assumption on east wall the problem will happen too. S. Eyke repaired the rot to masonry. His recommendation is to not go with the stain unless a water barrier can be provided. E. Conn indicated he will provide paint colors, S. Eyke should research stain and get back to the Board as soon as possible with information. S. Eyke reiterated that the main issue and question to answer is will stain prevent moisture from coming through the wall? S. Eyke reported that the back deck is going well. The Board will have to determine parking in the rear of the building. There is an allowance in the budget for asphalt, of $3k, so S. Eyke will have to determine how many parking spaces this would allow for. Because of the condition of the lot he is hoping for less cost in prep work and estimates the cost will be $2/sq ft. S. Eyke will get back to M. Mulvahill and C. Edgerly about square footage. E. Conn questioned whether the project is still technically on schedule and S. Eyke indicated affirmatively per the contract. The expected completion date is October 20, based on change orders. M. Mulvahill questioned if there was a date for appliances yet, but S. Eyke reported that this time is unknown but will get it to M. Mulvahill soon. S. Eyke recommended that the DDA start advertising studio and apartment space to secure tenants prior to move in date.

**C. Strategic Planning Services—Brittany Hoszkiw and Donna Harris (via conference call)**

D. Harris discussed SWOT Meeting in July, and reported that a memo and notes were circulated with recommendations for short term options. Discussion took place with D. Harris answering questions from the Board. E. Conn questioned the recommendation that Director be more engaged in businesses over short term and whether is it an ideal situation to have the Director perform this task or could this be handled by staff in general? D. Harris responded that very few organizations have luxury of outreach coordinator, and the businesses are indicating a need to see C. Edgerly more than once a month but it will be very important to avoid overextending Cathleen. D. Harris outlined the next steps in the Strategic Planning Process. By September 19, 2014 D. Harris will be sending a report (roughly 45 pages) and executive summary about report, complete with her recommendations. D. Harris will returns to Howell on September 24 for the Visioning and Goal Setting meeting from 5pm-9pm.
Dinner will be served from 5:00 - 5:30 pm, then afterward there will be exercises and group sessions with the goal of envisioning Howell 5 years from now. D. Harris indicated there will also be a group discussion to identify key strategies around 4 Point Approach of Main Street. Participants will then divide up into committees, identify key projects to get to fulfilling goals within 5 years, and start work plans. There will also be discussion about reviewing mission statements and how to fund the projects. D. Harris will create a Draft Plan in advance of 10/22/14 board meeting, to be voted upon at the November/December meeting.

D. Ice Rink/Splash Pad—Cathleen Edgerly, Eric Conn

President Conn provided background of the ice rink/splash pad project. At this time there is funding thru the Michigan Economic Development Council (MEDC) and Michigan Municipal League (MML), but funds can run out quickly as everyone who applies is competing for the same funds and they are approved and released on a first come, first served basis. In order to obtain funds the DDA needs to move forward with the project as quickly as possible, but take the time required to do due diligence. E. Conn passed around a rendering of the splash pad to illustrate the water features which include an in-ground water feature that shoots water up for kids to run through. In the winter, an ice rink would be constructed in the same spot so that residents and visitors of Howell can utilize the space year-round instead of only during fair weather. E. Conn, C. Tarara, and C. Edgerly met with Livingston County administration, which indicated the project looks good and passed onto their infrastructure committee. The appearance before the Committee went well, but the committee passed the project to the County Board of Commissioners without recommendation. The next step is to appear before the full board of County Commissioners on September 2, 2014. The project is moving faster than one normally would, but the DDA Board and Design Committees have still done due diligence. The DDA recognizes there has been some discussion about upsetting Concerts at the Courthouse, displacement of certain groups from certain activities, but the DDA is actively working to ensure these events are not impacted and is instead trying to enhance space for all events and activities, making it more appealing for residents and visitors of Howell.

President Conn opened the floor for comments from the public.

A. Dahline was excited to see the project back on the agenda. She has talked to businesses who indicate that there are only a few festivals in town but really no reason to come downtown on a regular basis, and we need more another attraction to bring families to Downtown Howell. This further enhances the “Every Day is an event” tag line of the Howell Main Street DDA.

Donna Cooper, a former City Council Member, was in attendance Monday night at the County Infrastructure Committee meeting, and heard the DDA presentation. She indicated that she didn’t know this project was coming but was very happy about the plan and agrees that we need something in the winter. D. Cooper lives on W. Sibley and indicates that there is not enough of a draw to Downtown Howell and she hopes the businesses would be interested in both opportunity of splash pad/ice rink. D. Cooper supports this project wholeheartedly and likes seeing the forward progress. She shared her enthusiasm for the energy amongst the Board, and she can feel the excitement from the group of people currently serving Downtown Howell.

Candy Jones-Guerin is excited that the families and people hanging out in Downtown Howell will have another space to use and this space will help move people from in front of Dairy Queen. She admitted that she doesn’t go outside much in the winter but is interested in fundraising for a heated
space to keep people warm. Overall, Ms. Jones-Guerin feels there really needs to be another draw for the younger generation and young families. This is a great opportunity to serve those needs.

Joe Breyle and Mary Heikkinen commented on behalf of Livingston Arts Council, as they are responsible for the Summer Concerts at the Courthouse. Their first comment was that all things said by Board members through various channels, including Social Media and online press, have been said as private individuals, not representing the Board. J. Breyle questioned how long the funds have been available for projects and E. Conn replied that the Board revisited the project in earnest in July when they found out about the funding availability. The Board has been working since January and was moving toward restarting the project, but the State funding availability sped-up the process because we need to secure the funding to move forward. The DDA will work hand-in-hand with the county to move forward. J. Breyle also questioned why the DDA Board didn’t seem to get input from the users of the space. E. Conn responded that there wasn’t a way to bring everyone in due to time constraints, but all parties will be involved starting with design phase. Sharon Fisher, Board member of the Howell Opera House, sits on the DDA Design Committee so she knew about this project. M. Heikkinen posed the question regarding when the application for funding needs to be sent in. C. Edgerly and E. Conn responded that it should be sent as soon as possible as there are currently eight other committees in competition. J. Breyle hopes that the DDA will involve the Livingston Arts Council as soon as possible. M. Heikkinen commented that some individuals jumped the gun and expressed their dissatisfaction with the concept before they really understood the project, but wants the DDA to know that the partnership with the L.A.C. is still in effect. Member Clum commented that she loves concerts also and never wants to see them impacted but in reality performer Rusty Wright tripped and fell during a Concert because the location is in bad shape and disrepair. J. Clum reiterated that this project really is a win-win for community including parents, families, grandparents, etc.

E. Conn reported that there will be a presentation before the entire Livingston County Board of Commissioners on September 2, 2014 at 7:30pm in the County Administration Building/annex in Board Chambers, on the second floor. He indicates that those in support of the project should attend and plan to get there early due to expected attendance and relatively small space for audience.

F. Melon Festival Merchant Breakfast Re-cap—C. Edgerly

Thanks to B. Walker, M. Mulvahill, K. Shopshire, and H. Morrison for volunteering for the event. All volunteers and staff started event set up at 6am on August 15, 2014, and set up tables, chairs, Chris’ Cakes. There were 132 attendees and everyone had a “flipping” good time. C. Edgerly indicated she believes the difference in attendance was the hand delivered invitations and conversations with owners and staff during the invitation delivery. Sponsors of the event, First National Bank and Redwood Living were happy with the turnout as there was increased participation from businesses vs. City employees. B. Walker questioned whether Chris’ Cakes would be back in 2015 and C. Edgerly indicated that would be open to discussion next year. E. Conn expressed his gratitude to C. Edgerly and K. Litwin for taking the time to walk the central business district to deliver the invitations as he saw a noticeable difference amongst attendees. C. Edgerly reported that Carriage House Designs was happy to work on centerpieces, and they were raffled off as thank you for attending the event. A-1 Rental provided linens at cost, and C. Edgerly thanked M. Mulvahill for taking the linens back after the event. C. Edgerly also extended thanks to B. Walker for his participation and hours of set up, clean up, and greeting guests.
**Lunar New Year Festival**—Adam Merkel, Cathleen Edgerly

C. Edgerly reported that there is a need for approval to make a budget amendment in order to account for a for Lunar New Year Festival budget. She recommended that $1,500 be moved from Main Street Fundraising line item to Lunar New Year Festival. Treasurer Ellis indicated that this is not possible as it would move a revenue item to expense item and he indicated it would be better to make an amendment and take funds from Holiday Events, however those funds are in place for Witches Night Out, Ladies Night Out, etc. M. Mulvahill questioned the bottom line from the previous event and it was stated that the event brought in approximately $600 and this money goes into the general reserve. S. Charles explained that the amendment will not be reflected until Board makes a motion to change the budget. R. Ellis indicated that there quite a few amendments to get through, and would like to make the amendment in the quarterly adjustments.

**Block Brewing Sign Incentive**—Courtney Tarara

The Design Committee received application for a $1,000 sign incentive from Block Brewing. Discussion took place as the design guidelines require that the sign be 3D and projecting/protruding and whether this design fits the existing guidelines. The proposed signage is 3D, steel cut out, will stick out off building, including gooseneck lighting.

Additional discussion took place about whether the sign as proposed should be approved as the guidelines are very specific. Board discussed other signage that has been approved including the Opera House, Pur-se’, and others. E. Conn questioned the cost of the sign and C. Tarara reported that the sign is $4000, and the DDA will match up to $1000. The Design Committee recommends Board approval of the sign incentive based on requirements which are met, the sign is an improvement over previous iteration, it fits within the brand/aesthetics of the business, and a projecting sign would not add value to their site. M. Mulvahill questioned how many gooseneck fixtures will be in place but C. Tarara reported that this is not definite, but believed to be 2.

**MOTION by Mayor Campbell, SUPPORT by Member Merkel to approve sign incentive grant for Block Brewing Company. E. Conn opposed. All others in favor. MOTION CARRIED.**

**‘100 Friends of Howell’ VIP Event**—C. Edgerly

C. Edgerly reported that Outreach Committee member, Frank Milewski had the idea to add value to the ‘100 Friends’ campaign by providing additional incentives or V.I.P events to increase donations. C. Edgerly and K. Litwin met with Tyler DePerro to create a V.I.P. event at the Historic Howell Theater. The event will be held on September 30, 2014 and will be a private tour of the Theater, conducted by the owner, followed by a private movie screening of “The Big Chill.” Invitations will be mailed to current Friends and staff will accept donations at the door to attend. Attendees are allowed to bring guests, other than spouse, but the guest will have to become a Friend in order to attend. Lapsed ‘100 Friends’ members can present $100 check at the door. Concessions will be available but are not included.

There was brief discussion of a ‘100 Friends’ Fantasy of Lights VIP Event at Cobb-Hall that is in the beginning stages of planning. S. Charles mentioned that there are no hard and fast guidelines regarding setting up chairs or roping off sidewalk, but best idea to utilize the Cobb Hall Courtyard and allow visibility of the parade are bleachers.
GAMSA—Eric Conn

E. Conn requested that Board members provide 500 word narratives about why Howell is a great place to work, live, play, visit as they are needed for the GAMSA application which is due September 17, 2014. Mayor Campbell indicated that he will write the essay on living in Howell. J. Clum will cover where to ‘play’ in Downtown Howell. C. Edgerly will coordinate with E. Conn, C. Tarara, and F. Milewski to get the remaining three essays completed. C. Edgerly asked for any great photos of Downtown Howell, and E. Conn mentioned that Susan Pommeville and Richard Lim have some good photograph options. The application requires narrowing the photographs to only 15 submissions. C. Edgerly reported that the application also requires letters of recommendation from other communities and that the State of Wyoming’s Main Street program had already submitted on our behalf. Michigan Main Street Center will submit a recommendation as well. There will be live streaming of the award ceremony at the National Main Street Conference in Atlanta. All essay submissions are due by next Friday, September 5, 2014.

DDA Director 6 month Evaluation—Robert Ellis

R. Ellis reported that he is in the process of developing a document but the old one from Diane Larkin did not include KPI. Evaluations are due by 10/14/14 from all Board members. Bob will be out of country in the next few weeks but should hopefully get evaluation forms done prior to departure. E. Conn asked C. Edgerly if she is aware of the KPI and is she complete with all, some, or none. C. Edgerly responded that she has met with all businesses within the district and all people on Main Street list of organizations, has recruited new committee members, was required to obtain a $2500 revenue pledge but has obtained one for $20k, so she exceeded that goal as well. Additionally, all work plans have been started and some completed.

Meeting of Chairs—Eric Conn

E. Conn had planned a gathering to meet with all committee chairs to get everyone communicating and on the same page. The meeting was cancelled due to illness and scheduling conflicts among most of the committee chairs. E. Conn still wants to have the meeting as it is important for cross-communication.

New Business/Relocations/Spaces Available—Cathleen Edgerly

C. Edgerly reported that Angels Haven is looking for someone to take over their space, although they are willing to share their current space with other holistic healers. Pur-se’ expressed interest to C. Edgerly, as they want to create a separate shoe store. C. Tarara and C. Edgerly indicated a need to discuss rent for 118 Clinton studio and apartment space. This was tabled to next Board meeting.

MOTION by Mayor Campbell, SUPPORT by Member Tarara to adjourn meeting at 8:54 PM.
MOTION CARRIED.

Minutes Approved,

Courtney Tarara
Secretary
MEMORANDUM

DATE:    September 18, 2014
TO:    Main Street DDA Board of Directors
FROM:    Cathleen Edgerly, Main Street DDA Director
RE:    September Director’s Report

Pending Downtown Legislation
An updated copy of the DDA reform bill is included in your Board packet for review. One of the most troublesome outcomes of the proposed is that TIF revenue collected by the DDA, could only be used to fund infrastructure projects. So no operational or management costs, marketing, etc. that are vital components to the success of our downtown district, would not be included. A press release was sent out by Howell Main Street DDA, which has since been shared by the National Main Street Center, Michigan Main Street Center, and other Main Street DDA communities throughout Michigan, as the model communication tool to begin sharing with media outlets, state representatives, etc. Please keep spreading the positive impacts that our DDA has had on the community.

Main Street Managers Training
On September 8-9 I attended the bi-annual Michigan Main Street Managers Retreat in Roscommon, MI. Thank you to the Board for budgeting for these types of training opportunities. It was extremely helpful and timely with the recent negative DDA/TIF legislation stories in the media. I also was able to share positive stories and ideas with fellow managers, and hope that the Michigan Main Street Center will offer similar retreats for Main Street Board members, etc.

Annual Report
It is with great pleasure that I share with you that a 2013-2014 Annual Report has been produced for Howell Main Street DDA. This report shares the positive economic impact that our program has on our downtown. It also highlights all of the wonderful work that our committees, Board, and hundreds of volunteers have done over the last Fiscal Year. I cannot thank you enough for the time and high level of talent that you all continue to share in an effort to continue the historic preservation and continued revitalization of our downtown! These reports will be handed out to all DDA businesses, City Council Members, Property Owners, State Representatives, new businesses who are thinking of coming to our district, etc.

GAMSA
Howell Main Street’s application for the Great American Main Street Awards (GAMSA) was submitted for consideration to the National Main Street Center on September 17, 2014. This 22 page application included the wonderful narratives provided by Board members, photos from community members and local photographers, 5 letters of support, 5 testimonial articles, and plenty of wonderful year-end data on our community. Thank you all for your support in submitting this application and I look forward to hearing that Downtown Howell is a finalist!

Main Street Year-End Review:
A reminder to all of your regarding the importance of our Main Street Year-End Accreditation Review. This meeting is scheduled for Tuesday, October 14 with Michigan Main Street and National representatives meeting with the entire Board from 6:30-8:00 p.m. in the City Council Chambers at City Hall. Please make every effort to attend. If you have a conflict, please let Eric Conn or I know as soon as possible. Thank you in advance as I know this is a huge time commitment, but it is vital to the continued success of our program.
Outreach Committee Meeting Minutes
August 11, 2014
Time: 5:30 p.m.
Location: Frontal Lobe

Committee Members Present: Brian Walker, Frank Milewski, Jeanne Clum
Not Present: Kevin Shopshire, Jannet Beers
Staff: Cathleen Edgerly, Kate Litwin

1. Call to order: The meeting was called to order by B. Walker at 5:30 p.m.

2. Approval of Minutes from July 14, 2014 Meeting: Minutes approved by J. Clum, second by F. Milewski. Motion carried.

3. Newsletters:
The e-newsletter sent on August 4th had a good response rate. Hillary Morrison, DDA office volunteer, was surprised and pleased to be recognized as Volunteer of the Month. A special edition Howell Melon Festival e-newsletter was sent on August 11th featuring sales, specials, and discounts amongst businesses in the DDA district.

Statistics were shared by K. Litwin regarding open rates and success of the newsletter campaigns. We are seeing a good increase in open rate for both the general DDA newsletter and the quarterly merchant newsletter as well. Statistics regarding social media presence were also shared for Facebook and Twitter, both are showing an increases in page visits, post “likes,” “retweets,” and comments.

Articles for the next e-newsletter included: Back to school features including music lessons as Schafer’s, Toyology, Parks and Recreation activities and Teen Center, Howell Carnegie Library events/activities, Skater’s Advocate, Karen’s Dance Studio, Fall home items; Legends of Sleepy Howell, Fantasy of Lights, 100 Friends September event at Historic Howell Theater, Volunteer of the Month—Michael Mulvahill;

Business of the Month was selected by the committee to be Grundy Ace Hardware.

4. 100 Friends of Downtown Howell Update:
B. Walker and C. Edgerly reported that currently there are 21 ‘100 Friends’ with a few more expected to roll in within the next few weeks. There was a recommendation to consider using a white background on the window clings next print because it’s hard to see the text on the cling.

J. Clum, H. Morrison, and Tyler DePerro from the Historic Howell Theater will be covering the Farmers’ Market and promoting ‘100 Friends’ campaign during Howell Melon Festival on August 17th.

There will be a special ‘100 Friends’ event movie screening at the Historic Howell Theater on September 30th with a premiere showing just for ‘100 Friends.’ The movie being shown will be “The Big Chill.” Tyler DePerro will give a brief presentation on the history of and plans for the theater, to be immediately followed by the movie. Concessions will be available for purchase. Anyone who wants to attend but has not officially joined ‘100 Friends’ must pay the $100 fee to attend the event and can pay at the door.
Another potential ‘100 Friends’ event was discussed which is a discussion with Mike Hall of Cobb-Hall Insurance to use their courtyard for an exclusive viewing area for 100 Friends during the Fantasy of Lights parade in November. C. Edgerly and K. Litwin will continue working on this event and finalizing details with Mike Hall.

5. Work Plans—Work plans for both ‘100 Friends’ and Merchant Newsletter were reviewed. No suggested edits at this time. Documents will continue to be reviewed and updated by the committee as needed.

6. Volunteer Recruitment: Volunteer surveys are on the Downtown Howell website and it was suggested to evaluate the site for navigation access and ease of use. K. Litwin and B. Walker shared that we should have complete access to website formatting in the next week or two as the website revisions take place and Squarespace is used as the website program.

C. Edgerly continues to hold ‘First Dates’ with businesses and has already met with Thai Summit. She has calls in to meet with PepsiCo as well.

7. Committee Visioning Session: to be held on Tuesday, October 14, from 4-5pm at Frontal Lobe Coworking. All committee members are requested to attend this session to provide feedback and help establish vision for the future.

8. Volunteer Hours: 40

9. Other Business: None

Adjourn: Meeting adjourned at 6:35 pm.

Next meeting: Monday, September 8, 2014 at 5:30 pm at Frontal Lobe
Design Committee Meeting Minutes  
Meeting Date: August 13, 2014 at 6:00 PM  
Frontal Lobe, 110 E. Grand River Avenue, Howell, MI

PRESENT: Courtney Tarara, Ron Gari, Gary Kackstetter, Eric Conn  
NOT PRESENT: Sharon Fischer, Michael Mulvahill  
STAFF PRESENT: Cathleen Edgerly

1. Call to Order: Meeting was called to order at 5:00 pm.

2. Approval of Minutes  
Motion to approve the minutes from the July 9, 2014 Design Committee meeting made by G. Kackstetter second by C. Tarara. Motion approved unanimously.

3. 118 Clinton Update:  
M. Mulvahill was unable to attend so C. Edgerly updated the committee on the status of the renovation. M. Mulvahill, E. Conn, C. Tarara and C. Edgerly will meet with Steve Eyke on site August 20 at 5:00 p.m. to complete a walk-thru. The committee was asked to consider the differences between painting the exterior concrete brick walls on the east and west end of the building, or stain them. The cost of stain is $4500, while painting is estimated at $2200. Committee likes the longevity of stain better and discussed deterioration that could be caused by paint. C. Edgerly will share committee’s concerns with Steve Eyke to determine a final choice.

4. Kiosk Signs  
C. Edgerly shared with the committee that the kiosk signs have taken much longer than anticipated to update, as these have not been done since 2011. Designer is working on fitting in all the new businesses and finalizing the layout design. These are expected to be done in September. Costs for printing these a couple times a year have not been provided yet by the kiosk supplier.

5. Ice Rink:  
C. Tarara updated the proposed ice rink/splash pad project with Design Committee members. With the inclusion of both features, the estimated cost could be around $375,000. C. Edgerly has met with a couple architects who are willing to provide basic site layout drawings at no cost, depicting how these features would fit within the Existing Courthouse amphitheater space. G. Kackstetter and R. Gari knew of several contacts in the area with past NHL experience and would reach out to them to share more information on the project and secure potential donations. R. Gari also has a contact with experience in building ice rinks. He will pass on contact information for C. Edgerly.

6. Block Brewing Sign Incentive Review:  
Block Brewing (formerly the Shark Club) submitted a sign design and incentive application to the Design Committee. The committee discussed the incentive guidelines and how Block Brewing’s location in the DDA district would not fit the projecting sign requirements. Additional discussion and comparisons took place surrounding other signs that have been granted incentive funds in the past. Block Brewing’s sign design fits with their business theme, is three dimensional, and is an improvement from past signage. However, it was unclear how the sign would be hung, what
lighting it would have, and materials it is made of. C. Edgerly will follow up with the business for additional information for Design Chair, C. Tarara to take back to the Board.

7. Main Street Evaluation:
C. Edgerly reminded committee members that the Main Street Year End evaluation will take place on Tuesday, October 14 from 4:00-5:00 p.m. at Frontal Lobe. All Committee Members are asked to please make every effort to attend, in order to meet with the Michigan Main Street Center Team and share their view on how effectively the Main Street program is working. Committee members were also asked to mark their calendars for the Strategic Planning Visioning Session scheduled for Wednesday, September 24 from 5:00-8:00 p.m.

8. Other Business:
C. Tarara reported to the committee that Heart of Howell intends to apply for sign incentive funds. She questioned the committee about the possibility for signage on the back elevator shaft of the building for businesses that only had their main entrance off the back parking lot. Also reviewed additional possible signage options for the front façade and side of the building. Committee discussion took place regarding the building qualifying as 1 entity, or 3 separate entities since Heart of Howell renovated 3 storefronts.

9. Volunteer Hours: 31 volunteer hours reported.

10. Meeting adjourned at 6:38 p.m. Motion by R. Gari. Seconded by E. Conn.
Promotions Committee  
Minutes from August 27, 2014 Meeting  
Frontal Lobe Co-Working

Present: Adam Merkel, Hillary Morrison  
Staff: Cathleen Edgerly, Kate Litwin  
Not Present: Holly Lamb-Ward, Sarah Rowe, Kim Esper, Jacci Patton  
Guests: Kim Hytinen, Sheila Gunn, Dave Bruisch, Barb Barden

1. Meeting called to order at 9:35 am by A. Merkel  
   Guest introductions took place. All five guests are interested in joining the Promotions Committee.

2. Approval of April, May, June and July Meeting minutes.  
   H. Morrison motioned to approve all minutes, seconded by A. Merkel. Motion carried.

3. Billboard Campaign Update: Chair A. Merkel led the discussion on the billboard co-op campaign.  
   Space for September 2014 is still available. If one of the downtown businesses does not sign up for September then the DDA will take over that month with our own advertisement. Howell Western Wear will still have their own billboard space separate from the reserved board space in September and October, but were grandfathered into the current DDA program. The DDA will have the billboard to promote all of Howell for the Holidays for November and December. The next available date for businesses to put up their own sign will be in February 2015 and there are spots later in 2014 that have already been reserved as well.

4. Downtown Guide: K. Litwin gave a history of the guide and what has been done to obtain all the businesses information within the Downtown Main Street DDA district. The next steps moving forward are working with design/printing companies to determine cost of printing, then determining the costs of advertising space based on information gathered. At that time, K. Litwin and C. Edgerly will contact the businesses who indicated their interest in purchasing advertisements and present cost and layout options. The goal is to generate enough revenue through advertisement to cover the printing and design costs.

5. Promotional Sale Items: H. Morrison gave a history of the promotional sale item project, which at this time includes t-shirts for men and women plus tote bags. Samples of products were passed around as were the designs created by Dan Jablonski of Holly Candle Shoppe. The committee discussed various options and decided to wait on production of sweatshirts as we need samples in order to make a decision. Committee members discussed options of selecting a heavier weight and higher quality sweatshirt to sell in the $40-50 price range vs. a lighter, less expensive sweatshirt in the $20-30 range. The committee decided on two designs and elected to begin production on the items with J.J. Jinkleheimer. The promotional items will be sold at the Howell Farmers Market, possibly at Heart of Michigan, and through social media advertisement.

6. New Business:
a. **Holiday Window Decorating Contest:** The committee discussed this new possible option to add to the existing Fantasy of Lights celebration. K. Litwin and C. Edgerly hope that this will lead the way to a greater Holiday celebration in 2015. Cobb-Hall is donating $200 to the winner of the best decorated window contest. The contest would begin the Monday before the Fantasy of Lights Parade and will run for one week. The public will vote on-line or possibly in stores with voting boxes, but this will be discussed further at next month’s meeting. C. Edgerly and K. Litwin will ask that media attend the award ceremony and the winner will also be recognized on social media and the Downtown Howell website.

b. **Lunar New Year** will take place on February 21, 2015. C Edgerly gave a brief history about the event. Richard Lin, Donna Olson, and DDA staff have already had a first meeting to discuss next steps in planning the event. The committee is still looking for a sponsor for the Dragon Run and have two volunteers to help facilitate the run already. The subcommittee is looking for more ideas for the event - Cold Bottom Euchre was suggested. Discussion took place about volunteer recruitment and it was recommended K. Litwin contact Howell Interact (from Howell High School) and the Boy Scouts.

c. **100 Friends of Howell** – C. Edgerly provided the history of 100 Friends of Howell fundraising campaign. This campaign covers projects such as the beautification of downtown and a new Welcome to Howell sign. To generate memberships the DDA will offer a Private viewing of “The Big Chill” thanks to Tyler DePerro at the Historic Howell Theater. The DDA is also working on other 100 Friends membership ideas to increase the perceived value of donating. To date there are just under 30 members.

d. **Main Street 10th Anniversary** – C. Edgerly mentioned that the anniversary is coming in 2015 and the Committee needs to start brainstorming event ideas and celebrations. Discussion pushed to next meeting.

e. **Main Street Year End Evaluation**—C. Edgerly mentioned two events which are coming up and requests attendance by Committee members. The first is September 24th at 6:30pm, which is a Visioning & Goal Setting Session as part of the Strategic Planning Analysis and will be held in the City Council Chambers in the lower level of City Hall. On October 14, 4-5:00pm Committee members should plan on meeting with Michigan Main Street at Frontal Lobe as part of the Main Street Year End Evaluation process.

**Action Items:**

- **Work Plan edits/updates** - We will share work plans and update the work plan for Promotional Sale Items.
- **Sell Billboard Co-O Campaign** Help sell the billboard and promote to businesses
- **Recruit New Members** – There was a wonderful turn out with four guests in attendance. We welcomed them to the group, thanked them again for attending, and invited them to become official members.
- **Move Forward with Promotional Items** – H. Morrison will be sending out the chosen logos to all that attended as we believe our print outs were dull do to the printer and did not represent the Logo properly.

**Volunteer Hours:** 38 volunteer hours reported.
Meeting Minutes from August 21, 2014

Location:
Present: Andrea Dahline, Bob Ellis, Jake Freeland
Not Present: Pat Convery
Staff: Cathleen Edgerly

1. Call to order: The 8/21/14 meeting was called to order at 12:05 p.m.

2. Volunteer to Take Minutes: Bob Ellis

3. Approval of April Meeting minutes. Motion by Bob Ellis, support by Jake Freeland. Motion to approve July meetings passed unanimously.

4. New Businesses:
   b. Yogurt on the Go – Grand opening on 8/9 went well.
   c. Toyology – Opened Friday of Melon Fest. Grand opening to be scheduled. Cathleen Edgerly in contact with owner.
   d. Encore 118 – Build out in process at Heart of Howell
   e. Fog’s Pub – Starting work in basement of Heart of Howell.
   g. Block Brewing – at former Shark Club. Opening expected in October.

5. Business Meet & Greet / Downtown Social Hour – Decided against idea.

6. Business of the Month – Discussed and endorsed plan for highlighting one business each month with article on website and press release as well as featuring in social media. Would target businesses that have not had recent publicity. Down Home Interiors selected as initial choice. Noble Dog and State Street Studio also nominated for future months. Cathleen will forward idea to Outreach Committee to develop content.

7. Work Plan/Committee Review: Work plan complete for Welcome to Howell packets. Organization and format similar to Wayland MI sample was endorsed.
8. Other Business: a. **Great American Main Street Award** – Deadline for submission is 9/17. Multiple 500 word narratives and video testimonials about why Howell is a good place to work, play, live and visit are needed. Cathleen Edgerly will put out call for assistance on social media and contact Ron Wilson’s office at Howell Schools to solicit essays on these topics from students.

b. **Ice Rink / Splash Pad** – Coordinated by Design Committee. Plans and concept sketch have initial support from county. To be funding in part through a grant which provides up to $100K in matching funds for money raised through crowd sourcing.

c. **Committee Members** – Robin Girard resigned from committee due to work conflicts. Each committee member was asked to recruit another member so we can have at least 8 active members on the committee.

9. **Action Items:** a. Cathleen Edgerly – Follow-up with Toyology about grand opening. Discuss Business of the Month idea with Outreach Committee. Put out announcement on social media and talk with Howell Schools regarding Great American Main Street Award essays and testimonials.

b. All Committee Members – Recruit additional committee members.

10. **Volunteer hours:** 6

Meeting adjourned at 11:00

Next meeting scheduled for **Thursday, September 18, 2014 12:00 PM** at Frontal Lobe Coworking.