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 March 11, 2015
   - Minutes of Regular Meeting, February 25, 2015
   (Motion required to place minutes on file)

4. Correspondence

5. Reports
   - Director Report - Cathleen Edgerly
   - President's Report — Michael Mulvahill
   - Treasurer's Report - Robert Ellis
   (Motion required to place reports on file)

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

7. Payment of Bills - DDA Treasurer
   (Motion to pay the bills in the amount of $ 35,461.24 plus payroll for February, 2015)

8. Discussion/Action Items:
   a. Up North Decor Sign Application (Courtney)
      Discussion/Action Required
   
   b. Chamber Farmers’ Market Sponsorship Request
      (Discussion/Action)
   
   c. 118 W. Clinton St. Update (Michael/Cathleen)
      - Apartment
      - Studio Rental (Discussion/Action Needed)
      - Cleaning
   
   d. Budget Amendment (Bob)
      Discussion/Action

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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.
Please refer to the printed guidelines at the bottom of the agenda.
e. Applause Awards - (Jeanne)

f. Historic Preservation & Design Awards – (Courtney)

g. Parking Lot #4 and Alley Project – (Shea)

h. Michigan Main Street Services - (Cathleen)

i. New Businesses/Business Relocations/Spaces Available Update - Cathleen

j. Closed Session – Property Decision
   (Motion Required to go into Closed Session)

k. Motion to Adjourn
   (Motion Required for Adjournment)

Next Meeting: Wednesday, April 22, 2015 at 6:30p.m.

Public Comment Guidelines

Members of the public are permitted to address a meeting of the Howell Main Street DDA Board upon recognition by the Board Chair. Each person shall begin by stating their name and address and shall be permitted to speak once on each agenda item for three (3) minutes. Agenda item 4 allows for Citizens' Comments on any non-agenda item. Where the Agenda provides Public Hearing comment, each person addressing the Board shall be limited to five (5) minutes regarding the specific agenda Public Hearing item. The Board Chair may allow additional time at his/her discretion.

All remarks shall be addressed to the Board as a body, and not to any member. No person, other than members of the Board and the person having the floor, shall be permitted to enter into any discussion, either directly or through the members of the Board. No questions shall be asked of the Board Members, except through the Board Chair. Any person making personal, impertinent or slanderous remarks, or who shall become boisterous, while addressing the Board, may be requested to leave the lectern.

Interested parties, or their authorized representatives, may address the Main Street DDA Board by written communication in regard to any matter concerning the organization’s business or over which the Board has control at anytime by direct mail or by addressing the Main Street DDA Director and copies will be distributed to Board Members.

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 or 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.
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, Jeanne Clum, Courtney Tarara, Mayor Pro Tem Allen Schlittler
Not Present: Kevin McCarthy
Staff: Cathleen Edgerly, Kate Litwin
Guests: Shea Charles, Timothy Schmitt

MEETING CALLED TO ORDER:
President Conn called the meeting to order at 6:34 p.m.

CITIZENS COMMENTS
None

APPROVAL OF MINUTES
- Minutes of Executive Committee meeting on February 18, 2015
- Minutes of Regular Meeting, January 28, 2015

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

CORRESPONDENCE
None

DDA Director Report
C. Edgerly only had one item in addition to her report included in the Board packet, which was to thank on everyone on the Board who helped with LNY festival including B. Walker and his assistance with the Howell Dragon Run by organizing HURT members, plotting the course, and helping out at the event. C. Edgerly presented B. Walker with a fun dragon trophy as an official “thank you.” Director Edgerly also thanked Michael Mulvahill for his help the day of the race, driving the Gator, and ensuring course safety. Adam Merkel was also thanked for Diamond’s Steak & Seafood helping with a cash bar, and Bob Ellis for
volunteering at the Opera House. Further details regarding Lunar New Year will be presented during that item on the agenda.

**President’s Report**
President Conn asked that all Committee members keep in mind that he hopes to meet quickly post meeting regarding budget in order to have the budget completed in a timely manner and have it turned in to the City by this Friday.

**Treasurer’s Report**
Treasurer Ellis reported that most items he would like to cover are on agenda later in the meeting. He did point out that within the bill packet is an item for kiosk replacement, which was approved in March, 2014, and needs to be in a budget amendment. Budget amendments were delayed because of reimbursement issue, but now Treasurer Ellis states that we are at the point where amendments can be put together for April and he will work with the City Treasury to get those done for the March meeting.

**MOTION by Member Mulvahill, SUPPORT by Member Clum to put Director, President, and Treasurer’s Reports on File. MOTION CARRIED.**

**Approval of Committee Reports:**

**Design committee:** Committee chair C. Tarara reported that a logo for the summer art project was voted on by the committee and that the project is coming along well. The date for the Historic Preservation awards was changed because of a major conflict and has been moved to Wednesday, May 13, 2015. The committee is still working on securing a location for the event. A call for nominations will go out by the end of the week. E. Conn encouraged nominations, as there are many potential projects this year and he asked the Board to submit their nominations C. Edgerly as soon as possible.

**Promotions committee:**
Promotions Chair A. Merkel explained that in their most recent meeting, the promotions committee members went over the budget and were able to shave off a good portion of the expenses to meet the committee’s budget. Also, many of the new committee members agreed to lead the projects. The committee also discussed potential music event for the summer.

**Outreach committee:**
B. Walker and J. Clum reported that the volunteer recognition/celebration is proposed for April 21, 2015 and is in the planning stages. The committee went over each item in their budget and shaved some expenses as well. J. Clum is heading up the next ‘100 Friends’ VIP Event which will be scheduled for either Tuesday 4/28 or Thursday, 4/30. J. Clum had a quick conversation with 2FOG’s regarding using their location for the event, with a proposed time of 5pm-7pm. More details to come in the near future.

**Business Development:**
R. Ellis reported that in their last meeting the committee reviewed projects and worked on ways to reduce expenses.

**MOTION by Member Tarara, SUPPORT by Member Merkel to place committee reports on file. MOTION CARRIED.**
MOTION by Member Ellis, SUPPORT by Member Tarara for payment of the bills in the amount of twenty three thousand nine hundred twenty five dollars and sixty nine cents ($23,925.69) plus payroll. Member Mulvahill abstained from vote. MOTION CARRIED.

Discussion/Action items:

A. Mayor Campbell’s Resignation—E. Conn
President Conn welcomed Mayor Pro Tem, Dr. Schlittler back to the DDA Board. Mayor Phillip Campbell resigned from position last week and until next City Council meeting vote Dr. Schlittler will be attending DDA Board meetings on a regular basis. E. Conn recommended preparing a resolution to honor the outgoing Mayor, for his service to DDA board, advice, etc. Mayor Campbell was with the DDA for three years and provided valuable insights and was a good spokesperson for the organization. A resolution will be prepared and will be presented at the next Board meeting in March.

B. Encore 118 Sign Incentive—C. Tarara
C. Tarara reported that Encore 118 came forward with an application for a sign grant and the Design committee requested additional information to which owners responded immediately. Their proposed sign follows all guidelines, is three dimensional, protruding, and has raised lettering. The Design committee recommends approving the sign as is, at a reimbursement of $276.00.

MOTION by Member Ellis, SUPPORT by Member Mulvahill to approve the sign incentive grant for Encore 118 and reimburse the owners the amount of two hundred seventy six dollars ($276.00). MOTION CARRIED.

C. 118 W. Clinton Update—E. Conn
President Conn reported that there was an update from C. Edgerly late today, with correspondence from city attorney Dennis Perkins and a final draw down request from S. Eyke. There are still ongoing discussions between attorneys for both parties regarding how the contract is interpreted and what the DDA needs to do moving forward with the issue. The City Attorney recommends paying the balance minus $15,000 for liquidated damages, the smoke detector issue, etc. The ultimate purpose of paying this amount is to avoid lien waivers, and to allow for paying of subcontractors, etc. The parties will continue discussion of the remaining $15,000. E. Conn recommends following the advice of Mr. Perkins on the issue, and to allow him to engage the other attorney to continue the discussion regarding remaining amounts. E. Conn recommends a motion to approve payment to LaFollette Custom Homes, retaining $15,000, and engage in further discussion via the City Attorney, Dennis Perkins.

There was discussion over how likely it is that the DDA will have to pay the remaining $15,000 and it was agreed that the amount is simply a worst case scenario. R. Ellis mentioned that if the DDA pays the $15,000 it will put the project over budget. Staff will work with the City and reevaluate the numbers and will report back to the Board an official accounting of expenditures prior to reimbursement to LaFollette.

MOTION by Member Mulvahill, SUPPORT by Member Tarara for the payment of Thirty three thousand two hundred thirty eight dollars and sixty one cents ($33,238.61) to LaFollette Custom Homes, subject to final accounting review by staff, allowing staff to modify final payment amount subject to review. MOTION CARRIED.
G. Lunar New Year Festival—C. Edgerly

Director Edgerly reported that the Lunar New Year Festival was held last Saturday, February 21st, in cooperation with Richard Lim Photography and the Howell Carnegie Library, as well as the Livingston Arts Council. The Festival kicked off with the Howell Dragon Run 5K at Challenger Elementary School and there were double the registrations from last year, roughly 130 runners total. Blue Cross Blue Shield of Michigan was a new sponsor for the Dragon Run and with their sponsorship the race portion of the event was able to produce a profit for the Howell Main Street DDA.

The Festival continued at the Howell Opera House with the Lion Dance and blessing of businesses, which were followed by a demonstration by Ohana Karate. C. Edgerly estimated that over 90 people watched the demonstration, which was followed by story time and Asian studies activities.

The final event for the evening was the Lunar New Year Dinner at the Opera House which was a cooking demo by The Great Foodini, Renee Chodkowski. Dinner was provided by local Asian restaurants, and finally an orchestra performance by the Silk Road Orchestra. The event sold out twice—after selling 30 tickets, then again at 50 tickets. Everyone had a great experience and really enjoyed the orchestra. In all, over 90 hours of volunteer service were performed in one day. All sponsors received a plaque with a hand painted dragon (donated by The Ceramic Studio) as a thank you for their sponsorship. R. Ellis commented that dinner was excellent and a bargain at $20, plus the entertainment was great.

H. Volunteer Appreciation and Annual Celebration Event—J. Clum

J. Clum reported that a date for this annual celebration is tentatively set for April 21, 2105 from 5-7pm at Block Brewing Company, who generously offered use of the facility free of charge. The event will include light hors d’oeuvres, and a cash bar. ARC Engineering Solutions is sponsoring this year’s volunteer program and event, which covers volunteer t-shirts and party materials, food, etc... J. Clum indicated that she is still looking for volunteers to help at the event, and advised committee chairs to start thinking about volunteer(s) of the year. Nominations will be due by March 20, 2015. The actual program should only take 20-30 minutes; a guest list is being worked on including city and county officials, business owners and staff, volunteers, and sponsors. M. Mulvahill volunteered to help with the event.

I. Michigan Main Street Services—C. Edgerly

C. Edgerly reported that she had hoped to hear a response to the submitted applications within a week, however National Main Street Center is involved and the decisions have been delayed. She should have a response next week, but Michigan Main Street apologizes that the DDA has not received a response yet. C. Edgerly will update the Board when she receives additional information.

C. Edgerly also offered a reminder that she and K. Litwin will be out of the office from March 28th through April 2nd to attend the National Main Street Conference in Atlanta. As of yet, no Board members have signed up to attend, but there is still time if anyone would like to go.

J. WALLY—E. Conn

E. Conn provided a quick re-cap of the presentation at the last Board meeting and inquired if the Board may be interested in doing something to support the project. The Board discussed writing a letter of support and there was some discussion about the impact on downtown Howell and any financial impact to the DDA. S. Charles explained that he sits on the steering committee, which held a kick off meeting
this morning. The feasibility study will wrap up in December, 2015; and will provide more answers at that point. He explained the different funding options and mentioned that the absolute earliest conversation with the DDA Board would not happen for 3-4 years. S. Charles explained that a letter of support is appropriate, but the biggest impact will be plugging the feasibility study process and getting the public involved.

K. New Business—C. Edgerly
C. Edgerly reported that The Chocolate Boutique and Planet Fitness are now open, and 2Fog’s will be opening soon. Up North Décor is tentatively scheduled to open in April. 118 W. Clinton commercial space showings have been very slow, but the apartment has had 2-4 showings per day, with 4 applications submitted within the past week. C. Edgerly reported that two tenants without having gone through background checks and credit checks looked good on paper. There was discussion regarding the criteria used to pick the right tenant, following state and federal housing guidelines, and how much is being charged for an application fee. The background and credit checks are $20/each. The commercial space is currently listed at $900/month, but after discussing with Gary Kacksetter the DDA might need to lower the asking amount to $800/month to fit the market rate of $1 per square foot. The apartment rent was originally at $1350/month, but is now at $1150/month, and it seems that the current price has caught up with demand. It was agreed that the Director and President can make the decision together regarding tenants.

M. Mulvahill mentioned Kokopelli’s Corner, located in the building immediately west of the Masonic Temple, which included the top floor for incense and tea, and bottom floor was a salon. The building is not zoned commercial so Kokopelli’s had to move out. According to T. Schmitt, he received a call today about a new location and it will be in the DDA District.

MOTION by Member Ellis, SUPPORT by M. Mulvahill to add budget discussion to the agenda. MOTION CARRIED.

N. 2015/16 Budget—E. Conn
C. Edgerly took committee budgets from last budget retreat, took the budgets back to committees, where they talked about the projects and how to make the projects fit within the budget. R. Ellis went over the summary sheet and mentioned some things that will impact budget including a request for reimbursement to Parks and Recreation, replacement of kiosk, parking lot #2, trees, and a $26k overrun for 118 W. Clinton renovations. He also explained that the budgets from Main Street projects still don’t meet target.

There was discussion regarding the Design Committee budget and what to do about the balance of this year’s budgeted amount that was not spent. $7500 will be allocated to the remainder of the Diamond’s façade incentive, but the remainder will probably not be spent this year as there are no new applications. There was discussion over how the funds would be allocated, and how to turn people down if the DDA runs out of funds. It was agreed that the committee will never turn down applications, and will bring all application to the Board for review and funding approval. C. Edgerly mentioned that a few projects have been casually mentioned by business owners, however with the State’s Façade Program being more robust that our local program, many business owners are looking into the State program.

R. Ellis also addressed the request from Parks & Rec, but advised putting off a decision until the next
Board meeting because that the Parks and Rec. Authority is still is reviewing the past budgets to ensure accuracy. More information regarding this situation will be presented at the March meeting.

**MOTION by Member Conn, SUPPORT by Member Ellis to send to city council for recommendation the budget as provided to the Board tonight, with the slight alteration that the design project costs will be $32,950 and adjust the rental revenue for 118 W. Clinton to reflect the $1150 per month apartment rental and $800 for studio rental. MOTION CARRIED.**

**MOTION by Member Mulvahill, SUPPORT by Member Ellis to adjourn at 7:50 p.m. MOTION CARRIED.**

Minutes Approved,

Courtney Tarara
Secretary
Committee Members Present: Vice President, Michael Mulvahill; Treasurer, Robert Ellis; DDA Director, Cathleen Edgerly;

Meeting called to order at 6:30 p.m. by M. Mulvahill.

This Executive Session was held to determine the agenda for the March 25, 2015, DDA Board of Directors meeting.

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

- 118 Clinton Update
- Howell Parks & Recreation Authority Transition Agreement
- Up North Decor Sign Incentive Recommendation
- Historic Preservation & Design Awards
- Budget Amendment
- Chamber’s Sponsorship Request
- Applause Awards
- Michigan Main Street Services

Motion to adjourn by R. Ellis at 6:42 p.m. Second by M. Mulvahill. Motion unanimously approved.

Minutes as recorded by C. Edgerly
MEMORANDUM

TO: HOWELL MAIN STREET DDA BOARD
FROM: CATHLEEN EDGERLY
DATE: FEBRUARY 27, 2015
RE: ANNUAL REPORT

The following is an annual report from the Howell Main Street DDA Director. 2014 was a year of transitions for our organization. With the former Director resignation, leaving the director position open for 6 months; committees restructuring, a change over in the Outreach Coordinator position and a very young and new Board -this was a year to “Get back to the Basics”.

**Main Street & Volunteer Involvement:** Main Street is not just a program; it is a holistic volunteer-driven approach to continuing the revitalization and promotion of our downtown. Work is completed with 4 separate committees who are in charge of different aspects that may downtown Howell a great place to live, work, and play including: Design, Promotion, Business Development, and Outreach. When I was hired in April, 2014 committee membership and involvement was on the low end for a mature program such as the Howell Main Street Program. Member engagement also tended to be on the low end, with staff expected to take all Committee minutes and provide a lot of the updates. In the first 6 months of employment, each Committee grew by at least one Committee member. In these last 6 months from October-April, all committees have seen an increase and additional committee member join.

Here is a breakdown of Committee growth this year:

<table>
<thead>
<tr>
<th>Committee</th>
<th>April, 2014</th>
<th>April, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach</td>
<td>1 member</td>
<td>5 members</td>
</tr>
<tr>
<td>Design</td>
<td>5 members</td>
<td>8 members</td>
</tr>
<tr>
<td>Promotions</td>
<td>3 members</td>
<td>10 members</td>
</tr>
<tr>
<td>Business Development</td>
<td>4 members</td>
<td>6 members</td>
</tr>
</tbody>
</table>

**New Fundraising Opportunities:** With the threats to DDA/TIF Funding that were presented in the last fiscal year, it was especially important to push our organization to become more budget neutral. This would involve some solid fundraising efforts, as well as creating new/stronger partnerships, and increasing sponsorships. FY 2014-2015 resulted in the following fundraising opportunities:

- New Sponsorships:
  - Melon Fest Merchant Breakfast: Partnering with First National Bank and new sponsor Redwood Living to fund the merchant appreciation breakfast at a $750 level.
o Howell Lunar New Year Festival: Blue Cross Blue Shield of Lansing was brought on as the exclusive sponsor for the Lunar New Year Dragon Run 5K at a $2,000 level. Other new sponsors for this event included: Mitch Fleming Photography ($500 in kind sponsor) Beauchamp Water Supply ($250), Dr. Samuel Daniels ($250), The Ceramic Studio ($250 in kind) and AmeriSpec Inspection Services ($250)

o ARC Engineering Solutions agreed to sponsor the Outreach Committee’s ongoing annual Volunteer Program at a $2000 sponsorship level

o Lake Trust Credit Union first developed a partnership with the Howell Main Street DDA with the $200 sponsorship of the spring flowers. Once this relationship was formed in Howell, Lake Trust continues to be involved with volunteers, and most recently pledged a $20,000 sponsorship to the outdoor community Garden that is currently being planned for the property at 214 N. Walnut St.

o Kellogg Dental was pleased to be approached by Howell Main Street DDA staff regarding ways they could be more involved downtown. Kellogg Dental has pledged $4500 towards the annual Design Committee’s beautification efforts to cover the spring flowers, as well as the fall mums and cornstalks.

o Cobb Hall Insurance has been unable to donate financially to the Howell Main Street DDA this year, however they generously allowed us the use of their patio, along with paying for a “security student” to man our first-ever ‘100 Friends of Howell’ VIP Viewing station for the Fantasy of Lights Parade.

o First Impression Print & Marketing has become a very valuable partner, donating thousands of dollars in in-kind printing services to benefit our quarterly merchant newsletter, Main Street Open House & Anniversary invites, Melon Fest Merchant Breakfast Invites, ‘100 Friends of Howell’ VIP event invites, and Lunar New Year poster printing.

o Total Sponsorships Raised: $29,250.00
• Fundraising/Partnerships: Several new fundraising opportunities presented themselves this fiscal year, along with the reenergizing of our ‘100 Friends of Howell’ annual campaign.

  o ‘100 Friends of Howell’: Funds raised to date total $3900, which is an increase from last year’s $2,100.

  o Howell Merchandise: In an effort to unify our district and increase community pride, the Promotions Committee and Outreach Committee teamed up to promote and sell #HowellLove t-shirts and sweatshirts. While $1,761 was spent to purchase this merchandise, the Howell wear was extremely popular at the Sunday Farmers Markets. Promotions also teamed up with Datapak’s 99 Main Street program to sell merchandise online, as well as in-store at The Roost, bringing total sales over $2,300 to date. (profit: $539)

  o Downtown Guide Fundraising: This year, we were privileged to have Holly Candle Shoppe Co-Owner, Dan Jablonski, agree to design our Downtown Guides. With the reduction in design costs, and the sales of over $3,000 in advertising space, the Downtown Guides were printed at no cost to the DDA.
Tour of Howell Candle Collection: The Howell Main Street DDA program was proud to partner with Holly Candle Shoppe over the last 6 months, to introduce the ‘Tour of Howell’ Candle Line. This partnership included multiple downtown businesses featured in a different candle sold only at Holly Candle Shoppe. Holly Candle Shoppe then donated $2 from each candle sold to our organization. The total number of candles sold to date, resulted in a check of $422.00 being presented to the Howell Main Street DDA.

Lunar New Year Festival: Taking into account all of our costs covered by sponsorships and race revenue, this event resulted in $1200 raised for our organization. In addition, I am pleased to report that this event grew with over double the amount of race registrations for the Dragon Run 5K, as well as our Lunar New Year Dinner selling out with 50 attendees!

Garland Sales: For the past couple years, the Promotions Committee has partnered with Country Lane Flowers, to sell garlands to our downtown businesses and community members. This year we sold 55 strands of garland, with Country Lane Flowers donating $5 of the proceeds being donated to our organization. The total raised was: $275 in profit donated to our organization.

Total Fundraising/Partnership: $6,336

• Regular Communications: One area that the Howell Main Street DDA needed some improvement on was ongoing communications in our community. Since I became Director in April, 2014, our organization has a strong social media presence putting out at least 3 posts on Facebook and Twitter during the work week and weekends. We now have over 3500 fans on Facebook and more than 1300 followers on Twitter. I am proud to have seen the Outreach Committee, with the assistance of Kate as Outreach Coordinator, publish 4 quarterly merchant newsletters, as well as 12 e-newsletters. We have an average of 2 press releases per month, established good communications with our local media, and have established regular onsite visits (between staff and block captains) throughout the Downtown Development Authority District.

• Meeting of the Committees: As a new Director, I have heard from multiple Board members and Committee chairs that they would like to be kept aware of what the other committees are working on and if there were opportunities for partnership, etc. While some committees asked to receive monthly Board reports as a way to stay up to date, many of our members appreciate a personal interaction and two-way conversation to stay up to date. On Wednesday, March 11 from 4:00-6:00 p.m., a meeting of the committees will be held at Cleary’s Pub. At this meeting we will have committees break up into their respective groups to discuss any action items for the month of March, and then each project leader will provide a short summary of the project they are leading, the goals and objectives, budget for that project, and any open volunteer jobs they need help with, etc. I look forward to holding a large cross-committee meeting at least once a year, along with a 6 month or quarterly meeting of the chairs.
FY 2014-2015 Highlights: As Director, I have this organization accomplish and celebrate numerous accomplishments that added to the over $35,500 raised to support the organization’s ongoing downtown efforts. These highlights include, but are not limited to:

- **National Accreditation:** Although facing some serious challenges, I was proud to help all of our committees and Board of Directors achieve all 10 criteria established by the National Trust Main Street Center, to be recognized as a nationally accredited Main Street Community.

- **Renovation of 118 W. Clinton Street Building:** December 8, 2014 marked the completion of the renovations of our new Howell Main Street DDA Offices at 118 W. Clinton St. We now have a beautiful office to call our home. Effective March 6, 2015, we have rented the apartment upstairs, bringing in monthly revenue of $1150.00. The commercial studio space has been completed as a white box space. This site is listed on multiple free commercial space sites and is still available for rent at $800 per month.

- **Wyoming Tour of Howell:** In the spring of 2014, downtown Howell was selected as the #1 choice of Michigan Main Street communities that National Main Street Conference attendees wanted to visit. As a new director, I worked with community partners and the Board to ensure a positive experience and highlighted tour of downtown stops for conference attendees to enjoy.

- **Main Street 10th Anniversary & Open House Celebration:** The Promotions Committee played a major role in planning the Main Street anniversary party and Grand Opening of our new office space. This grand celebration was held Thursday, December 4, with many community stakeholders and partners joining us for our festivities and celebrating our success.

  In addition, Downtown Howell was chosen as the site to host the State-wide Press Conference announcing the Main Street 10 year Economic Impact Study results.

- **Committee Growth:** 2 committees in particular experienced significant growth this fiscal year. Outreach had 4 new committee members join their committee (2 new members June, 2014 – 2 committee members joined October 2014.), and Promotions saw 7 new members join their committee (2 new members prior to October 2014, 5 new members joined prior to April, 2015).

- **Board Growth:** As of November, 2014 the Howell Main Street DDA Board of Directors has a full operating board. We were pleased to see the new members bring their dedication and energy to our board this fiscal year including Jeanne Clum and Kevin McCarthy.

- **Professional Development:** As a new director, it has been my pleasure to attend a variety of professional development opportunities including the Michigan Main Street Managers retreat in September, 2014, the Redevelopment Ready Communities training in October, 2014, as well as the Business Development Main Street Quarterly Training in Niles, Michigan in December, 2014.
and National Main Street Conference March 28-April 2 in Atlanta, GA.

• **Regular Communications:** Since April, 2014, our organization is seen as a news source for downtown happenings. I am proud to say that we now have established a strong social media presence with over 3500 fans on Facebook and more than 1300 followers on Twitter. In addition, through the Outreach Committee and oversight of new Outreach Coordinator Kate Litwin, we now produce a reliable quarterly merchant newsletter and monthly e-newsletter.

• **Budget:** The Board recently experienced multiple budget work sessions to ensure we continued to offer our downtown stakeholders a variety of projects which beautify, promote, and enhance our downtown district. I worked very closely with the Board Treasurer, President, and committees to ensure the proposed projects were staying within the Board’s approved budget and that each line item on the budget resulted in a positive fund balance to ensure our continued success.

• **Year in Review:**
  o Number of New Businesses: 18
  o Total Closed Businesses: 1 moved out of the area, 1 closed due to retirement, 2 others closed.
  o Total Private Investment: $1,321,368
  o Volunteer Hours: 5,065 hours

**BREAK DOWN OF COMMITTEE HIGHLIGHTS:**

**Outreach Committee Highlights:**
  o ‘100 Friends of Howell’ Fundraiser resulted in 40 friends, and $3900 raised
  o ‘100 Friends of Howell’ VIP and Farmers Market Booth introduced to the community
  o Introduced quarterly merchant newsletter as a means of on-going communication
  o Introduced monthly e-newsletter distributed to subscribers and other community stakeholders
  o Updated Volunteer Database and active ‘First Date Efforts to recruit new volunteers
  o Annual Report published and distributed to over 300 community stakeholders
  o New Website Developed and Produced Live – regular updates continue to be made

**Design:**
  o Historic Preservation and Design Awards recognized 3 downtown properties for their preservation of existing buildings in our district.
  o Held spring Downtown Planting Day with sponsor Lake Trust Credit Union and over 25 volunteers
  o Held Fall Décor Day putting up cornstalks and planting fall mums with over 30 volunteers completing the decorating in just 1 hour!
Awarded over $14,000 in façade and sign incentive funds.
Continuing to work on Community space including Ice Rink/Splash Pad
Completed renovation of 118 W. Clinton St. and rented apartment

Promotions:

Successfully held 2nd Lunar New Year Festival bringing hundreds of people downtown, introducing new DDA merchant participation, selling out the dinner, and doubling race registrations.
Introduced Holiday Storefront Decorating Contest with over 35 businesses participating in this first-time event, with Cobb Hall partnering to offer a $200 check to the winner. Downtown looked fabulous!
 Introduced new Howell Love merchandise. Selling enough in the first 6 months to cover the costs and generating a profit!
Celebrated 10th anniversary Main Street Celebration and 118 W. Clinton Open House!

Business Development:

Designed, produced, and distributed new Business Recruitment and Retention Packets
Transferred Business Packet pieces to be easily accessible on downtownhowell.org
Welcomed 18 new businesses to downtown Howell with Ribbon Cuttings and Grand Opening Ceremonies
Developed Real Estate and Downtown Living databases to be managed on a more regular basis.
Developed work plans addressing ongoing efforts to recruit quality businesses to our DDA district
Partnered with Outreach to conduct interviews and produce Featured Business of the Month articles for the monthly e-newsletters
Howell Main Street
Design Committee Meeting
AGENDA – Wednesday, March 11, 2015
Time: 4:00 p.m.
Cleary’s Pub East Room – 117 E. Grand River Ave.

1. Call to Order

2. Howell Art Project Update (Sharon/Courtney)

3. Historic Preservation Awards
   - Nominations from Committee Members
   - Location Ideas
   - Time
   - Invite Design? Volunteers or ask staff for help
   - Presentation
   - Help from Committee securing raffle prizes
   - Press Release (Frank from Outreach)
   - Awards (Gary?)
   - Volunteers Needed for: Invites mailed out, set-up, clean-up, manning raffle prize table

4. Other Business:
   - Up North Décor Sign Application-received at noon today, March 11

5. Action Items for Next Month:
   - Review Sign Incentive Program language and bring suggested edits/ideas for updating.

6. Volunteer Hours:

   Next meeting: Wednesday, April 15, 2015 at 5:00 p.m. Howell Main Street DDA Office.
Design Committee Meeting Minutes
Meeting Date: February 11, 2015 at 5:00 PM
Howell Main Street DDA Office, 118 W. Clinton St., Howell, MI

PRESENT: Courtney Tarara, Michael Mulvahill, Gary Kackstetter, Sharon Fisher, Jeff Humphries
NOT PRESENT: Ron Gari, Eric Conn
STAFF PRESENT: Cathleen Edgerly
GUEST: Yvonne Blume, Jeff Newstead, Lori Taylor Blitz, Lauren

1. Call to Order: The February 11 meeting was called to order by C. Tarara at 5:06 p.m.

2. Approval of January 15, 2015 meeting minutes:
M. Mulvahill motioned to approve the meeting minutes. Second by J. Newstead. Motion passed unanimously.

3. Flower Plantings Downtown:
Guest Y. Block shared the flowers and designs that she had planned for the downtown planters this year. The committee reviewed the plant material, colors, and placement for flower pots. A sponsor has been secured to cover increased costs of having greenhouse grown plantings as well as two additional planters at the Howell Carnegie District Library. The planted flower pots are scheduled to be delivered and placed throughout downtown the week of May 18.

4. Update on Board’s Decision for Sign & Façade Incentives reviewed last month
C. Tarara updated the committee that the Board approved Diamonds Steak & Seafood’s façade application and reimbursement. Unfortunately, after much discussion. Block Brewing’s sign incentive reimbursement was not approved due to the changes from the approved application as discussed by the committee. However, the owners of Block Brewing were very understanding and still remain very supportive of the DDA’s efforts.
5. Art Project Update

G. Kackstetter updated the committee that the Design Committee is bringing back the Howell Art Project, to have local and national artists submit their original artwork to be featured in downtown businesses. Guest Lauren asked for more information regarding the mediums accepted and the theme. G. Kackstetter indicated that the theme this year is the “Four Seasons” and the artwork submitted needs to be reproducible in a 2 dimensional format as the top winners in each category will be mounted on the sides of 8-10 downtown properties.

C. Tarara reminded the committee that additional sub-committee members are needed. The committee also reviewed the new Art Project logo designs. The committee unanimously agreed that Mock-Up #1 was their favorite. C. Edgerly will let design Volunteer Dan Jablonski know, and this logo will be applied to all print and marketing materials.

7. FY 2015-2016 Projects and Budget (Courtney/Cathleen)

C. Tarara provided a short updated regarding the Board’s budget discussion, and the prioritization that the committee needed to do for the FY 2015-2016 projects they had budgeted for. The committee reviewed all projects and their individual budgets to bring the costs down to budget level requested by the Board.

- Sign Incentive Program: $2,000
- Façade Incentive Program-$20,000
- Bike Racks-$0 as sponsorships will cover
- Historic Preservation & Design Awards - $1500 $500 raised on raffle, etc.)
- Downtown Plantings & Seasonal Décor costs covered by secured sponsor
- Ice Rinks/Splash Pad & Community Space -unknown
- Art Project - $5000
- Welcome to Howell Sign - $4300
- Diamonds Façade: $4300

8. Historic Preservation Awards

C. Tarara reminded committee that this is coming up. The call for nominations should be going out in the next week or so, along with a press release. All committee members are asked to submit their nominations no later than March 20, 2015. Committee reviewed the categories and began to brainstorm some of the businesses up for nomination including: Gu’s Carry Out, Diamond’s façade, Howell Opera House (windows), Block Brewing, Yogurt on the Go, Monument Shop, Heart of Howell.

9. Other Business:

C. Tarara shared a sign incentive application that was received this afternoon prior to the Design Committee Meeting from Encore 118. The committee reviewed the sign application and renderings, discussed the sign being multi-dimensional, etc. The
committee requests additional information from the business owner including a color copy of their sign design and a cross-section view of the sign to help determine the dimension of the sign and get a clearer picture of what they are planning. Once this information is received, a special meeting of the Design Committee will be called.

10. Action Items for Next Month:
   - Review Sign Incentive Program language and bring suggested edits/ideas for updating.

11. Volunteer Hours: 40 hours total

   Next meeting: Wednesday, March 11, 2015 at 5:00 p.m. Howell Main Street DDA Office.