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 April 15, 2015
   - Minutes of Regular & Special Meeting, March 25, 2015
     (Motion required to place minutes on file)
4. Correspondence
5. Appointment of Treasurer
6. Reports
   - Director Report-Cathleen Edgerly
   - President’s Report—Michael Mulvahill
   - Treasurer’s Report – Kevin McCarthy
     (Motion required to place reports on file)
7. Approval of Committee Reports
   - Design Committee—Michael Mulvahill, Interim Chairperson
   - Promotions Committee—Adam Merkel, Chairperson
   - Outreach Committee—Brian Walker, Chairperson
   - Business Development Committee—Kevin McCarthy
     (Motion required to place all reports on file)
8. Payment of Bills-DDA Treasurer
    (Motion to pay the bills in the amount of
     $3,708.31 plus payroll for March, 2015)
9. Discussion/Action Items:
   a. Director Evaluation – (Eric)
      Discussion/Action Required
   b. Rock the Block Music and Food Fest – (Adam/Cathleen)
      (Discussion/Action)
   c. 118 W. Clinton St. Update (Michael/Cathleen)
   d. Budget Update (Kevin/Shea)
      Discussion/Action

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.
f. Applause Awards Re-Cap (Jeanne)

g. Historic Preservation & Design Awards – (Kate/Cathleen)

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

i. Motion to Adjourn
   (Motion Required for Adjournment)

Next Meeting: Wednesday, May 27, 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.
MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, MARCH 25, 2015

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, Michael Mulvahill, Robert Ellis, Courtney Tarara, Kevin McCarthy, Mayor Nick Proctor
Not Present: Adam Merkel, Brian Walker, Jeanne Clum
Staff: Cathleen Edgerly, Kate Litwin, Shea Charles
Guests: Tracey Early, Donna H., Tom from WHMI

MEETING CALLED TO ORDER:
President Conn called the meeting to order at 6:30 p.m.

CITIZENS COMMENTS
None

APPROVAL OF MINUTES
- Minutes of Executive Committee meeting on March 11, 2015
- Minutes of Regular Meeting, February 25, 2015

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

CORRESPONDENCE
Director Edgerly reviewed a letter from Senator Mike Bishop recognizing the Lunar New Year Festival and the February Volunteer of the Month. C. Edgerly also received a letter from Hanover/Citizens’ Insurance thanking the meeting attendees for their time and willingness to meet.

DDA Director’s Report
Director Edgerly reminded the Board that she and K. Litwin will be out of office next week as they attend the National Main Streets Conference in Atlanta, GA. They will leave Saturday, March 28th and will return to Michigan on Wednesday, April 1st. Both plan to be back in the office normal hours on Thursday and then the office is closed for Good Friday on April 3rd. C. Edgerly will be on vacation and not easily accessible the week afterward, April 6-10th, unless there is an emergency.

C. Edgerly also showed the Board the recent issue of the Lansing City Pulse, which featured Howell on the cover and in multiple articles. She reminded the Board that there is another community meeting for WALLY, next Monday, March 30th from 6:30-8:30pm at the Bennett Recreation Center. The Howell Area Chamber of Commerce is looking for volunteers to assist with parking at Balloonfest, pays $7/hour directly to the DDA and downtown efforts. Dates for Balloonfest are June 26th-28th.

Director Edgerly asked the Board to review information at the end of the Board packet and stressed the importance of attending the quarterly Michigan Main Street (MMS) training on June 9th. The training largely focuses on Board training with succession planning, recruitment, leadership development, etc.
and staff feels this would be valuable information for all Board members. Please mark calendars so Howell will have a strong showing at this event.

**President’s Report**

President Conn offered congratulations to N. Proctor for being appointed to mayor, thanked him for his service on the Board, and looks forward to working with Mayor Proctor moving forward.

Since M. Mulvahill was Acting President for the month of March, he thanked E. Conn for his confidence and stated that if E. Conn needs help again in the future to just call. M. Mulvahill also explained that C. Edgerly’s one year anniversary is rapidly approaching and it’s time to get review taken care of. E.Conn will put together the document, which will be sent out in the next week or so. This should be considered high priority, and M. Mulvahill asked the Board to fill out the document and return to him ASAP. M. Mulvahill also praised Director Edgerly for a great first year on the job.

**Treasurer’s Report**

Treasurer Ellis explained that his report would be covered at a later point in the agenda and did not have any additional comments at this time.

**MOTION by M. Mulvahill, SUPPORT by R. Ellis to place Director’s, President’s, and Treasurer’s Reports on file. MOTION CARRIED.**

**Committee Reports:**

**Design Committee—C. Tarara**

C. Tarara stated that she also appreciates C. Edgerly and her hard work this past year and then provided an update on the Howell Art Project. The subcommittee is currently finishing up wording for the call to artists/application and sponsorship forms. The subcommittee already has sponsors stepping forward and local businesses are offering to host the artwork in their locations. They are also discussing a special event to auction off the artwork, that will be held independent of the Melon Ball this year.

C. Tarara provided a quick update on the Historic Preservation & Design Awards, scheduled for May, 13, 2015. She stated that the deadline has passed for nominations and while the number of nominations grew as compared to last year there were zero nominations from Board members. She advised the Board to participate next year and nominate locations. The Design committee will vote at their next meeting and will determine winners, but the winners will not be announced until event. The committee is finalizing a location, but the event will probably be held at Heart of Howell/2FOG’s, with a cash bar and silent auction.

There is no update on the status of the bike rack project. C. Tarara stated that spring flowers are in greenhouse, and when we are ready to put them out they will be ready. This year flowers will not be planted by hand by volunteers, and instead will be planted in greenhouse and lush and full from the beginning of the season due to a secured sponsorship.

**Promotions Committee—C. Edgerly**

C. Edgerly reported that kiosk signage has been updated, with new maps. The kiosks will be updated annually. Director Edgerly expressed gratitude to volunteers Dan Jablonski and Loni Pryor for redesigning the entire layout, with a ton of hours required to update the map, and thanks to Hillary Morrison for compiling all of the business listings and checking for accuracy.
The team leading Downtown Guide project is already planning the design, updating business listings, fixing wording to the sign-up forms. D. Jablonski will be designing the next printing. The most recent edition came in under budget, due to volunteers donating services plus printing discount and all 6000 copies were distributed within weeks. Being under budget allowed for a second run of printing, and block captains are working on distribution to locations which ran out of stock.

The committee is currently planning a summer music festival, which will not conflict with Livingston Arts Council concerts at the Courthouse. A new committee member researched the best time for this event and the committee has tentatively decided upon the first Wednesday of June, July, and August. There will be a variety of music around town, with acts and genres being narrowed down. An official name for the event is being discussed and will be finalized at the next committee meeting in April.

**Outreach Committee—C. Edgerly**

C. Edgerly reported information she received from committee chair B. Walker and stated that the ‘100 Friends’ VIP party is scheduled for April 28th at 2FOG’s Pub, from 5:00-6:30pm. J. Clum is leading the planning, with assistance from B. Walker. Invitations will go out in the mail tomorrow. According to C. Edgerly, B. Walker reported to her that he really enjoyed the meeting with all committees present, felt it was a great idea, and the perfect opportunity for committees to talk to each other, get to know what’s going on, and have a greater understanding of the organization as a whole. C. Edgerly reminded the Board that the next Merchant newsletter will go out the first week in June and she needs an article from a Board member. K. McCarthy volunteered to write the article and C. Edgerly provided a deadline date of May 21, 2015.

**Business Development—R. Ellis**

R. Ellis reported that the committee celebrated grand openings of 2FOG’s and the Heart of Howell with a ribbon cutting on March 10th. Kokopelli’s Korner has recently moved into their new location in the DDA district at 121 N. Michigan Avenue, and their Grand Opening will be on April 9th. Up North Décor opened yesterday, and the committee is coordinating press releases and working on scheduling a ribbon cutting ceremony with the owners.

**MOTION by C. Tarara, SUPPORT by K. McCarthy to place committee reports on file. MOTION CARRIED.**

**MOTION by R. Ellis, SUPPORT by Mayor Proctor to pay bills in the amount of Thirty Five thousand seven hundred ten dollars and twenty eight cents ($35,710.28) plus payroll. MOTION CARRIED.**

**Up North Décor Sign Incentive—C. Tarara**

C. Tarara reported that Up North Décor recently submitted an application for sign incentive, and based on the paperwork and design submitted the Design committee recommends that the incentive not be approved by the Board. The major problem with the design as submitted is that there was glass hanging out below the sign, which didn’t look good visually, didn’t flow, and was disproportionate. The committee contacted Ron Gari and the owners of Up North Décor, and asked for an updated version. Unfortunately, there wasn’t time to put together a separate Design committee meeting to vote on the update. Based on the updated design and information from the sign designer, C. Tarara feels that the committee would approve the updated design as provided in tonight’s Board Packet. The floor was opened to comments and Up North Décor owner answered questions regarding the design and location. C. Tarara explained that the shape of the sign has not changed, and that the new design shows that the portion of glass that stuck out below would be covered and meets guidelines. The proposed sign will not have a white border, but will be brown instead, and will look more like the sign on the back entrance. C. Tarara explained the architectural limitations of installing a sign in this location as just above the treetops are layers of brick which protrude.
M. Mulvahill thanked Donna for a beautiful sign, stated that he really likes the sign and thanked her for coming to meeting. He welcomed her and Up North Décor to Howell and extended wishes for prosperity. E. Conn questioned whether there would be any reason to have the Design committee look at the application and new design, but C. Tarara thought the committee would be OK with it as they liked the sign, just not the placement. Also, the Board has final approval.

**MOTION by R. Ellis, SUPPORT by C. Tarara to approve the Up North Décor Sign Incentive application.**  
**MOTION CARRIED.**

**Chamber Farmers’ Market Sponsorship Request—C. Edgerly**

C. Edgerly reported that the DDA has received a sponsorship request from the Chamber, which is included in the packet, and the Chamber is seeking a $2000 sponsorship, which is the same level as 2014. Continuing the sponsorship would allow the DDA a monthly space at the market at no additional charge.

**MOTION by R. Ellis, SUPPORT by K. McCarthy to approve Howell Area Chamber of Commerce sponsorship request in the amount of two thousand dollars ($2000). ** **MOTION CARRIED.**

**118 W. Clinton Street Update—M. Mulvahill, C. Edgerly**

M. Mulvahill reported that the apartment is rented, and the tenant moved in as of March 6, 2015. The tenant loves the space and being downtown, and loves to support downtown businesses. There is an issue with the back commercial space, as somewhere in the math calculations there was a big error, and the space was originally thought to be 800 sq ft, in actuality it’s 375 sq ft. The Board will need to adjust rental rate for property and adjust income line item in budget for rental revenue. The Board agreed to reduce rental to what the market will bear, and advised staff to revise the advertisements.

M. Mulvahill provided an update on discussions with LaFollette Custom Homes. He stated that per last conversation at the Board level a preliminary authorization of $27,788.01 has been issued to LaFollette, and the City Attorney didn’t anticipate any further communication until later this spring. The issue with the back rental square footage, could restart conversations sooner. The City Attorney and S. Charles will have to pull design plans and will try to figure out what should be the next step. M. Mulvahill and S. Charles recently had a conversation about paving the parking lot at 118 W. Clinton, and potentially wrapping into another project as the City is gearing up to bid out the parking lot 4 alley, and combining efforts could net better pricing for paving. The DDA would only be responsible for the 118 portion of the cost, not the entire project.

There was discussion regarding cleaning services at 118 W. Clinton and quotes have been obtained from Clean Sweep Services and Absolute Cleaning Services. Both come highly recommended by board members and do fantastic work. Window cleaning service was also discussed and it was agreed that the services recommended by the provider sound good, and the frequency could be adjusted on an as needed basis. The Board directed staff to select cleaning providers of their choosing and to ensure a contract is created in order to protect all parties. Cleaner T. Early was in attendance and provided additional insight into her services.

**Budget Amendment—R. Ellis**

There was a discussion of Resolution No 15-01, and R. Ellis provided an explanation of the differences in numbers.

With regard to revenue changes to occur:
- $24,000 would be added for business property tax reimbursement
- Update amounts for ‘100 Friends’ to $5,000 (not likely to reach $10,000 initial goal)
- Update amount for Main Street Fund Raising to $15,000 (due to billboard and advertising revenue);
- Add $4,388 for rental income at 118 W. Clinton property
- General Fund Loan at $150,000 (more discussion later in the conversation.)

With regard to changes to expenses:

- DPS expenses increased $10,000 over what was projected
- Frontal Lobe rent was $1733 over projection, due to extending lease
- Promotions Committee added $1500 for Lunar New Year Festival and $500 for the Open House
- Design Committee added $2795 for a Welcome to Howell sign, $1800 for replacing a kiosk, but subtracted $20,000 for uncommitted façade grants, $20,000 for the Uptown grant, and $6835 for a portion of the Diamonds façade grant which was deferred until next fiscal year.
- Tax Tribunal Refunds, $5000 not expected
- Capital Outlay increased by $28,000 as the original budget for 118 W. Clinton was $250,000. $80,000 was spent last FY so the budget for this FY should have been $165,000, but was only listed at $150,000. The actual project cost was $258,000, so over budget by $13,000 (not including another potential $15,000 in disputed charges with LaFollette Custom Homes). The $28,000 increase represents $15,000 to get to the original $240,000 project cost plus $13,000 for project overruns.

With the changes above, the end of year fund balance will be $121,117. This amount is 20% of all expenditures or 30% of operating expenses plus debt service (excluding capital expenses.) The projected fund balance at the next of next FY would be $110,800 (or 26% of expenses) but this assumes no capital projects. The fund balance may be less if the DPS costs are higher than projected again, because the same amount as this year was projected for next year, but those costs were exceeded by 10,000. If the Board sets the minimum fund balance to 15% of non-capital expenses for next FY, the goal would be $64,000, which leaves only $46,000 potentially available for other projects.

R. Ellis explained that the only figure open to discussion is the amount of the 118 W. Clinton loan. If the Board chooses to reduce the loan to only $150,000, interest payments would be $600 less per year and would reduce the total payment for the loan from $25,444 per year to $15,903. Total debt payments with the $240,000 loan are $129,159 (31% of revenue, with the $150,000 loan-29% of revenue.) Discussion took place over whether to accept the $150,000 loan proposed by the city and reduce overall debt load, or request the full $240,000 to have sufficient reserves for future projects. The Board never intended to use all of the surplus reserves for the 118 W. Clinton project, but that is essentially what would occur if the lower loan is taken.

**MOTION by R. Ellis, SUPPORT by C. Tarara to adopt Resolution 15-01 as presented, with the exception that the amended loan amount be revised to $240,000. MOTION CARRIED.**

**Applause Awards—K. Litwin**

K. Litwin provided a brief update on the Applause Awards. The project leader, J. Clum is planning the celebration in conjunction with Heather Ruby, co-owner of ARC Engineering Solutions, the major sponsor of the event. Awards will be presented to the Volunteer of the Year, Lifetime Service, and Downtown Hero and other special awards. It is requested that all Board members attend this event, which is being held on Tuesday, April 21st, 5:00p-7:00p, at Block Brewing Company. Please RSVP by Friday, April 17th to K. Litwin or C. Edgerly.
**Historic Preservation and Design Awards**—C. Tarara
C. Tarara explained that event planning is currently underway and that items for the silent auction are being solicited, with a delivery date ideally 2 weeks prior to the event (scheduled for May 11th.) The Committee will be helping with set-up. Board members should mark their calendars and plan to attend.

**Parking Lot #4 and Alley Project**—S. Charles
No update at this time.

**Michigan Main Street Services**—C. Edgerly
C. Edgerly explained that the program was awarded fund services from the Michigan Main Street Center and thanked K. McCarthy for putting together the application. K. McCarthy and C. Edgerly will meet the contracted provider/consultant (Patrice) in Lansing on April 27 to discuss the process.

**New Business/Business Relocations/Spaces Available Update**—E. Conn, C. Edgerly
President Conn stated that he received a letter of resignation from R. Ellis, to be effective after Board meeting today. He officially acknowledged and accepted the resignation and offered congratulations to R. Ellis for his appointment to City Council.

**MOTION** by C. Tarara, **SUPPORT** by M. Mulvahill to accept the resignation of Robert Ellis from the Howell Main Street DDA Board. **MOTION CARRIED.**

C. Edgerly thanked R. Ellis for his years of service and dedication to the organization. It was decided that plans to fill the vacancy and establish a new Treasurer would be addressed at the April Board meeting.

Lastly, C. Edgerly mentioned that she and K. Litwin recently met with the owners of Studio Sesh, a photography studio which operates as a co-working space, above Noble Dog. The owners want to become more involved in downtown Howell as volunteers and potential sponsors.

**MOTION by R. Ellis, SUPPORT from M. Mulvahill to adjourn into closed session at 8:05 p.m. **MOTION CARRIED.

**ROLL CALL, members present included:** Mayor Proctor, Eric Conn, Michael Mulvahill, Courtney Tarara, Robert Ellis, and Kevin McCarthy.
**MOTION by M. Mulvahill, SUPPORT by R. Ellis to open closed session at 8:07 p.m. **MOTION CARRIED.

M. Mulvahill led the closed session to discuss the acquisition of property at 214 N. Walnut Street, currently listed at $750,000 online, and does not include the portion of the property that is currently owned by the Howell Carnegie Library. The Board is currently waiting on appraisal that was completed on the property. There was an update on the evolution of the project and M. Mulvahill explained that the Board is now at a point where there is a location and concept, but the Board needs to make a decision whether to move forward with the project. The organization is currently struggling financially and the Board needs to think the entire project through from top to bottom.

The overall concept for the project includes:

**Exterior:** Ice rink/splash pad in green space, community garden. Ice rink would be mechanically cooled, and useable even when weather may be above freezing, placed over the splash pad in the winter. The splash pad would be a large flat surface, with jets from below, and water filtration/sanitizing system. The community garden would be strictly volunteer and community based, and a local business has offered use of their employees to run the garden and facilitate, providing an opportunity for the outdoor area to encompass all age groups.
**Interior space:** restaurant/kitchen incubator, market space, upstairs office or restaurant space, restrooms/changing rooms, space for skate rentals, concessions, etc...

M. Mulvahill covered the major sponsors who have been approached for funding and the amounts they are considering. Citizens Insurance/Hanover is celebrating their 100th anniversary this summer, and are looking for a “wow” project, this is the largest donation ($300,000) that the company has considered offering. C. Edgerly, M. Mulvahill, and S. Charles met with their President, Paul Basito, who visited the site prior to the meeting and familiarized himself with the location. MEDC reps attended meeting as well, very informative as the group shared lots of ideas back and forth. Citizens/Hanover wanted details regarding other funding sources, what MEDC would be able to provide, but not a lot of information came from that meeting. C. Edgerly explained that the 100th anniversary is coming this summer and originally Citizens wanted to see the outdoor elements by the summer, but by the end of the meeting they established that they would prefer to see the project done properly and the summer deadline was essentially taken off the table, which provided more flexibility to secure funds. Citizens would like to be able to show a picture of shoveling/ground breaking in August, but doesn’t expect completed construction.

C. Edgerly mentioned other funding opportunities and discussed the Livingston County Community Foundation grant, for which she applied, requesting $65,000 for operations and maintenance staff. She explained the MEDC range of funding, which is $100,000 to $900,000 and impossible to determine in advance. There is a crowdfunding opportunity for a $100,000 match, for a total of $200,000, but the campaign only goes for 30 days online and the state would help promote. Whatever is raised can be matched, not to exceed $100,000.

There was some additional discussion about more fundraising opportunities—selling board space at ice rink, bricks, etc.

M. Mulvahill explained the next steps in the process which include putting together RFP’s, getting a design created, and preparation for grant opportunities. He stressed that if the Board wants to go after these opportunities, C. Edgerly and K. Litwin cannot handle all of this on their own. K. McCarthy indicated that he wants to be involved from a financial standpoint, to help create a financial plan, but added that all Board members need to step up, take a role, start it and finish it, and make a commitment to that role and this project. The MEDC can provide some support with regard to paperwork and making sure everything is being turned in properly.

M. Mulvahill explained that there will be soft costs with moving forward, especially funding for the RFP’s, market studies, and business plans. The Michigan Main Street Center architect can help with façade design services of the historic property only. To reduce costs further the Board should look at in-kind donations and utilize connections within the community to secure donations.

There was discussion regarding the amount of money that the Board would have to spend in order to move forward with the project, and S. Charles estimated that acquiring 90% complete plans from an architectural firm would cost roughly $30-50,000, or generally 25% of proposed total project cost. This amount would be out of pocket no matter what happened with the project and whether funds can be raised, but may be considered a “matchable” amount.

There was mention of potential roadblocks to the project which the Board discussed.

Mayor Proctor discussed his opinion on the project, in that he supports ice rink/splash pad concept overall but is not sure about this specific location, but realizes that previous Mayor Phil Campbell was in favor of this location. Discussion took place regarding funding structures, sponsors, etc. The project is a huge opportunity for downtown Howell and K. McCarthy expressed his passion and support for the
project. He feels it would be a huge attraction for people who may be willing to invest in the project and in downtown Howell, and stressed that nothing will ever change without taking some risks.

A consensus was reached to direct staff to approach potential design firms to obtain more accurate estimates of the total soft costs that would be required should the Board move forward with this project.

**MOTION by Mayor Proctor, SUPPORT from R. Ellis to adjourn closed session at 9:02 p.m.** MOTION CARRIED.

**MOTION by R. Ellis, SUPPORT from M. Mulvahill to reopen open session 9:04p.m.** MOTION CARRIED.

**MOTION by R. Ellis, SUPPORT from C. Tarara to adjourn at 9:05pm.** MOTION CARRIED.

Minutes Approved,

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

Meeting called to order at 6:55 p.m. by M. Mulvahill.

This Executive Session was held to determine the agenda for the April 22, 2015, DDA Board of Directors meeting.

The Executive Committee reviewed the draft agenda, including the following items:
- Director’s Evaluation
- 118 Clinton Update
- Rock the Block Festival
- Historic Preservation & Design Awards
- Budget
- Applause Awards Re-Cap

Motion to adjourn by Mulvahill at 7:10 p.m. Motion unanimously approved.

Minutes as recorded by C. Edgerly
MEMORANDUM

TO: HOWELL MAIN STREET DDA BOARD
FROM: CATHLEEN EDGERLY
DATE: APRIL 20, 2015
RE: APRIL DIRECTORS REPORT

National Main Street Conference Re-Cap:
Kate Litwin and I had the pleasure of attending this year’s National Main Street Conference March 28-April 1 in Atlanta, Georgia. For the conference, we were able to choose from close to 100 sessions to attend. On Sunday, we attended a day-long mobile tour in Dahlonega. This mobile tour offered us the opportunity to learn about the Georgia Main Street programs and creative fundraising tactics they have used, visit their attractions, and draw inspiration from their business owners, council members, meet other Main Street leaders, etc. From this day-long session Kate and I came up with some new ideas to tie into existing projects such as the Howell Art Project and came up with a creative fundraising tool to tie into this summer’s Rock the Block Festival.

As you know, I was chosen to present at this year’s conference. I presented first thing Monday morning and was pleased to present to a full room of attendees. The presentation went smoothly, although as an audience member, Kate can probably expand upon the quality of the presentation better than I can. I also was pleased to receive many questions following my session from Great American Main Street Award (GAMSA) winners as well as managers who had been serving in their roles for 10+ years.

Throughout the entire conference Kate and I were able to “Divide and conquer” as there were many sessions that overlapped that we wanted to attend. From sessions such as ’12 Acts to Building a Better Award’, Sponsorship-Giving Sponsors What they Really Want, ‘The 3 M’s: Manpower, Mission and Money, as well as Creative and Fast Main Street Projects, and other valuable sessions, Kate and I stayed busy each evening re-hashing what we learned and ways to bring interesting ideas back to Howell.

We are pleased to report the following future projects/ideas that have already, or will be shared with each Committee and incorporated into our downtown projects for the future:

- Community Splash Pad funding and ideas from Main Street/DDA Programs who led these. Best message from community leaders is that Main Street/DDA’s/PSD’s are the perfect organization to lead these types of projects and many have been very successful with these placemaking efforts.
- Patronicity Crowdfunding had a booth at the conference. We were able to speak with them in person regarding the N. Walnut Project. They feel we are ahead of many other projects that have already applied and reported that additional funds have been added to their budget so they hope to see us apply soon!
- Examples of fundraising and implementing a community garden
- Art tours and ways to fundraise with V.P passes/exclusive deals. This idea is currently being fit into the Rock the Block Music Festival with Promotions Volunteers implementing a V.P all access pass to all music events and exclusive savings or freebies during the summer concert series.
- Developing a ‘Mini Mainstreeters” or Howell Main Street ConnectED youth program tie-in with our downtown efforts. This helps build interest in community engagement with youth and helps with succession planning for our organization down the road. Two community leaders have been invited to meet with our Outreach team and develop a plan for bringing this type of program to fruition.
- Create our own crowdfunding program with a corporate sponsor and partner with the Chamber to bring community-led projects and develop significant community investment
to these downtown projects. Business Development, with K. McCarthy as the project leader, is already brainstorming on how to do this next Fiscal Year. The Chamber is also on Board to partner. The Business Development Committee is waiting on an example Work Plan from the West Virginia Main Street Program that has already done this for one year, and successfully brought $10,000 in private investment back to their downtown.

Photos that Better Tell our Conference Story:

![Photo contest to tie in with Art Project/Social Media efforts](image1)

![Opening slide of Cathleen National Presentation](image2)

![Inspiring slide at Opening Plenary by the Knight Foundation](image3)

![Sponsor wall at Georgia Aquarium – Great artistic way to tie in with building use for sponsor recognition](image4)

![Board recognizing volunteer hours that went Into bringing a community space to downtown Atlanta](image5)

![Slide demonstrating what we as staff, Board, and Committees should keep in mind when planning projects](image6)
**State Façade Program:**
I have been working with our Community Development Director, Tim Schmitt and Marilyn Crowley from the MEDC on holding meetings with each of the business owners who have expressed interest in pursuing the MEDC’s Façade Grant Program. To date, 8 business owners have expressed interest in the program. Tim will be sending out a letter to these business owners to let them know that he, Marilyn, and I will be available Friday, May 1 for sit down meetings at City Hall, to discuss their projects, questions they have, deadlines for submitting their façade information, etc. The first 2-3 businesses to submit their completed information will be considered the top projects to submit to the state for façade funding assistance. In June’s merchant newsletter all merchants will also receive information regarding how they too can take advantage of state façade assistance and the steps to apply. Further updates will be provided at future meetings.

**Michigan Downtown Association Workshop:** On April 17, I had the pleasure of attending a Michigan Downtown Association Conference at the Flint Farmers Market. The market served as a great example of what the potential property acquisition could bring to our community and a model for private investment from dedicated Flint residents and investors. In its first year, the market has brought in over half a million visitors to the market. At the session, attendees heard about the expected DDA/TIF legislation that we may all face again in the next fiscal year, ways to diversify our funding, and prepare for the future. Steps to take include creating a special assessment district, creating a non-profit arm for our organization, and aggressive fundraising.

**Michigan Main Street Board Training:** Another reminder that the June Quarterly Michigan Main Street training will be in Owosso, with a specific focus on Board Training and Succession Planning. This will be a one day training held Tuesday, June 9. I encourage all of you to make a conscious effort to attend this
training as it is developed just for you at the recommendation of Main Street managers from across the state. Many other state Main Street programs have been offering these types of trainings to Board for years, making them mandatory. We are excited that the Michigan Main Street Center has recently introduced this new opportunity for your professional development.
1. **Call to Order**  
   - Volunteer to take meeting minutes

2. **Review March 11, 2015 Meeting Minutes** (*Motion Required*)

3. **Update on Board approval of Up North Décor Sign** (Michael)

4. **Howell Art Project Update** (Sharon/Gary)  
   - Date  
   - Sponsors  
   - Volunteers  
   - June 14-24 Public Voting  
   - Locations for Art Public Voting  
   - Unveiling Party & Locations

5. **Historic Preservation Awards** (Michael/Cathleen)  
   - Date: Wednesday, May 13 from 5-7pm at Heart of Howell  
   - Review Nominations & Select Winners  
   - Invites  
   - Presentation (Update Slideshow, present)  
   - Help from Committee securing raffle prizes  
   - Press Release (Frank from Outreach)  
   - Awards – Estimated Completion Date  
   - Volunteers Needed for: Invites mailed out, set-up, clean-up, manning raffle prize table

6. **Review Sign Incentive guidelines and suggested edits.**

7. **Bike Racks** (Jeff/Michael)

8. **Action Items for Next Month:**  
   - Volunteer to help with and attend Historic Preservation & Design Awards  
   - Gary working on awards  
   - Sponsors  
   - Silent Auction Items

9. **Volunteer Hours:**

   Next meeting: Wednesday, May 13, 2015 at 5:00 p.m. Howell Main Street DDA Office.
Design Committee Meeting Minutes
Meeting Date: March 11, 2015 at 4:00 PM
Cleary’s Pub: Meeting of All Committees, 117 E. Grand River Ave. Howell, MI

PRESENT: Courtney Tarara, Michael Mulvahill, Gary Kackstetter, Sharon Fisher, Jeff Humphries, Jeff Newstead
NOT PRESENT: Ron Gari, Eric Conn
STAFF PRESENT: Cathleen Edgerly

1. **Call to Order:** The March 11, meeting was called to order by C. Tarara at 4:06 p.m.

2. **Approval of February 11, 2015 meeting minutes:**
   M. Mulvahill motioned to approve the meeting minutes. Second by G. Kackstetter.
   Motion passed unanimously.

3. **Howell Art Project Update**
   S. Fisher and G. Kackstetter shared that the final draft of the Call for Artists application is being printed now and should be prepared for the next meeting. Volunteer D. Jablonski designed the logo and is working on a layout for the brochure.

   C. Tarara informed the committee that the Howell High School art department is interested in partnering with the Art Project subcommittee to introduce interactive “street art” with the kick-off of the Art Project. The instructor is expected to submit a proposal prior to next month’s meeting for committee review. The committee will also be invited to the high school to view the artwork they have done there. Discussion took place between committee members.

4. **Historic Preservation & Design Awards**
   C. Tarara reminded the committee that this event will take place Wednesday, May 13 from 5:00-7:00 p.m. This year’s event is planned to take place at the Heart of Howell building, with the presentation occurring in the far west side of the main floor, with food, networking, and silent auction items located in 2FOGS prior to the presentation. Staff will be reaching out to the Rec. Center regarding the use of tables and chairs for the event. Committee members were asked to assist with securing Silent Auction items. J. Newstead had some ideas and contacts and volunteered to secure some items. C. Tarara will reach out to Lakelands Golf.

   Committee members discussed their nominations and those that have already come in including:
   - Gus’s Carry Out: Building Interior/Exterior
   - Block Brewing: Building Interior or compatible New Construction Property Improvement
   - Brewer-Bouchey: Exterior Restoration
   - Heart of Howell: Exterior Restoration or Rehabilitation, Building Interior
   - Yogurt on the Go: Interior
   - Howell Opera House: Preservation Stewardship/Exterior Renovation?
   - Cleary’s: Preservation Stewardship
5. **Sign Incentive Application: Up North Decor**
The committee reviewed a sign incentive application which was submitted by a new business, Up North Décor today. The application is seeking $1,000 in incentive funds. The Committee reviewed designs. Overall the committee liked the back signage. Discussion took place regarding the front sign and took into consideration the applicant’s case that the sign could be lost to Farmers’ Market attendees if it were to be a projecting sign. Concerns were shared regarding the sign’s location covering the front center window. Additional conversation took place.

J. Newstead made the motion that due to the window being covered by the proposed front sign, that the front sign design not be approved. It is requested that Up North Décor revisit the front sign layout to possibly protrude or make other changes so the sign does not cover the front window. Motion seconded by G. Kackstetter. Motion passed unanimously.

6. **Other Business:** None

7. **Action Items for Next Month:**
- Review Sign Incentive Program language and bring suggested edits/ideas for updating to April meeting.
- Secure Silent Auction Items and location for Historic Preservation & Design Awards

8. **Volunteer Hours:** 32 hours total

9. **Meeting Adjourned:** M. Mulvahill made motion to adjourn meeting at 4:42 p.m., G. Kackstetter second. Motion passed unanimously.

**Next meeting:** Wednesday, May 13, 2015 at 5:00 p.m. Howell Main Street DDA Office.
1. Call to Order

2. Update on Applause Awards: Jeanne
   - Location: Block Brewing
   - Date & Time: Tuesday, April 21 from 5:00-7:00 p.m.
   - Reminder to RSVP if you plan to attend!
   - Action Item—vote needed to select Volunteer of the Month

3. Newsletters: Articles for May e-news: Kate

4. ‘100 Friends’ VIP Event Update: Jeanne
   - Location: 2FOG’s Pub
   - Date & Time: Tuesday, April 28th from 5:00-6:30 p.m.

5. 2015 Farmers Market:
   - 3rd Sunday of each month, except for June (need to select alternate date, due to Father’s Day weekend)
   - Volunteers are needed to man the booth and represent Outreach
   - Determine meeting location
   - Supplies needed
   - Begin list of businesses to approach about sharing space, volunteers to contact businesses and get dates locked down

6. Other Items/New Business

7. Volunteer Hours

Next Meeting, Monday, May 11, 2015 at 5:30 p.m. at Main Street DDA Office
Committee Members Present: Brian Walker, Frank Milewski
Not Present: Jeanne Clum, Kevin Shopshire, Jannet Beers
Staff: Cathleen Edgerly, Kate Litwin
Guest: Lori Swick

1. Call to Order  4:10 pm

2. Approval of January meeting minutes.
   -Motion by  F. Milewski, support by B. Walker to approve February minutes. Motion Carried.

3. Update on Applause Awards:
K. Litwin provided a quick update on the Applause Awards (Volunteer Recognition/Stakeholder Appreciation Event) scheduled for April 21st, from 5:00-7:00 p.m. at Block Brewing Company. The menu is being worked on by Block Brewing and will be a sampling of appetizers and BBQ, in finger food form. J. Clum is currently working on securing quotes and a vendor for the volunteer t-shirts and is working on artwork. Dan Jablonski, graphic designer and co-owner of Holly Candle Shop, is creating the invitations. F. Milewski volunteered to handle writing the press release for the event. K. Litwin reminded the committee that nominations for Volunteer of the Year are due ASAP and the winner will be selected by the committee at the meeting on April 13th. L. Swick volunteered to help with addressing and stamping the invitations. Other volunteer roles such as set-up and clean-up help still need to be filled and anyone interested should contact J. Clum or K. Litwin.

4. E-Newsletter/Quarterly Newsletter/Social Media
K. Litwin reviewed the March e-newsletter which was distributed on March 8th and had an open rate of 29.9%. Committee discussed ideas for the April newsletter which included the following: Applause Awards, Historic Preservation and Design Awards, Summer Art Project, list of design incentive winners and information about how to apply, patio seating locations, reminder that the Farmers’ Market is coming soon, and Highlights in Howell, a list of landmarks in town. L. Swick volunteered to write the article for Highlights in Howell.

5. Other Business: None

6. Volunteer Hours –

7. Adjourn Meeting: Motion by F. Milewski, support of B. Walker to adjourn the meeting at 4:32pm. Motion Carried.

Next Meeting, Monday, April 13, 2015 at 5:30 p.m. at DDA Office at 118 W. Clinton Street
Promotions Committee Meeting
AGENDA – Thursday, April 16, 2015
Time: 9:30 a.m.
Howell Main Street DDA Office—118 W. Clinton Street

1. Call to Order

2. Volunteer to take minutes

3. Approval of November March Minutes:
   -March 11, 2015 4:00 pm meeting at Cleary’s Pub

4. Lunar New Year Recap—Cathleen, Kate

5. Downtown Guides—Dave, Kim H.
   -Update on current status
   -Donation of boxes secured by Sheila Gunn
   -Timeline of next steps

6. Kiosks Update—Cathleen

7. Billboard Co-op Update—Adam

8. Music Festival Update—Barb
   -Need to determine dates and times, stage locations, sponsors, and create promotional materials.

9. HowellLove Merchandise Update—Dave, Hillary

10. Action Items/Reminders—Cathleen, Kate
    -Applause Awards: April 21st at Block Brewing Company, 5:00-7:00 pm. Please RSVP to Kate (klitwin@downtownhowell.org)
    -'100 Friends’ VIP Event: April 28th at 2FOG’s Pub, 5:00-6:30 pm.
    -Historic Preservation/Design Awards: May 13th at Heart of Howell/2FOG’s Pub, 5:00-7:00pm
    -Howell Art Project—June through August 2015, public voting
    -Farmers’ Market—volunteers to staff booth, 3rd Sunday in each month May-October, except for June (date TBD by Outreach Committee)

11. Motion to Adjourn

Next Meeting: Thursday, May 21, 2015, 9:30 a.m at 118 W. Clinton St.
Promotions Committee
Minutes from March 11, 2015 Meeting
Cleary’s Pub—East Room, 117 E. Grand River Avenue

Present: Jacci Patton, Dave Brusich, Hillary Morrison
Staff: Cathleen Edgerly, Kate Litwin
Not Present: Adam Merkel, Alyssa Walters, Kim Hytinen, Barb Barden, Kim Esper

1. Call to Order: Meeting was called to order by Cathleen Edgerly at 4:00 p.m.

2. Approval of Meeting Minutes: Motion by D. Brusich, support by J. Patton to approve
the February meeting minutes. Motion carried.

3. Music Festival Update: C. Edgerly updated the committee on the current progress of the
summer music festival. Currently, the plan is to hold the festival one Wednesday
evening in the months of June, July, and August. B. Barden and staff are working to
determine how many stages/bands, ideas for sponsorship, etc…more details will be
provided during the April meeting.

4. Billboard Co-Op Campaign: Committee briefly discussed the current status of the
billboard campaign, current advertiser: Carriage House Designs, and slots that are still
available.

5. HowellLove Merchandise: D. Brusich and H. Morrison provided an update on
merchandise sales and plans for the next season/Farmers’ Market. A new design and
fresh colors for spring are being discussed and worked on at this time, and meetings will
be held with multiple vendors to obtain price quotes and ideas for new merchandise.

6. New Business: None

7. Volunteer Hours: 32 Hours reported by committee members

8. Adjourn: Motion by H. Morrison, support by D. Brusich to adjourn at 5:00 p.m. Motion
carried.

9. Next meeting, Thursday, April 16, 2015 at 9:30 a.m. at DDA Office, 118 W. Clinton
Street
1. Call to Order

2. Identify Team Volunteer to take this week’s meeting minutes

3. Update on New Businesses (Cathleen/Pat)
   a. Kokopelli’s Korner
   b. Up North Decor
   c. Firewood Grille
   d. Abberant Ales Brewery

4. Pure Michigan Connect (Pat/Cathleen)

5. Crowdfunding to drive investment for Downtown (Kevin/Cathleen)

6. Howell Video (Lindsay/Cathleen)

7. Business of the Month for May (Committee)

8. Action items (Andrea & Committee)

9. Other New Items

7. Volunteer Hours

8. Motion to Adjourn

Next Meeting: Thursday, May 21, 12:00 p.m. at DDA Office Conference Room
Howell DDA
Cross Committee Meeting Notes
March 11, 2015

PROMOTION

Billboard campaign: Annual 4 week cycle billboard campaign on 96. The Main Street DDA works with local businesses to share board costs to help small businesses afford a large advertising opportunity.

Music Festival: The committee is working on this summer music series – taking place the first Wednesday of the month from 6:00-8:00 p.m. 2Stone events is working as music band agents, music promotion, sponsors, etc.

Howell merchandise: This past FY, the Howell sweatshirts and t-shirts were sold on DDA website, 99 Main, The Roost, and at monthly Farmers’ Markets
- we use these as gifts to targeted companies
- t-shirt $15, tote bag $15, sweatshirt $30

Downtown guides: Successfully sold advertising to cover costs this year. Will print in the future twice per year (Fall/Winter and Spring/Summer). These are distributed across town at businesses, area hotels, MDOT travel locations, guests coming into town through the LCCVB, etc. and are free to public

Small business Saturday: Held this year and was very successful with 200 bags stuffed with downtown coupons, distributed that morning after Thanksgiving. Done at no cost. Planning on coordinating with downtown businesses again to hold a celebration.

DESIGN

Next upcoming project is in May -> Historic Preservation Awards
- 2014 improvement to building, donations for silent auction needed

The Howell Art Project is returning downtown this year! This year’s theme is the ‘Four Seasons’, Entry fee $25/submittal
Awards: $1000 1st, $500 2nd, $250 3rd. Any media is allowed, as long as it can be reproduced. Open to all artist 18yrs or older.

Committee is also working on bringing Bike racks to downtown.

Annually Design is also responsible for the Façade Grant and Sign Incentive Funds offered to new and existing businesses within the DDA district.
OUTREACH
100 Friends of Howell: Annual fundraising campaign with the next FY’s campaign starting July 1, 2015. For our ‘Friends’ the committee plans quarterly V.I.P. events including Fantasy of Lights VIP seating, private tours, private movie screenings, and the next VIP event will be held April 28 at 2FOGS Pub.

Outreach will also continue the monthly e-newsletters (all committee members and the general public are encouraged to subscribe to stay up to date on downtown happenings.) The quarterly merchant newsletter has been a success and will continue into next year. Both cover downtown happenings, info. On incentive programs, Board member articles, call for sponsors,

Annual Volunteer recognition and Annual meeting Event: This year will be the Applause Awards held Tuesday, April 21 at Block Brewing from 5-7p.m. All committee members, volunteers, community partners and stakeholders are invited to attend! Please RSVP to Kate.

BUSINESS DEVELOPMENT
Business Recruitment: Targeting business owners -> with road trips, lunches
  - starting to create budget for entertaining expenses

Creating database for all committees to share info on targeted companies

Business Recruitment and Retention Packet

Updating website business listings

Ribbon Cuttings and working with Outreach volunteer on Press Releases
1. **Call to Order:** Meeting called to order by R. Ellis at 4:05 p.m.

2. **Identify Team Volunteer to take this week’s meeting minutes:** J. Freeland agreed to take meeting minutes.

3. **Update on New Businesses** (Cathleen)
   C. Edgerly prepared a list of recent, or upcoming business openings and ribbon cuttings. Thanks to all committee members who are able to attend!
   a. 2Fogs Pub
   b. Heart of Howell Ribbon Cutting
   c. Kokapelli’s Korner—Now moved in by Western Wear, hoping for April 2 opening. The Chamber is coordinating this. A press release will be created by Outreach volunteer F. Milewski and distributed to media the last week of March, as well as the day of the event.
   d. Up North Décor slated for mid-April. C. Edgerly to follow up with owner and provide more information next month.

4. **Business Recruitment Updates** (Kevin/Cathleen)
   N/A – No additional information was shared at this time.

5. **Other New Items:** None discussed.

7. **Volunteer Hours:** 12 total volunteer hours

8. **Motion to Adjourn:** Motion to adjourn by R. Ellis, 2nd by D. Ellis at 4:25 p.m.

**Next Meeting:** Thursday, April 16, 12:00 p.m. at DDA Office Conference Room