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 October 22, 2014
   - Minutes of Regular Meeting, October 15, 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 $ plus payroll for September, 2014)

8. **Discussion/Action Items:**

   a. **Strategic Planning Outcome** – Britney Hoszkiw

   b. **118 W Clinton Update** – Michael

   c. **10th Anniversary Main Street Open House** – Adam/Cathleen

   d. **Burying Utility Lines** – Shea

   e. **CBD Snow Removal** - Shea
      - 118 Snow maintenance

   f. **Gator** – Michael

**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.
g. **Main Street Services** – Eric  
   - Fund Development  
   - Communications  
   - Project Leaders  

h. **Art Project** – Courtney Tarara  
   Discussion  

i. **Closed Session – Property Acquisition**  

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.
MISSION STATEMENT:
Howell Main Street and Downtown Development Authority uses the Main Street Four-Point Approach™ to promote downtown Howell as an attractive, vibrant, historic, pedestrian-oriented shopping, dining, and entertainment district for residents and visitors. We help preserve our historic downtown by encouraging the restoration and adaptive re-use of buildings’ storefronts and upper stories for both residential and office use. We rely on strong partnerships with stakeholder organizations, broad-based community support, and a growing volunteer base to accomplish our work. Our downtown is the heart and hub of the community.

Board Members in Attendance: Eric Conn, Adam Merkel, Robert Ellis, Courtney Tarara, Brian Walker, Michael Mulvahill, Jeanne Clum, Mayor Phillip Campbell
Staff: Cathleen Edgerly, Kate Litwin
Guests: Brittney Hoszkiw, Donna Harris, Kevin McCarthy

MEETING CALLED TO ORDER:
President Conn called the meeting to order at 6:36 p.m.

CITIZENS COMMENTS
None

APPROVAL OF MINUTES
- Minutes of Executive Committee meeting on October 8, 2014
- Minutes of Regular Meeting, September 24, 2014

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

CORRESPONDENCE
None

DDA Director Report
Director Edgerly thanked board for their participation during the accreditation visit, and reported that the visit was successful. C. Edgerly attended a TIF legislation meeting, with S. Charles, and he was given the opportunity to speak about proposed legislation. Latest update from today’s conference call with the MEDC and Michigan Municipal League reports that the most recent version doesn’t include opt out language, but it doesn’t mean the language won’t get thrown in at the last minute. However, the proposal does include gain sharing, and B. Hoszkiw reported that ultimately each year 1.25% of the TIF funds would have to be given back to the taxing authority, this would accrue each year without a cap, is a graduated way of getting rid of the TIF capture, and guarantees a sunset. The intent is to reform the law to create DDA for a project and then the DDA goes away. C. Edgerly met with Senator Joe Hune’s office, discussed the Annual Report and asked that his office listens to concerns and take into consideration when voting. Additionally, C. Edgerly asked the Board for approval to attend a conference which costs $50 for two day session. K. McCarthy also expressed interest in attending and he feels it is a good way to prepare for next phase as a Board member, if approved. The money for education is in the budget for each committee and since K. McCarthy is joining the Business Development committee, these funds would cover his attendance as well.

MOTION by Member Ellis, Support by President Conn to approve C. Edgerly and K. McCarthy’s
attendance at, and cost of, said conference. MOTION CARRIED.

**President’s Report**

President Conn requested that each Board member who has not yet done a biography for the website please complete theirs and send it to Cathleen and Kate. New Board members and staff still need photos taken for the website. B. Walker will get photographer Mitch Flemming. K. McCarthy will also need his photo taken and to submit a biography.

E. Conn and S. Charles met with C. Edgerly regarding her 6 month evaluation. More details to follow further in the Board meeting minutes. E. Conn encourages all Board members to seek out activities for education as well to accomplish goals moving forward and that there may be funds from Michigan Main Street for training purposes. In December, Michigan Main Street will hold their Quarterly training in Niles, Michigan on December 8th and 9th and this session will focus on Business Development.

**Treasurer’s Report**

Treasurer Ellis had hoped to do a budget amendment today but the audited statement from last FY is not available yet, so the amendment is now on hold for next Board meeting on December 3, 2014. The budget seems to be all in order, no concerns at this time.

MOTION by J. Clum, SUPPORT by M. Mulvahill Some further discussion as C. Edgerly explained there was a renovation charge was charged to credit card that needs clarification. MOTION CARRIED.

**Approval of Committee Reports:**

**Design committee**

Courtney Tarara reported that the Design Committee met with Debra, the Michigan Main Street Design specialist in charge of rehab/renovation at SHPO. Debra shared statistics regarding downtown spaces, renovating apartments on second floors, and advised that upper floor renters who spend $800/month on rent generally spend $9000 a year in local businesses. Debra also explained that there should be a push to fill storefronts, as a vacant space has an economic impact of $18,000 on a city every year. C. Tarara provided a quick ice rink update and explained that the committee is looking at different options and more details will be provided later in the agenda. The Committee is already working on spring flower plantings. A vendor attended the last Design meeting offering to provide design of downtown plantings and grow them in a greenhouse setting. This is slightly more expensive but in the spring the pots would be ready to go and full of flowers. C. Edgerly met with Dr. Kellogg to discuss DDA, plans, projects, and partnership opportunities and his office is interested in sponsoring the plantings, participating in ‘100 Friends’ fundraising, and potentially providing sponsorship matches for big projects downtown like the rink/splash pad.

**Promotions committee:**

Adam Merkel reported that planning for Lunar New Year festivities are in motion. The sub-committee is still waiting on confirmation from the high school regarding the use of school grounds for the Dragon Run. C. Edgerly met with BCBS of Michigan regarding sponsorship for the Dragon Run and she hopes to confirm this next month. B. Walker is working on race, save the dates were given to Howell Parks and Recreation for their Headless Horseman 5K. A. Merkel discussed the Billboard Campaign, which is full until February, 2015. The Promotions Committee is also holding a “Deck the Windows Storefront Decorating Contest to partner with the Howell Area Chamber of Commerce’s Fantasy of Lights Parade and to beautify the downtown. Volunteers are passing out sign up forms and are trying to get businesses engaged to secure participation. The contest will include an online vote. The winning business gets $200 donated by Cobb-Hall Insurance and the “Golden Traveling Tree Award.”
Outreach committee:
Brian Walker provided an update on the ‘100 Friends of Howell’ Campaign which has 34 friends to date, generating $3,300 in funds, as one ‘Friend’ is First Impression in-kind sponsorship. The ‘100 Friends’ VIP event at the Historic Howell Theater was very successful and a lot of fun. In all there were 30 attendees and the Promotions Committee was able to sell 3 t-shirts at the event as well. B. Walker also reported that the last Farmers’ Market booth on October 19th successful. Toyology was the featured business and their feedback indicates that contacts at the Farmers’ Market brought in new business to their store. The Committee is exploring the possibility of booth space at the Winter Marketplace at Howell Opera House. B. Walker reported that another ‘100 Friends’ VIP event will occur on November 28th during the Fantasy of Lights Parade in the Cobb-Hall Insurance courtyard. New Outreach Committee member Nicole Powell agreed to lead this project, and the committee is working through sightline/seating issues. Diamonds has offered to donate carrot cake shooters for attendees. Nicole Powell will reach out to Mom & Pops for additional treats, and C. Edgerly will contact Uptown Coffeehouse or Dunkin Donuts for coffee and hot chocolate.

Business Development:
Robert Ellis reported that Encore 118’s ribbon cutting is scheduled for November 6, 2014. The Grand Opening and Ribbon Cutting at the Historic Howell Theater on October 16th went well. Hog Wild BBQ will open within the next couple weeks, and they are giving away 500 free meals on opening day. R. Ellis also reported that there will be a Holiday marketing educational seminar on the evening of Thursday, November 13th conducted by Candy Jones-Guerin of Web World Advantage at Cleary’s Pub. There will be munchies and and a cash bar prior to the event, but attendance is free. Games and Legends of Howell has opened at 204 W. Grand River, offering kid games, video games, trading cards, etc and the committee hopes to hold a ribbon cutting within the next few weeks. Your Peace of Mind is already open in Heart of Howell and 2Fog’s should be opening in December. The Committee worked on Welcome to Howell packets, and R. Ellis passed around a mock up for the Board to look at for feedback. There was discussion about distribution (quantity and location) and R. Ellis stated that the committee will have to look into the numbers to determine best course of action. Part of the packet will include a virtual tour of Howell with videos, testimonials, and hopefully a flyover the city with a drone that a videographer will be helping to create. C. Tarara advised R. Ellis to confirm Howell History Days, and if that event is not going to be held moving forward that information will need to be removed prior to printing. The Committee’s goal is to have the packet available when the DDA office is moved into 118 Clinton.

MOTION by R. Ellis, SUPPORT by C. Tarara to agree with format and general content of the Welcome to Howell Packet. MOTION CARRIED.

MOTION by Mayor Campbell, SUPPORT by R. Ellis to place reports on file. MOTION CARRIED.

MOTION by Mayor Campbell, SUPPORT by R. Ellis to pay bills in the amount of Three Thousand three hundred twenty three dollars and sixty nine cents ($3323.69) plus payroll for September, 2014. Further discussion took place, regarding a charge to the DDA credit card for $180.15 which was listed as 118 Clinton but no one was made aware of the charge, what it’s for, or who authorized the charge.

MOTION by C. Tarara, SUPPORT by Mayor Campbell to REVISE the previous motion to remove cc payment from the bills to be paid and to seek reimbursement.

Further discussion prior to vote included information regarding who physically has credit card, and to C. Edgerly’s knowledge she is the only one with the actual card. C. Edgerly questioned what the charge was for, she found out that it had been charged per approval by S. Charles for the PODS, but this item was supposed to be paid by Community Development’s budget. E. Conn explained that the DDA has been paying for PODS storage for Parks and Recreation’s Legends of Sleepy Howell, Howell Melon Festival storage for six months, but this had only been discovered within the past 6 weeks as the payment had slipped through, but now retroactively saw charges as paying for the POD.
Mayor Campbell would like to find out who can authorize payments to the card as the only physical card is in Director Edgerly’s wallet.

**MOTION CARRIED.**

There was further discussion when C. Tarara questioned whether something should be done to discover past payments that the DDA shouldn’t have paid for but were overlooked or in error due to coding. Mayor Campbell indicated he would like to know who can charge on the DDA credit card, how that person was able to make the charge, and to seek reimbursement.

**MOTION by C. Tarara, SUPPORT by Mayor Campbell to direct staff to determine how much money/how many items could have been paid erroneously. **MOTION CARRIED.

Discussion also took place regarding reimbursement from Parks and Recreation with regard to events once they took over, hours paid for Traci Mularoni, profits to be split between organizations, and that a 2013 Melon Festival budget has never been seen by the DDA Board or Staff. After discussion regarding past events and the contract stipulations, plus information from J. Clum and Mayor Campbell that the Parks and Recreation budget is significantly in a deficit, discussion over seeking reimbursement ended without a motion to explore further.

**Discussion/Action items:**

**A. Strategic Planning Outcome—E. Conn, D. Harris, B. Hoszkiw**

Donna Harris and Britney Hoszkiw were in attendance to discuss the findings of the Strategic Planning process. E. Conn asked the Board whether they were comfortable with the findings and whether the Board would like to entertain approving the report as is, or take time and think about it and approve at Dec 3rd board meeting? R. Ellis indicated that the mission statement and vision statement are really long, and there was discussion about making it shorter for 10 second elevator speech. There was discussion over the short and long versions over both the vision and mission statements. Mayor Campbell indicated that he was happy with the Strategic Planning procedure and feels that this process was one of the best orchestrated.

**MOTION Mayor Campbell, SUPPORT A. Merkel to approve the Strategic Planning Report with the change to mission statement and to include a one line “tagline.” **MOTION CARRIED.

M. Mulvahill thanked D. Harris for her expertise and explained that he learned quite a bit from the process and results.

E. Conn asked for parting words from D. Harris and B. Hoszkiw and ideas to introduce to volunteers, committee, etc. B. Hoszkiw will follow up on the service for the next year or two, in order to make sure that the DDA is communicating the plan to the public so they can see the process move forward. Also, feedback from Main Street year end evaluation indicated interest for internal communication so that committees know what is going on with other committees. B. Hoszkiw recommends bringing committees together to explain the plan, hold a “pep rally”, split up committee and brainstorm projects that fulfill the goals and objectives of the Strategic Plan. D. Harris explained that the report is a living document and should be reviewed every year to cross off what has been done, but understand that the DDA will probably never accomplish 100% because other opportunities will pop up along the way. The goals are important but how they’re accomplished and achieved is fluid. B. Hoszkiw recommends getting the goals and budget going for City budgeting and planning purposes. E. Conn said this step should be discussed at the December 3rd Board meeting, in order to hit the ground running in 2015.

**B. 118 W. Clinton—M. Mulvahill**

M. Mulvahill reported that construction is progressing with painting of interior, exterior is half completed, and the building is in electrical/plumbing/finishing stage at the moment. The DDA will be purchasing light fixtures from Country Squire, locks from Hi-Tech Safe and Lock, and appliances are in warehouse waiting to be
installed by D.R. Electric. M. Mulvahill explained the parking situation by mentioning that in the contract it’s proposed for 3 spaces, originally asphalt, and the process of acquiring a contractor fell by the wayside and no one was secured. Most concrete and asphalt businesses close down in mid-November and they are already bidding work for 2015. The recommendation from S. Eyke is to do concrete, included in change order #4, and there was a fair amount of internal discussion at the Design committee level, whether to go with asphalt or concrete. M. Mulvahill is in favor of pulling the paving out of contract with S. Eyke and to pursue separately knowing that the DDA may end up with a gravel driveway for the end of the year, then look at asphalt in 2015.

MOTION by Mayor Campbell, SUPPORT by President Conn to remove parking lot aspect of project from Lafollette Custom Homes contract. MOTION CARRIED.

M. Mulvahill continued to explain that Change Order #4 needs some changes: switched from stain to pigment, currently installed, and was $865. Should the DDA pay for the extra leftover? Discussion over leakage, inspector mentioned it needed to be fixed. The lighting fixtures are 2-4 weeks out, so the anticipated final walk through on November 4th isn’t going to happen either. M. Mulvahill explained that the dryer vent is missing in upstairs laundry closet, and S. Eyke said that because the dryer is electric it doesn’t require a dryer vent. M. Mulvahill questioned this and researched with DR Electric, who mentioned that in order to be to code the dryer must vent to the outside, even if the dryer is electric and not gas. Additional discussion took place regarding the routing of the dryer vent.

MOTION by E. Conn, SUPPORT by Mayor Campbell to direct contractor to install vent through the ceiling using rigid galvanized piping. MOTION CARRIED.

There was discussion regarding the utility box on north wall, as S. Eyke previously had stated that he would move to closet where IT equipment will be located, but now is unwilling to move the placement without additional charges. Options include: do nothing and ask for a refund; direct contractor to move the box to the closet as he indicated previously; advise contractor to put it in the basement. Options 2 and 3 add time to project. There was discussion over the options and the money involved with each option, especially a credit if the box is left in current location.

MOTION by Mayor Campbell, SUPPORT by E. Conn to direct the contractor to leave utility box in place and authorize Michael Mulvahill to negotiate the refund with contractor. C. Tarara opposed, rest of Board in favor. MOTION CARRIED.

Discussion took place regarding the request for a contract extension submitted by S. Eyke, which indicated project completion date of November 4, 2014. E. Conn recommended to offer w/ board approval, completion date of 10/27, but S. Eyke is asking for 8 additional days. There was discussion over duration of time needed to completion with regard to: interior lighting will be in 7-10 days, exterior 3-4 weeks.

MOTION by C. Tarara, SUPPORT by A Merkel to take exterior lighting fixtures out of contract with S. Eyke and require the installation of boxes. M. Mulvahill and E. Conn opposed, rest in favor. MOTION CARRIED.

Additional discussion took place regarding how long to give S. Eyke to complete the project before liquidated damages take effect. Discussion included occupancy, inspections, walk throughs, etc… E. Conn indicated there was no point setting date in October because interior fixtures will not be installed and are required for certificate of occupancy. There was discussion over lost revenue, increased rent expense, and whether penalties should be enforced.

MOTION by E. Conn, SUPPORT by J. Clum to extend project completion date to November 4, 2014, with instruction that the DDA will enforce $100/day penalty after this date. MOTION CARRIED.
There was discussion of 10% retainer being retroactively held back, as the contract states a 10% retainer should be held back from every Draw Down request, but this had not been done. Discussion took place regarding details of the contract. Amounts were determined from the Draw Down requests to $20,216.10 plus 21,701.62 total. EC provided back story on the holdback. The Board is within our rights to request it now.

MOTION by R. Ellis to approve retainer being held back, SUPPORT by C. Tarara. MOTION CARRIED.

C. DDA Gator—M. Mulvahill

M. Mulvahill provided the backstory on the DDA Gator, explained the current agreement with Parks & Recreation. Devin from DPS is balancing out the usage figures instead of billing back and forth, per understanding and gentleman’s agreement. The Gator is at the end of its life, based on maintenance records, history, etc…The current proposal is based upon the fact that the City of Howell wants to upgrade their gator, and could trade in the DDA gator and the DDA takes possession of the City’s Gator which is newer, and the City will trade in the DDA Gator toward a new machine, trade in value estimated at $1500. No action is required at this time. There was discussion over use and abuse at festivals and whether the DDA should start requiring a usage fee. Board will wait to hear back from city manager whether proposal is valid and will make a decision at that time.

D. Director Review: Eric Conn

S. Charles and E. Conn met with Director Edgerly this morning to discuss her six month evaluation. All board members should have received e-mail copies of the finalized evaluation form. The form itself has the information C. Edgerly provided in the self-evaluation.

The item requiring the board’s direct attention is the approval of merit pay, and a decision on the amount. C. Edgerly mostly met expectations on all of the KPI’s listed in the Memo of Understanding as she obtained revenue in excess of $2500, based upon ice rink alone and went above and beyond in all categories. E. Conn recommends proceeding with a $2500 merit pay.

MOTION by President Conn, SUPPORT by Mayor Campbell to award merit pay to Director Edgerly in the amount of Two Thousand Five Hundred Dollars ($2500.00) Motion carried.

E. Conn brought up KPI for C. Edgerly for the next 6 months, and explained that S. Charles, C. Edgerly, and E. Conn had a discussion over KPI’s.

MOTION by Mayor Campbell, SUPPORT by Member Tarara to set KPI recommended by E. Conn, in the Director’s Evaluation, for next review period. MOTION CARRIED. A. Merkel not present for vote.

F. Application for new board member—K. McCarthy

MOTION by R. Ellis, SUPPORT by B. Walker to approve new board member, Kevin McCarthy. MOTION CARRIED. A. Merkel absent for vote.

K. McCarthy will need to be appointed by City Council and has to get the packet in by Friday to be included on agenda for next City Council meeting.

G. Ice rink—C. Tarara, C. Edgerly

C. Tarara and C. Edgerly had a meeting with S. Charles and Library yesterday and had interesting conversations, asked what they were looking for from the DDA to take into consideration using part of their land for ice rink/splash pad. Initial conversation was for parking spaces. C. Edgerly went to PEA to get them to just do bubble clouds, idea/concept, nothing in stone but definitive planning documents. The Library indicated
they are open to conversation, but have high demands that are not out of line, but may be questionable. The Library feels they need at least 100 parking spaces, but they can probably only get 50, so they want to purchase white building behind Kozins glass, at $350k. C. Tarara’s personal opinion is that it’s not in the cards as a smart move especially with the purple hippo. The ice rink/splash pad is currently on agenda for November meeting, but they don’t have the staff to help support the project, want the Library’s name tied to project, and would rather the DDA doesn’t approach them until next year. Discussion took place regarding funding possibilities and interpretation of dedicated parking. Mayor Campbell stated he would only be in favor with moving forward if understanding that city would own the lot and it wouldn’t be dedicated to just library parking. Other options are still being explored.

H. 10 Year Main Street Celebration—C. Edgerly

C. Edgerly updated committee that after last month’s Board meeting, the Promotions Committee started discussing a celebration. Jacci Patton is willing to lead the project however a date and budget first needs to be identified. E. Conn suggested any budget come out of the reserves. A December 4th date was discussed from 3:00-7:00 p.m. and R. Ellis recommended that a $500 budget come from reserves. Board voted unanimously in favor of the project.

I. Fundraiser Idea-Casino Night:  E. Conn

E. Conn discussed his fundraiser idea involving a New Year Casino Night. Instead of needing a gaming license, vendors would supply games and instead of winning money with the chips, the chips would be turned in for raffle tickets to win donated items. E. Conn is requesting feedback regarding the idea and whether this is something the DDA could pull off in time. Donated space has been provided by Joe Parker at the Swann’s building. The only conflicting event takes place at Crystal Gardens, which is outside of Downtown Howell. Discussion took place regarding the price point and discounts for ‘100 Friends of Howell’, as well as the partnership with downtown businesses such as Diamonds, Block Brewing, and MainStreet Winery. The Board discussed alternate dates and sites, due to possibility that time might not allow this date due to short notice. Further discussion will take place regarding the date and possibility of holding this event.

J. New Business:
None in addition to what was discussed in Business Development update.

**MOTION by B. Walker, SUPPORT by R. Ellis to adjourn meeting at 9:46 p.m. MOTION CARRIED.**

Minutes Approved,

Courtney Tarara
Secretary
Committee Members Present: President, Eric Conn; Vice President, Adam Merkel; DDA Director, Cathleen Edgerly; City Manager, Shea Charles

Meeting called to order at 4:07 p.m. by E. Conn.

This Executive Session was held to determine the agenda for the December 3, 2014, DDA Board of Directors meeting.

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

- 118 Clinton Update
- Strategic Plan Next Steps
- Gator Discussion
- Burying of Utility Lines
- Main Street 10th Anniversary & Building Open House Celebration
- CBD Snow Removal
- Main Street Services: Fund Development and Communication
- Art Project
- Property Acquisition (Closed Session with just staff and Board)

The meeting adjourned at 4:42 p.m.

Minutes as recorded by C. Edgerly
MEMORANDUM
DATE: November 25, 2014
TO: Main Street DDA Board of Directors
FROM: Cathleen Edgerly, Main Street DDA Director
RE: November Director’s Report

Pending Downtown Legislation
At this time, there are no additional updates to the pending DDA TIF legislation. At this time, no additional changes or work has been made on the proposed bill.

Strategic Planning Report:
Included in your packet is a summary report of the results of our 6 month Strategic Planning process that we completed through the Michigan Main Street Center. Thank you to all Board and Committee members who came to the multiple sessions, took the online survey, etc. The summary report is going to be communicated in the December merchant newsletter, and the updated mission and vision statement as well as our goals for the next 5 years, have been updated on the ‘About Us’ section of the website.

Fundraising:
A variety of fundraising efforts have been taking place over the last 7 months since I have started, however we concentrated several efforts over the last 4 weeks for the holiday season. A majority of these fundraising efforts were completed through Promotions Committee projects including:

- **#HowellLove Merchandise:** To date, $1203.00 in merchandise sales have been collected for the Howell Love sweatshirts, t-shirts, and tote bags. Outreach team members have also played a part in helping to sell these at Farmers’ Markets. Datapak’s new downtown focused program, 99mainstreet.com has set up an online website for the holidays to help us sell merchandise. The Roost sold $273.00 in merchandise at their store in just 4 weeks, and donated .50 cents per item item sold to the DDA.

- **Holly Candle Shoppe Promotion:** A couple months ago I updated the group that Holly Candle Shoppe, a new downtown business had approached us regarding a promotion to highlight downtown businesses through a new candle line, while supporting the DDA. The first round of their candles have been doing really well, featuring 8 downtown businesses such as the Howell MainStreet Winery, The Howell Opera House, Stitch in Time, Howell Theater, and Diamonds. $2.00 from each candle sold at Holly Candle Shop is then donated back to the DDA. We will receive our first check from this promotion at the end of the month.

- **Garland Sales:** The annual Garland Sale held in cooperation with the Promotions Committee and Country Lane Flower Shop, was held in November. 60’ ropes of fresh garland was sold to downtown businesses and residents through the DDA at $39.95. Country Lane and DDA staff collect and track all sales, with $5 of each rope sold coming back to the DDA. This year we increased sales, with 35 ropes sold and bringing in $175 to benefit the DDA.

- **Howell Downtown Guides:** The Promotions Committee as well as Business Development played a part in developing this year’s Howell Downtown Guides, which now list all businesses in the DDA District. I am pleased to report that due to bringing on a new volunteer this year, Dan Jablonski from Holly Candle Shop, we were able to eliminate all design costs as he donated all of his time and talent to donate over $1600 in design costs. 7 ads were sold as well for the Guides, bringing in over $1700 which covered the entire printing cost. As a result, $7,000 brochures were designed and printed at no cost to the DDA.
**Redevelopment Ready Communities:**
Last month, Kevin McCarthy and I attended MEDC’s and MML’s Redevelopment Ready Communities Training. Howell is a community that the state sees as being ready to become “Redevelopment Ready Certified”, which would put us higher on the lists for development grant opportunities, as well as get us listed on a statewide list that goes out to major developers as a recommended community to start their developments in. This training opportunity was extremely helpful to me as a new director to assist with my understanding of zoning regulations in Howell, how best to recruit and engage new businesses, review different state funding structures and more. Thank you to the Board for allowing me to attend this training so we can better update our website to attract positive development in our district.

**Update on Courthouse Project:** Kathleen Klein Hudson from Livingston County recently contacted me regarding a Historic Preservation grant opportunity that the county would like to apply for as a result of the DDA’s Bringing attention to improvements that could be made to the courthouse grounds. The County originally asked me to have the DDA apply for the grant on their behalf, however as we were not an eligible applicant, it was my recommendation that they approach the Livingston Arts Council and work with them on the grant application. Kathleen updated me that they planned to do this and would like the support of the DDA for the proposed improvements which include outdoor seating, improvements to the paved area of the amphitheater, and possibly electrical improvements for the Concerts at the Courthouse. WHMI also recently ran a news story about this and referenced the ice rink/splash pad project. This proposed project is currently just in the application phase, but I felt this was important to share with you in case it comes up with any of your contacts.

**Work Plans:** I am pleased to share that many of the committees have completed additional work plans since our strategic planning meetings. To date, we have completed work plans for our Historic Preservation and Design Awards, Spring Planting Day, Downtown Guides, Business Recruitment and Retention Packets, 100 Friends of Howell, Newsletter, Billboard Co-Op Campaign, Girls Night Out, Holiday Storefront Decorating Contest, Small Business Saturdays, Business Development Online Marketing Seminar, Main Street 10 Year Anniversary Celebration, and more! Some of these work plans have even had project leaders who were business owner volunteers, new committee members, and general volunteers. These work plans are submitted each month to the Michigan Main Street Center.

**New Committee Members:** Due to the continued communication and exciting projects produced by the Howell Main Street DDA program, we continue to see new volunteers interested in joining our committees. This past month, Allisa (insert last name from Kate) became a new member of the Promotions Committee, Nicole Powell joined our Outreach Committee and started by leading the Fantasy of Lights VIP seating for our ‘100 Friends’, Jeff Humphries officially joined the Design Committee, and Kevin McCarthy became a new member of the Business Development Committee. Each Committee has been tasked with continuing to recruit new volunteers, and Kate has been doing a great job reaching out to potential volunteers, holding first dates, and communicating downtown activities to engage our existing volunteer base.
Design Committee Meeting Minutes
Meeting Date: October 8, 2014 at 5:00 PM
Frontal Lobe, 110 E. Grand River Avenue, Howell, MI

PRESENT: Courtney Tarara, Gary Kackstetter, Sharon Fisher, Michael Mulvahill, Eric Conn, Jeff Humphries
NOT PRESENT: Ron Gari
STAFF PRESENT: Cathleen Edgerly
Guest: Debra Johnson from Michigan Main Street Center

1. Call to Order: Meeting was called to order at 5:11 p.m.

2. Approval of Minutes
Motion to approve the minutes from the September 10, 2014 Design Committee meeting made by M. Mulvahill second by G. Kackstetter. Motion approved unanimously with discussed changes.

3. 118 Clinton
The committee met at 118 W. Clinton St. to review the progress of the renovations. Contractor S. Eyke met the group onsite and made the recommendation that for the parking spaces, concrete be used as opposed to asphalt as the asphalt prices have risen to almost the same as concrete. He also believes this will help define the DDA space better. The existing contract had only included 3 paved parking spaces and a 3 foot walkway which would run from the back parking to the commercial space and continue along the east side of the building to the front sidewalk. G. Kackstetter asked what material would be used for the sub layer, and S. Eyke indicated 4” of crushed gravel would construct the sub layer. The committee discussed the need for additional parking to cover our residential tenant(s), the commercial space lease, as well as staff parking. C. Edgerly requested an estimate for 3 additional parking spaces and S. Eyke responded with an approximate additional cost of $3,000.

Additional committee discussion took place. G. Kackstetter requested that staff provide more information regarding asphalt vs. concrete prices and benefits, some cross research on what the proper sub layer should be, as well as clarification on the easement to access the property. S. Fisher requested that the Board seriously consider the additional cost of adding 3 parking spaces. M. Mulvahill questioned and is seeking further clarification on how much space go the east of the building is truly DDA space to beautify, especially with drainage and dust issues. M. Mulvahill also requested that the path on the east side of the building be at least 4’ wide. Staff will speak with city officials regarding easement, property boundaries, and look into asphalt vs. concrete. All of these matters will be discussed with the Board and updates provided at next month’s meeting. Overall the Committee feels the asphalt paving should be completed by the end of the contract date, or else remove it from the contract per Board approval. The dryer venting also needs to be addressed.

4. Introduction of Debra Johnson, Michigan Main Street Design Specialist.
The new Design Specialist, Debra Johnson introduced herself to the committee and expressed her personal emphasis to focus on upper floor residential needs in Main Street Communities. Upper level housing could bring in $8,000 in income for property owners, and downtown residents conservatively spend at least $9,000 in downtown businesses. Howell is lucky to have many upper
floor residential units and C. Edgerly reported that three downtown business owners are seriously involved in MSHDA's Rental Rehab program, with one business having completed all of their necessary paperwork, etc. Debra also shared with the group that the cost of a vacant storefront is estimated at $18,000 per month. and the importance of sharing that information with property owners and city officials.

5. Ice Rink/Splash Pad:
C. Tarara updated the group that we are looking at some other potential sites for this popular and community-supported project. Potential sites include the library lot off of Clinton Street, a space over by Cobb-Hall, although none are as ideal or centrally located as the Courthouse Amphitheater area. G. Kackstetter recommended using a portion of the parking lot located to the south of the Candy Bar, along S. Michigan Ave. The committee agrees that this would be an ideal alternative, especially due to it's proximity to the CBD and businesses, however the public’s focus on a need for additional parking would conflict with this decision.

6. Art Project
S. Fisher and C. Tarara both shared with the committee that the idea for this year’s Art Project is similar to past year’s, except they would like to keep the winning artwork up for an entire year. S. Fisher agreed to spearhead the project and she has a preliminary agenda ready, but is just waiting on potential subcommittee volunteers. C. Tarara will provide the names and contact info.

The committee discussed having ballot boxes at downtown businesses where artwork entries are displayed, the possibility of cell phone voting, winners of each category would then be mounted on downtown businesses with the art pieces then being sold at major downtown events. Proceeds from the sale would benefit the DDA, with 70% of profits going to the DDA, and 30% going to the artist. The confirmed budget for this year’s Art Project is $5,000. A meeting date will be set later this month.

7. Downtown Beautification Update:
C. Edgerly reported that the cornstalks and fall mums all went up downtown last Friday. Despite the nasty weather, 34 volunteers showed up, finishing the entire downtown decorating in just over an hour.

C. Tarara reported that C. Edgerly met with Kellogg Dental and they have expressed interest in potentially sponsoring the beautification efforts downtown. C. Edgerly will provide an update next month after she has the paperwork and any additional meetings finalized.

Regarding last month’s DDA Gator ownership and replacement discussion, M. Mulvahill reported that we are waiting on an update from the City Manager. Additional information will be provided at next month’s meeting.

8. Main Street Year End Accreditation:
Committee members were also reminded 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. This is very important for our continued accreditation status. Please RSVP to Cathleen as soon as possible. E. Conn, M. Mulvahill, G. Kackstetter, and C. Tarara all reported that they plan to be in attendance.

9. Other Business:
None

10. Volunteer Hours: 97
11. Meeting adjourned at 6:40 p.m. Motion by E. Conn. Seconded by G. Kackstetter.

Next Meeting: Wednesday, November 12 at 5:00 p.m. at Frontal Lobe
Outreach Committee Meeting  
MINUTES—October 13, 2014  
Time: 5:30 p.m.  
Frontal Lobe

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

1. Call to Order 5:35pm

2. Approval of September meeting minutes - Tabled  
-Minutes from September 8, 2014 meeting

3. E-Newsletter/Social Media (Kate, Cathleen)  
The Committee reviewed the e-newsletter sent on October 3rd. K. Litwin will add all committee members to distribution list. C. Edgerly received good feedback from the Candy Bar, the featured business in October. K. Litwin presented Feedback/Social Media Report/Statistics, and reported that social media presence continues to grow each month.

Ideas for next publications, including the Quarterly Merchant Newsletter and November e-newsletter ideas include: Alternating business features between business in CBD and DDA, reach out to Grundy’s and Swann’s, Small Business Saturday and Carriage House activities, 118 W. Clinton progress and value of downtown residents (Donovan Rypkema report), Main Street 10th anniversary, National Main Street Accreditation, Block Brewing, Swag Sales, Window Decorating, 100 Friends VIP recap and promo for December, Thanksgiving Specials, Holiday garland sales.

4. 100 Friends of Howell Update (Brian, Cathleen)  
C. Edgerly reported the total number of ‘Friends’ is currently at 33 friends, totaling $3,300 in revenue. B. Walker provided a recap of the V.I.P. movie screening which was a successful event with lots of positive feedback. Participants found the tour of the theater with projectors very interesting. The next V.I.P. event will be the Fantasy of Lights reserved seating on November 28th and we need volunteer to coordinate project. N. Powell volunteered to lead the project. J. Clum will ask choir for risers. N. Powell will put together a work plan and circulate to the committee.

5. Farmers’ Market (Frank, Kate)  
The last Farmers’ Market date is Sunday, October, 19th. B. Walker will follow up with F. Milewski to confirm that he is available to volunteer and supply the table and chairs. The partnering business will be Toyology, and they are sending store manager Becky with coupons, giveaways, and toys to try out on site. Eric Conn, DDA President will be the board member present and volunteers from the Promotions Committee will attend to sell t-shirts, bags, and hooded sweatshirts. J. Clum asked if the committee will continue at the Winter Marketplace at the Opera House. C. Edgerly will follow up with the Opera House to determine the cost. J. Clum offered to help with spaces in January and February.
6. **Volunteer Recruitment (Brian, Kate)**
   Discussed revamp of volunteer survey, how to market and get responses. Committee discussed and agreed that the survey may compete with other surveys that have been recently circulated. J. Clum suggested posting volunteer positions on Volunteer Livingston site. C. Edgerly has list of volunteer opportunities on website. K. Litwin’s concern included the need to have non-committee volunteer opportunities to engage the individuals that have participated in the last survey. Committee agreed to update volunteer work plans. N. Powell will share volunteer job description templates with committee. J. Clum suggested sending out a volunteer blast to old volunteer lists to clean them up. Committee discussed volunteer management software that could manage lists and determine consistencies in volunteer patterns. K. Litwin will research volunteer software information.

7. **Main Street Year-End Evaluation**
   C. Edgerly reminded the committee that the meeting will take place Tuesday October 14th, from 4:00-5:00pm, in the City Hall conference room, which is a change in location. All committee members are strongly encouraged to attend.

8. **Other Business**
   C. Edgerly mentioned New Years Eve casino night at Swann's property. Committee discussed pricing and timing. B. Walker has a volunteer interested in volunteering for Lunar New Year Race. B. Walker has requested a work plan for that event.

9. **Action Items:**
   - C. Edgerly to follow up with Cobb-Hall regarding ‘100 Friends’ event
   - J. Clum and C. Edgerly to Follow-up with contacts for risers.
   - N. Powell to draft work plan for ‘100 Friends’ VIP seating area, wording, and invite
   - Newsletter articles
   - B. Walker to look at past Lunar New Year work plan and Dragon Run race

10. **Volunteer Hours – 6 total**

11. **Adjourn - Motion by J. Clum, second by N. Powell**

Next Meeting, Monday, November 10, 2014 at 5:30 p.m. at Frontal Lobe
1. Meeting called to order at 9:39 am by A. Merkel

2. Approval of September Meeting minutes. Adam motioned to approve all minutes, seconded by S. Gunn. Motion carried.

3. Holiday Window Decorating Contest: J. Patton presented the completed contest flyer/signup form for committee approval and discussion. D. Brusich asked for the dates and about electronic signup. The work plan indicated hand delivery of the flyers on October 20, 2014. K. Litwin will recruit block captains to deliver in CBD and other volunteers to handle outside the CBD.

4. Fantasy of Lights Parade, ‘100 Friends’ Event: C. Edgerly updated the committee that the list of ‘100 Friends’ is growing. The September 30th VIP movie event at the Historic Howell Theater was successful and the next event is scheduled to take place at Cobb-Hall Insurance with VIP Friends seating on risers for the Parade of Lights. The DDA had 3 new ‘Friends’ since the last Sunday Market event.

D. Brusich offered to drop off the Holiday Window contest flyer to other businesses uptown. S. Gunn also offered to assist doing this. K. Litwin will divide the area and inform those who are offering to hand deliver. S. Gunn asked if the Howell High School students who are artistic might be interested in helping decorate local business windows-including National Bank and others business owners. Discussion took place and it was decided that the students might respond best to a tweet or text requests to help decorate. No deadline was discussed for contacting the High school art department or student population as it will be up to participating business owners.

K. Litwin conveyed the sign up deadline for participation in the 1st Annual Holiday Window Decorating contest is Friday, November, 7, 2014. K. Litwin asked for Fantasy of Lights Parade, ‘100 Friends’ VIP event volunteers. S. Gunn asked if this is held indoors or outdoors. K. Litwin informed the committee members that it is held outside and that she will send out information about the exact set-up time. N. Powell from the Outreach Committee has offered to help and is chairing the project through the Outreach Committee.

5. Promotional Sale Items: K. Litwin provided an update on the promotional sales items. JJ Jinkleheimer misprinted some items and has corrected the mistake and reissued new merchandise. The items: t-shirts, market bags and sweatshirts are for sale at the Farmers’ Market and at Roost too. Kim from Roost offered to sell items for the DDA for cash or check
and return all sale proceeds back to the DDA plus 50 cents per item. D. Brusich offered to set up a website to sell Howell promotional items as well. A. Merkel mentioned that “it’s great PR” to wear the shirts and use the merchandise.

6. **Lunar New Year:** C. Edgerly discussed the Lunar New Year Dragon Run 5K event, which is being held at the Howell High School in February, 2015. There might be a potential sponsor for the Lunar Dragon Run. Donna Olson and Richard Lim are working on this and will finalize it.

C. Edgerly continued the discussion adding that they are estimating there will be 2,000 flyers passed out to runners for the Headless Horseman Run at The Legend of Sleepy Howell event and more volunteers are being sought online. A request was made by C. Edgerly for a Media/Marketing volunteer to schedule interviews with the Press & Argus. No one volunteered at this time. C. Edgerly continued the discussion, remaining hopeful that in 2016 the Lunar Run might take place in downtown Howell, pending approval from the governing bodies, and be held outside-closing the streets for the run and possibly growing the event.

D. Brusich asked if we might consider dropping off the Lunar New Year announcement while we visit businesses on November 7 to present the flyer for the Holiday Window Decorating contest. J. Patton agreed that this would be a good way to prepare the business owners for this event. C. Edgerly added that Renee Chodkowski (aka The Great Foodini) will participate in Lunar New Year by conducting a cooking demonstration, Asian cuisine will be offered at the Opera House and Tyler the owner of The Historic Howell Theater is thinking of ways he can participate as well.

7. **Downtown Guide:** K. Litwin updated the committee on the progress of printing the guide. Dan Jablonski, from the Holly Candle Shoppe, is finalizing the artwork. The printing/design costs are lower this year and roughly 5,000 to 7,000 are being printed. C. Edgerly commented that the DDA plan to distribute to more businesses including the hotels and stores in Howell and the printing deadline is scheduled for the end of the month, if all is finalized on time. K. Litwin requested help in distributing to the neighboring areas, including the outlet mall.

8. **Billboard Campaign:** A. Merkel updated everyone on the status of rental agreements for the months up until February 2015. Carriage House Designs has taken the spot for March, 2015 and April-June, 2015 are still open. C. Edgerly discussed the possibility that the month of May could be rented for the Michigan Challenge Balloon Festival. She will email everyone the cost of the billboard rental for review.

9. **New business:** C. Edgerly encouraged everyone to attend the ribbon cutting ceremony to celebrate the Grand Opening of the Historic Howell Theater today at 5 pm.

10. **The Annual Report** C. Edgerly reported that The Annual Report for 2013-2014 is still being distributed throughout the business community and also commented on the positive outcome for the Howell DDA during its accreditation review meeting which was held on Tuesday, October 14, 2014. Committee members, the DDA board and staff were all at various meetings that evening for the evaluation process completion to take place. Happily, C. Edgerly reports that we are reaccredited.
11. **DDA “118 Grand Opening”**  J. Patton brought up the DDA “Grand Opening” and tenth anniversary party which is scheduled for November 20, 2014 at 118 Clinton. K. Esper and S. Gunn asked about alternative dates. Alternatives date was previously thought of to be December 4. K. Esper mentioned that December is such a busy month that November seems more viable. The committee members agreed and decided that November 20, from 4 pm to 7 pm seems like a good date and time for this to happen. J. Patton asked about the budget and updated the committee on the progress of the planning. K. Esper inquired about a tour of the building for that evening. C. Edgerly agreed that a tour was possibly being included, depending on whether the spaces are leased by this date.

12. **New Business:** C. Edgerly added that it would be beneficial to communicate within the DDA committees once a month and asked if there was a preference for meetings or email. It was decided that emails would be a better option at this time. The Board meets with the committees once every six months.

K. Esper from the Howell Chamber shared the update on Chamber Cash (gift certificates) which launch on 10/23/2014. Businesses are welcome to obtain Chamber Cash at the Howell Chamber of Commerce office or online. October is Chamber of Commerce Month! Thursday from 4:30 to 6:00pm Eternity Brewing is offering beer, cider and root beer! This is being tweeted on Face book.

13. **Action Items:** K. Litwin is working on the Window Decorating contest forms and a breakdown of areas to distribute them with volunteer assistance.

**Volunteer hours are as follows:** 18 volunteer hours

**Merkel motioned to adjourn, seconded by S. Gunn. Motion Carried.** Meeting adjourned at 10:29 am.

**Next meeting scheduled for November 20, 2014 at 9:30 am at Frontal Lobe.**
Business Development Committee
Meeting Minutes from October 16, 2014
Location: Frontal Lobe Coworking

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

1. Call to order: The October 16 meeting was called to order at 12:09 p.m.

2. Approval of September Meeting minutes. Motion by Pat Convery support by Andrea Dahline
   Motion to approve September meetings passed unanimously.

3. New Businesses: C. Edgerly reported on the following:
   - Food Co-Op: Progress Continues and further updates will be provided at future meetings.
   - Encore 118 ribbon cutting is Nov. 6. No time set yet.
   - Historic Howell Theater: Ribbon cutting today at 5 pm, please join us!
   - Hog Wild BBQ started work on former Mario’s Pizza & Pasta. Tentatively plan to open in 2 weeks.
   - A new hobby and game store opened at 204 W. Grand River Ave. C. Edgerly has reached out to the owner and is working on scheduling a ribbon cutting, etc.
   - Your Peace of Mind moved into top floor of Heart of Howell. C Edgerly working to see if they would like a ribbon cutting.
   - 2 FOGS Pub has started build-out in the basement of Heart of Howell. They plan to be open by December

4. Business Welcome to Howell Packets
   The committee reviewed the folder. Andrea will email all the contents to committee members for more in-depth review and feedback. Any corrections must be sent to C. Edgerly no later than Monday. After final revisions are made, the design will be taken to the Board for final approval.

5. Featured Business of the Month:
   Outreach recommends Grundy’s Ace Hardware. Committee approves. Other potential businesses include The Roost as they moved into a new location. Outreach recommends alternating between CBD and entire DDA businesses being featured each month.

6. Holiday Marketing Educational Seminar
   Candy Jones-Guerin will prepare a ‘Rock Your Holidays’ online Marketing Your Business program for the holidays season. Event details are being finalized however, a Nov. 13 date has been proposed with networking from 4:30-5:30 p.m., with the presentation beginning at 5:30 p.m. Cleary’s Pub is willing to donate space. Invites will go out later this month.

7. Other business
   C. Edgerly met with Lindsay Root regarding the production of a virtual downtown tour at a very
reasonable price between $600-$1200. Committee is supportive of this project and would like to move forward with the creation of a downtown promo video to be used for business recruitment and overall downtown promotion.

8. **Action Item review**
   Committee members will review the Welcome to Howell packets and get any input to Cathleen by Monday.

9. **Volunteer hours:** 13.5

   Meeting adjourned at 1:04 p.m.

   **Next meeting scheduled for Thursday, November 20, noon at Frontal Lobe Coworking.**