MAIN STREET & DOWNTOWN
DEVELOPMENT AUTHORITY BOARD
AGENDA
DDA BOARD MEETING
Wednesday, June 17, 2015 - 7:00 P.M.
City Hall 2nd Floor Conference Room, 611 E. Grand River-Howell, MI 48843

Members and other officials normally in attendance:

1. Nick Proctor
   Mayor
2. Eric Conn
   President
3. Michael Mulvahill
   Vice-President
4. Kevin McCarthy
   Treasurer
5. Courtney Tarara
   Secretary
6. Brian Walker
7. Adam Merkel
8. Jeanne Clum
9. Vacant
10. Cathleen Edgerly
    Director
11. Kate Litwin
    Outreach Coordinator

1. Meeting Called to Order
2. Citizen's Comments (items not on the agenda)
3. Approval of DDA Minutes
   • Minutes of Executive Committee meeting on June 10, 2015
   • Minutes of Regular Meeting, May 25, 2015
   (Motion required to place minutes on file)
4. Correspondence
5. Reports
   • Director Report - Cathleen Edgerly
   • President's Report — Eric Conn
   • Treasurer's Report - (Budget Amendment — Motion required?)
   (Motion required to place reports on file)
6. Approval of Committee Reports
   • Design Committee - Michael Mulvahill, Interim Chair
   • Promotions Committee — Kate/Cathleen
   • Outreach Committee – Brian Walker, Chairperson
   • Business Development Committee — Kevin McCarthy, Chairperson
   (Motion required to place all reports on file)
7. Payment of Bills- DDA Treasurer
   (Motion to pay the bills in the amount of $11,442.92 plus payroll for May, 2015)
8. Discussion/Action Items:
   a. New Board Member Application — Sheila Gunn
      Discussion/Action
   b. Parks & Recreation Authority Festival Transition Action
      Action
   c. Landscaping at 118 W. Clinton (Michael)
      Discussion
   d. Sign Incentive Guidelines – (Michael)
      (Action Required)
   e. Howell Art Project (Cathleen)
      Discussion

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. **Budget Formal Adoption (Kevin/Eric)**  
   Action

g. **Great American Main Street Awards**  
   Discussion

h. **KPI for Director**  
   Discussion/Action

i. **Kate Litwin’s Annual Review**  
   Action

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

10. Excused Absences

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

**Next Meeting: Wednesday, July 22, 2015**

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**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.

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**MISSION STATEMENT**

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

Staff: Cathleen Edgerly, Kate Litwin

Others in Attendance: Shea Charles

Board members not in attendance: Adam Merkel

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 May 13, 2015
- Minutes of Regular meeting on April 27, 2015

Motion by Mayor Proctor, SUPPORT by Member Walker to approve Executive Committee and Regular meeting minutes. MOTION CARRIED.

Correspondence
None

Director’s Report
C. Edgerly provided an update on the Farmers Market Booth and indicated the need for a Board member to help at the booth throughout the summer. Michael Mulvahill and Brian Walker for managing the May booth. A reminder was provided to the Board that the Michigan Main Street Board training in Owosso is coming up on June 9th and focuses on building a better Board. Anyone who plans to attend should RSVP to C. Edgerly. Additionally, there will be another quarterly training on September 15th, focusing on Design Committees, so any interested Board members are asked to mark their calendars.

C. Edgerly and Tim Schmitt recently met with several businesses regarding façade improvement grants. Additionally, C. Edgerly recently received a phone call from Marilyn regarding possible MEDC funding cuts due to pending road legislation. The legislation could impact façade assistance and other assistance provided to entrepreneurs as well, and could be crippling for business owners. MEDC is unlikely to go forward with any letters of intent until the legislation passes or fails. C. Edgerly encourages the Board to call all state legislators, using the talking points in back of the Board packet. E. Conn questioned whether the Board thinks it is a good idea to draft a letter on behalf of the organization, and
Members Walker and Clum agreed that this is both a good idea and a proactive step. Mayor Proctor indicated that he will draft a letter and send one as well, but will forward to Director Edgerly and President Conn prior to sending to government officials.

**President’s Report**

E. Conn shared that the Board would not be discussing C. Edgerly’s KPI because all of the performance evaluations have not been submitted by Board members yet. He stressed the importance of getting all evaluations turned in as soon as possible as he would like to formalize KPI at the next meeting so Director Edgerly has most of the year to accomplish these goals.

**Treasurer’s Report**

Treasurer McCarthy reviewed the April financial statement and covered the following items on the list:

**Revenue:**
- The organization received a large portion of captured real estate tax, which was roughly $1900 more than anticipated.
- Main Street Program, Fundraising: the original budget was $10,000 and was recently amended $15,000 for the year. In April, $2,432 was raised and the budget goal has been met due to the fundraising efforts of staff. E. Conn pointed out that the DDA has not reached $15,000 in fundraising dollars raised in one year, within the past ten years or so.

**Expenditures:**
- Most of the expenditures for the month were normal operating expenses. K. McCarthy did point out that the Organization budget went up by $2900 in April and appears to be way over budget. However, a large sponsorship from ARC Engineering Solutions that covered the Applause Awards is not reflected in this portion of the budget and needs to be considered.
- Tax tribunal refunds originally budgeted at $5000, but were subsequently reduced to $0, and no actual activity hit through April. At the last City Council meeting Council approved a refund of $5,200 that will hit the budget but currently doesn’t have a line item.
- The line item for Capital Outlay Downtown was budgeted $30,000 for a dumpster enclosure, which has not been constructed as of today. K. McCarthy pointed it out so that the Board is aware that this expense has not been reflected in the overall financial results.

J. Clum thanked K. McCarthy for concise budget explanation and encouraged him to continue providing updates in such an easy to understand manner.

**MOTION by M. Mulvahill, SUPPORT from J. Clum to place Director’s, President’s, and Treasurer’s reports on file. MOTION CARRIED.**

**Design Committee**—M. Mulvahill

Committee Chair Mulvahill provided an update on the following projects:

Paving of property at 118 W. Clinton Street has not yet occurred and S. Charles indicated that the City is finishing temporary work on the alley behind the Heart of Howell, but there is still more work to be done. The goal is to incorporate paving of 118 W. Clinton into paving of the alley, but nothing firm has been decided as of yet.

Sign incentives: M. Mulvahill happily reported that the application for sign incentive grants has been re-written and is 99% complete.

Signage at the DDA office will be going up soon pending weather and completion of a few loose ends. M. Mulvahill showed the Board a mock-up of signage as created by Ron Gari. The actual sign is the same that was hung at the old office on State Street, but will have the new logo in the center.
The Historic Preservation and Design Awards held on May 13th was a fantastic event. M. Mulvahill reported that the cost to hold the event was $800, but revenue was $820, so essentially the ceremony was a budget neutral event. The Committee and Board thank Lori Swick for her work on the presentation/slide show. Lori is a new Design Committee member took on the project and using her experience in Historic Preservation was able to create a new, interesting presentation. M. Mulvahill also thanked Rep. Hank Vaupel for attending the Awards, and for awarding proclamations to Heart of Howell, Cleary’s Pub, Diamonds Steak and Seafood, and Block Brewing Company. The Committee also thanks 2FOG’s Pub and the Heart of Howell for use of their space, and for providing delicious food and refreshments. Thanks also go out to all of the local businesses who donated items for the silent auction including: Bonkers Frozen Yogurt, Forsythe Bros., 2FOG’s Pub, J. Christopher’s Salon, Howell Western Wear, Lakelands Golf and Country Club, and J. J. Jinkelheimer. Thanks to the Howell Parks and Recreation Department for the use of their tables and chairs. Lastly, thanks to Gary Kacksetter for his architectural renderings of each award winning building.

Howell Art Project artwork is arriving and so far the Committee has received 25 entries from 20 artists. Judging of the artwork begins this Thursday and the subcommittee will select the top three entries from each category (Spring, Summer, Winter, Fall) which will be displayed at Uptown Coffeehouse, Mom and Pops Bakery, the Howell Opera House, and Silverstone Jewelers. Public voting will take place 6/14 to 6/24, and M. Mulvahill asked the Board to stop into the establishments and vote for their favorite pieces. The public will narrow down the selections to the top two in each category then a panel of expert jurors will select the top three pieces overall. The top two pieces in each category will be reproduced and mounted to the exterior of downtown businesses. The Grand Unveiling is scheduled for Thursday, August 6th at 6pm. The tour of artwork will begin at the Howell Opera House, with guests walking through downtown, and the last stop will be at Howell’s MainStreet Winery. Jenna Lesner, co-owner of Studio Sesh, is leads the planning of this event. The last event for this project will be an auction on October 1st at the Howell Opera House. E. Conn questioned how the budget looks for the project and M. Mulvahill and C. Edgerly explained that sponsorship is not coming in as well as the subcommittee had hoped, so if any Board members have connections, please provide support for this project. M. Mulvahill also explained that volunteer effort for project has been less than ideal, so if anyone knows people who may interested in helping with the project it would be good to get them involved now for next year. Please pass the information along to any prospective volunteers.

Downtown flowers have arrived and the pots have been placed around the central business district (CBD). Thank you to the Kellogg Family Foundation for their generosity and sponsorship of downtown Howell beautification projects.

**Promotions Committee—K. Litwin**

K. Litwin mentioned that the majority of the most recent Promotions meeting was focused upon Rock the Block. She showed the Board the new Rock the Block women’s sweatshirts, which were just delivered by J. J. Jinkelheimer. An update was provided on all #HowellLove merchandise, as the new t-shirts and sweatshirts with the hot air balloon motif are currently for sale. J. J. Jinkelheimer is working on a new online store for all DDA merchandise and the store will be up and running within a couple of weeks.

**Outreach Committee—B. Walker**

B. Walker reported that the committee is still looking for Farmers’ Market Board Members to staff the booth over the summer.

J. Clum and B. Walker mentioned that the next ‘100 Friends’ VIP event is in the planning stages, with the hopes of holding the event at the Howell Carnegie Library in late August or early September. J. Clum has been in contact with Kathleen Zaenger to coordinate the event and an exclusive tour. The Committee had talked about replacing the Melon Festival Merchant Breakfast with the Applause Awards, but because there is an interested sponsor the Breakfast will still take place for 2015. The Committee is seeking a new breakfast vendor, and B. Walker is in discussion with the culinary arts instructor at Howell High School, to see whether that organization can take over breakfast prep this year.

C. Edgerly has discussed ‘100 Friends’ brochure re-design with Dan Jablonski and he will be working on a new layout, complete with new wording for the July kick off of the 2015/16 campaign.
Lastly, B. Walker reported that two prospective members attended the Outreach meeting as guests and that K. Litwin is working on first dates with even more potential volunteers and committee members.

**Business Development—K. McCarthy**
K. McCarthy reported that the committee recognized new businesses in town, talked about potential ribbon cuttings for the summer, discussed recent closures, and determined a business of the month for June (Howell Art and Frame). The Committee would like to invite targeted businesses to Rock the Block to highlight a fun event and give them a feel for downtown Howell. Committee members recently took a trip to Flint’s Farmers Market, and many good ideas and concepts came from the meeting with the market Manager, Karianne Martus.

**MOTION by C. Tarara, SUPPORT from M. Mulvahill to place committee reports on file. MOTION CARRIED.**

**MOTION by K. McCarthy, SUPPORT from B. Walker to pay the bills in the amount of nine thousand ninety dollars and twelve cents ($9090.12) plus payroll for May, 2015. M. Mulvahill abstained from vote. All others in favor. MOTION CARRIED.**

**Budget Update—K. McCarthy, E. Conn**
K. McCarthy and E. Conn reported that there were no surprises and the budget as presented to City Council was approved. However, the loan for 118 W. Clinton was not included so the expectation is that the DDA will close out the year with a $42,000 fund balance.

**Rock the Block—C. Edgerly, K. Litwin**
C. Edgerly reviewed the dates, times, and locations for Rock the Block. The amount of coverage Rock the Block has received from the media has been amazing, with three articles in the Livingston Press and Argus, two interviews with WHMI, several social media postings, coverage by the Howell Area Chamber of Commerce, and individual blog postings. Business involvement is looking good with more than 25 participating and offering many good specials, discounts, and giveaways. A separate website has been established for the event, rocktheblockhowell.org. The Great Foodini, Renee Chodkowski, has been instrumental to the success of ‘Best Bites on the Block’ which will consist of three restaurants featuring a menu item each month and offering samples to VIP pass holders only. For June the restaurants include Brunners, 2FOG’s, and the Chocolate Boutique. Revenue is generated for this event through the sale of VIP passes, with the best deal a family pass for $75 presale, $100 the day of the event. Kosin’s Glass is allowing the use of their driveway space for selling passes and merchandise, and this booth will be manned by volunteers throughout the event. C. Edgerly reported that she is pleased with sponsorships raised, especially an in-kind donation from First Impression, which donated all printed materials.

**Fund Development Services—K. McCarthy, C. Edgerly**
K. McCarthy explained that the organization was awarded Fund Development Services, which is a process that will feel similar to strategic planning from a year ago. Fund Development is the logical next step in helping move the organization forward to create a long term plan and show the value of sponsorships. The first meeting with Consultant Patrice Martin and Britnney Hoszkiw will take place on June 17th 5pm-7pm. This session will be exploratory, to take information from the Board and committee members and then develop a plan. The process will take roughly 8-12 total hours and the first true session will take place in September or October. All Board Members and committee members are encouraged to attend the meetings, which will probably be held just prior to regularly scheduled Board meetings. K. McCarthy asked all Board members to plan to attend the initial meeting on June 17th.

**Parking Update—Mayor Proctor**
Mayor Proctor shared his vision for parking in downtown Howell. His intent is to move City Council along and he has conceptual support from business owners in the NW quadrant as the Heart of Howell occupancy leads to parking issues in that area. The mayor’s idea is to totally renovate Parking Lot #2, but the process is contingent upon budgetary constraints and possible bonding. Mayor Proctor would like to see a two level parking structure, with structural elements to support a third level if it is eventually needed, and to reconstruct the parking behind the Heart of Howell,
bury utility lines, water sewer all at the same time. He indicated that City Councils for the past 35-40 years have discussed parking options but nothing has been done, and he would like to see something be done to address the parking problem.

Discussion took place among the Board. C. Tarara questioned what the financial ask of the DDA will be regarding financing this project as last time this project was brought up it was expected that the DDA would pay for all of the utility line burying. The Mayor indicated that the numbers have not confirmed so it’s impossible to say at this time what City Council would ask from the DDA. Through discussion it was determined that City Council will include the DDA Board in the conversations regarding the plan and will be asked for input. The Mayor hopes that a decision would be made by Council by Fall 2015, preparation would begin over the winter, for construction season 2016.

Discussion also took place over parking studies and whether a new study would be reasonable, however there have already been three studies completed in the recent past. Mayor Proctor indicated that he prefers to skip another study and just move forward. K. McCarthy indicated his concern about funding, whether it would come out of the general fund or a special assessment and whether a capital improvement plan has been created to cover the next 5-10 years. He feels it would be beneficial to have a plan like this in place to help improve the community in a structured and comprehensive manner. K. McCarthy thanked Mayor Proctor for sharing his vision and plan to the Board.

The dumpster enclosure in Parking Lot #4 was brought into this discussion and the Board asked S. Charles to explain the plans for the dumpster now that there is a temporary fix for the parking lot. S. Charles explained that the $30,000 budgeted for this project will go back into the DDA reserve fund until the permanent fund is in place, with the understanding that the money will go back to the dumpster enclosure once that plan is in place. Essentially the budget will reflect an extra $30,000 but the funds will be accounted for once the project is started and eventually completed.

**Part Time Business Liaison—E. Conn**

E. Conn led the discussion regarding hiring a Part Time Business Liaison, who would work 10 hours per week. C. Edgerly and E. Conn created a job description set expectations and establish what the employee would be responsible for in their 10 hours per week. E. Conn reminded the Board that funding for this position is already allocated in the 2015/16 Budget.

There was discussion regarding volunteerism vs. a paid position and why it is needed to hire someone to accomplish the duties set forth in the job description and have someone who is accountable and reliable for existing staff to depend on.

K. McCarthy mentioned that typically “overhead” positions pay for themselves through fundraising efforts, and this position would essentially be self sustaining and budget neutral. For example, last Friday enough funding was secured to cover the position cost for an entire year and by developing and furthering relationships within the district their lies potential for even more revenue generation. J. Clum stated that she knows how hard it is to find competent volunteers and the benefit DDA has been getting from the volunteer in this role has been priceless. Ms. Clum also reviewed the job description and recommended striking from the description the line that reads “Acts as a primary contact, along with the Director to existing and new businesses within the district.”

**MOTION by Member J. Clum, Second by Mayor Proctor to allow staff to hire a Main Street Business Liaison within the budget of ten dollars per hour ($10/hour) over ten hours per week, starting on July 1, 2015. MOTION CARRIED.**

**New business—C. Edgerly**

Director Edgerly mentioned the recent opening of Firewood Grill, and advised the Board to stop in and visit when schedules allows. She also mentioned that Cathy Russell, from Brunner’s Restaurant, purchased All Saints Chapel and Florist. The plan is to change the name of the flower shop and keep the chapel the same.

The Board was reminded that C. Edgerly will be out of the country on vacation June 25th through June 30th. K. Litwin will be in the office during this time.
C. Edgerly explained that since A. Merkel is chair of Promotions but needs a leave of absence, the committee discussed a replacement and two individuals have expressed interest. A formal nomination will occur at the next Promotions meeting on June 18, 2015.

**MOTION by M. Mulvahill, SUPPORT from K. McCarthy to excuse Adam Merkel from this meeting due to health issues.  MOTION CARRIED.**

J. Clum requested an approved absence for July 22\textsuperscript{nd} as she will be on vacation.

**MOTION by B. Walker, SUPPORT from J. Clum to adjourn the meeting at 7:49pm.  MOTION CARRIED**

Minutes Approved,

Courtney Tarara
Secretary
Committee Members Present: President, Eric Conn; Vice President, Michael Mulvahil; Treasurer, Kevin McCarthy; Secretary, Courtney Tarara; DDA Director, Cathleen Edgerly; City Manager, Shea Charles

Meeting called to order at 6:30 p.m. by E. Conn.

This Executive Session was held to determine the agenda for the June 17, 2014, DDA Board of Directors meeting.

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

- Landscaping at 118 W. Clinton
- Sign Incentive Language Approval and Adoption
- Howell Art Project
- Budget Amendment
- Budget Approval
- Parks & Rec. Authority Invoice
- Possibly KPI for Cathleen dependant on Board member input

Motion by M. Mulvahill to adjourn meeting at 7:07 p.m. Second by C. Tarara. Motion passed unanimously.

Minutes as recorded by C. Edgerly
Director Update

Fundraising: I am pleased to report that fundraising is an on-going effort of the staff and committees to help projects move towards being budget neutral. As you may have seen in Weekly Reports, our organization has raised the following:

- Howell Merchandise: $131 in merchandise
- Howell Art Project: $1500 in sponsorship.
- Rock the Block Sales: $2,020
- Melon Fest Merchant Breakfast: $1,000

TOTAL Fundraising for the Main Street DDA for May: $4,651 in cash raised. $500 in in-kind fundraising.

Michigan Main Street Training: The first Michigan Main Street Board training that has ever been implemented, was held June 8-9 in Owosso. Thanks to M. Mulvahill for attending with staff. This training played an instrumental role in identifying some things that our organization does really well, including some items we should work on. Over the course of the next 6 months/year, I would really like to see the following steps taken to help us Build a Better Board function more efficiently, and continue to inspire others to join our organization!

- Mission & Vision Statement and Values: As many of you know, the Main Street DDA went through a year-long strategic planning process. The mission and vision statements for our organization should be a living, breathing document—with inspiring language that Board members, Committee members, staff and other volunteers should be able to share with the community. Even though what we have is good, it is hard for many people to digest and really understand who we are as an organization. I would like to see a Board member or two work on tackling tightening up our mission to be stronger and sharper focused, with no more than 2 sentences in the Mission, and no more than a paragraph for our Vision. Adding our Organization’s Values would also be beneficial.

- Mission Minute: All projects implemented with our organization should fit within our mission and vision. I would like to see moving forward, implementing a smoother transition from our work/social lives into the formal Board meeting by having Board members share something they have seen, or other examples of projects, etc. that fit our mission. This will also help keep the mission of our organization in the forefront of our minds, rather than having it be a static statement on our website and at the bottom of Board Agendas. Example: It was wonderful to see so many people out enjoying our downtown at the Rock the Block event, keeping our downtown vibrant.

- Board Mentors: When new Board members come into the organization, Peer to Peer mentoring can play an important role in helping newer members understand their role as a Board member, preparing them for what to expect at meetings, as well as budget or other Board retreats, and assist new members in understanding how their role as a volunteer is a critical element in supporting staff.

- Self-Evaluations: Staff sincerely appreciates the evaluations from the Board as uses those evaluations as a tool to set future goals, as well as assess how we are doing in terms of representing our organization. I would like to see Board members complete a self-evaluation. This can be done anonymously and for your own reflection and determining if you are fulfilling your role, or to think about ways you can continue to improve supporting and positively promoting the Main Street DDA. Another option would be to conduct a self-evaluation and then matched with the staff's evaluation of the Board. I would like to hear the Board’s input on how best to conduct this.
Committees: The committees play an active role in developing projects that fit the Main Street DDA’s strategic goals and mission. The committees also make recommendations to the Board for adoption and approval. However, recently staff has been faced with some negative situations where committee members would are frustrated and lash out at other committee members or staff, committee members look to staff to do the work for a project forgetting that this is a volunteer-driven organization, or some committee members have faded away for a couple weeks or months and then come back and cause problems for other members when they are not up to speed or a project was conducted differently than they would have liked it to be done. Our organization is at a critical point where we need to get everyone back on board and on the same path moving forward with productive conversations. I would like to talk to each committee chair and discuss ways that they can help lead the meeting and address issues peer-to-peer with their team members.

GAMSA: The deadline for the Great American Main street Awards is approaching and staff would like to see our organization apply for this prestigious award. A June 18th webinar will be conducted for staff to listen in-on and then the application process will open until mid-August. I appreciate any volunteers who would be willing to help complete portions of the application so this is truly the community taking an active role in sharing their story of why Howell deserves to be named the next Great American Main Street.

September Design Quarterly Training: Save the Date for September 15, 2015 for a full day Michigan Main Street Design training session in Hart, MI. Although this Main Street quarterly training is Design-themed, all Board members are welcome to attend! Please let me know as soon as possible if you are able to attend this valuable training session. I will be at the training Monday for Managers, and into Tuesday for Design Committee Members and Board Members. Hotel accommodations can be made in Ludington (approx. 20-25 min. from Hart) if you wanted to drive in the evening before and join us all for dinner Monday night.

National Main Street Conference Save the Date: Save the date for the next National Main Street Conference taking place in Milwaukee May 22-25! We have a budget for Board member attendance for this amazing annual training and would love to have you join us!
1. **Call to Order**

2. **Volunteer to take minutes**

3. **Newsletters & Social Media:** Kate  
   - Ideas for July e-news  
   - Select Volunteer of the Month  
   - Additional items for merchant newsletter  
   - Social media statistics

4. **2015 Farmers Market:** (Brian)  
   - Re-cap of May booth experience  
   - Volunteers are needed to man the booth and represent Outreach on June 28th, July 19th, Sept 20th, October 18th  
   - Volunteers needed to approach businesses regarding July-October spaces. Past ideas included: Kokopelli’s Korner, Howell Western Wear (September—Boot Sale), Chocolate Boutique, Yogurt on the Go

5. **2015/16 ’100 Friends of Howell’ Campaign (Brian)**  
   - Update on redesign of brochures, wording  
   - Send letters to current ‘Friends’ to renew membership  
   - Campaign promotion

6. **Melon Festival Merchant Breakfast (Brian)**  
   - August 14, 2015 (Please put on your calendar and plan to attend)  
   - Update on conversation with potential breakfast supplier(s)  
   - Volunteers to assist with set up, greeting, and clean-up

7. **Other Items/New Business**

8. **Volunteer Hours**

   Next Meeting, Monday, July 13, 2015 at 5:30 p.m. at Main Street DDA Office
Outreach Committee Meeting
Minutes – Monday, May 11, 2015
Time: 5:30 p.m.
DDA Office—118 W. Clinton Street

Committee Members Present: Brian Walker, Jeanne Clum,
Not Present: Jannet Beers, Frank Milewski
Staff: Cathleen Edgerly, Kate Litwin
Guest: Sheila Gunn, Jeannine Pratt

Call to Order by B. Walker at 5:35pm

Approval of meeting minutes
Minutes from March, 2015 meeting were tabled due to attendance.

MOTION by J. Clum, SUPPORT from B. Walker to approve April 13, 2015 minutes. MOTION CARRIED.

Applause Awards Recap—J. Clum
Jeanne Clum shared that the awards went very well. The venue, Block Brewing Company, was perfect, the food was great, room set up, etc. was perfect for our event. The Committee decided to keep the Applause Awards theme for future. Swag sales were good and with the 50/50 raffle, and $202 went to the Howell Art program. Suggestions for future awards include setting up more tables for seating, adding multi-media presentation with the 4 chairpersons presenting. Award categories were good. Need to figure out how to get more Volunteer of the Year nominations from committees, chairs, Board members, and stakeholders in the community.

‘100 Friends’ VIP Event – J. Clum
J. Clum recapped the ‘100 Friends’ event at 2FOGS Pub. It was a really nice event, however, had only 25 people in attendance. Need to figure out how to increase attendance at these events. Recommend time to go 5:30-7:30pm. J. Clum has spoken with Kathleen Zaenger from the Howell Carnegie Library about hosting the next ‘100 Friends’ event. Committee has suggested August 20th or 25th and J. Clum will follow up to firm up a date.

Newsletter Articles for May E-newsletter – K.Litwin
Recommendation to not distribute e-newsletters on Mondays or Fridays, based on social media presentation K. Litwin attended at National Main Street Conference. K. Kitwin will evaluate which articles have most opens (via Mail Chimp) to give us an idea as to what resonates the most with our audience and tailor future editions accordingly.

Ideas for June Newsletter included:
• Rock the Block @ 2FOGS, Cobb-Hall, Opera House, Howell Theater. VIP passes $25/adult or all 3 days for $50/pp. Great idea for gift/date night package, kids and family night event. After party to be held at Block Brewing with an 80s band.
• Pink Party, Balloonfest, new on-line store and new merchandise, Tour de Livingston Kick Off event.
• Business Development committee to determine this month’s Business of the Month.
• Volunteer of the Month – Lori Swick for historic preservation and design awards work
• Howell Art Project w/public voting June 14-24, 2015

2015 Sunday Farmers Market – B. Walker
B. Walker shared that we will have a table at the market the 3rd Sunday of the month, with the exception of June, which will be the 4th Sunday. Volunteers from Outreach, Promotions, the DDA board and a business owner are needed to cover the booth. 2015 dates are June 28, July 19, August 16, September 20, and October 18. Some business suggestions
included 2FOGS, Kokopelli’s Korner, new Chocolate Shop, Howell Western Wear.

2016/16 ’100 Friends of Howell’ Campaign – B. Walker
B. Walker led a discussion on re-design of current brochure to include photos from this past year’s events, other more pertinent details such as “exclusive VIP” events, offer payment options such as recurring donations. The marketing promotion will include mailings to current ‘Friends’, FB and social media, e-newsletters, and Farmers Market booths. There was discussion about the Fantasy of Lights event being hosted in from of Cobb-Hall. B. Walker offered to host an after party at his apartment, located above the Up North shop.

Other Items / New Business –
- J. Clum shared that we may want to look at a way to recognize our local media partners who give us such tremendous support year round. This will be considered as a possible newsletter article, either e-news or Merchant Newsletter.
- Reminder: Historical Preservation & Design Awards, Wednesday, May 13 from 5:30-7 w/silent auction, set up and clean up. Please attend this free and fun event!
- Merchant Breakfast is being sponsored by the Kellogg Family Foundation this year. Last year, over 100 people attended at a cost of $7 per person, and was sponsored by First National Bank. The committee discussed changing breakfast vendors this year, and B. Walker will look into a few school-related connections he has at the high school and around downtown Howell.
- MI Main Street will be providing Fund Development Services to the Howell Main Street DDA this year. Outreach Committee will be a key component in the process, along with the DDA Board.

Volunteer Hours: 31 total hours for the month

MOTION by J. Clum, SUPPORT from B. Walker to adjourn the meeting at 6:48pm. MOTION CARRIED.

Next meeting : June 8, 2015 at 5:30pm in the DDA Office at 118 W. Clinton Street.
1. Call to Order
   - Volunteer to take meeting minutes

2. Recognize New Member: Lori Swik

3. Review May 6, 2015 Meeting Minutes *(Motion Required)*

4. Sign Incentive Language Approval & Adoption

5. Howell Art Project Update (Sharon/Gary)
   - # of Pieces of Art Submitted
   - Update on Pieces Selected
   - Public Voting June 14-24
   - Update on Sponsors
   - Juried Voting June 25
   - Public Unveiling Party August 6
   - *Howell H.S. Street Art Proposal

6. Historic Preservation Awards Re-Cap (Michael/Cathleen)

7. Flowers Downtown

8. Bike Racks

9. Quarterly Design Committee Training:
   - Date: September 14-15
   - Location: Hart, MI
   - Open to all Design Committee Members
   - Hotel Accommodations will be shared by Cathleen via email

10. Action Items for Next Month:
    - Volunteer to help with Howell Art Project Public Unveiling Tour and Celebration
    - Promote Howell Art Project Public Voting
    - Next Rock the Block Music Summer Fest downtown July 1

11. Volunteer Hours:

Next meeting: Wednesday, July 8, 2015 at 5:00 p.m. Howell Main Street DDA
Design Committee Meeting Minutes
Meeting Date: May 6, 2015 at 5:00 PM
Howell Main Street DDA Office, 118 W. Clinton St. Howell, MI

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

9. Call to Order: The April 15, 2015 meeting was called to order by M. Mulvahill at 5:03 p.m.

10. Approval of April 15, 2015 meeting minutes:
Motion by G. Kackstetter, Seconded by J. Humphries. Motion passed unanimously.

J. Humphries volunteered to take meeting minutes.

3. 118 Clinton
M. Mulvihill shared with committee that the back studio space is rented. According to City Manager, Shea Charles, parking lot will be completed by same contractor who is completing the alley behind 2FOG’s. Date to be determined. M. Mulvahill presented the commercial studio tenants color scheme for the space. Committee reviewed and approved.

4. Encore 118
C. Edgerly reported that Encore 118’s Sign is now completed and all materials and receipts have been turned in. Committee reviewed and agreed to approve. is responsible for 25% or $276.25. Committee approves. M. Mulvahill made the motion to approve reimbursement to Encore 118 in the amount of $276.25. J. Newstead seconds. Motion approved unanimously.

5. Sign Incentive Language
The committee reviewed updated sign incentive language discussed at the last meeting, and shared by C. Edgerly. G. Kackstetter proposes the language to include a “cross section view”. M. Mulvahill questioned the use of the word “substantial” in language referring to the three-dimensional aspect of the sign and committee agreed this needed to be quantified. G. Kackstetter proposes a baseline of a half inch for future signs. M. Mulvahill also proposed a distinction between the DDA and Central Business District for some wording. Committee reviewed and discussed potential wording to address this. C. Edgerly documented all suggestions and will send out updated wording to the committee for final review.

6. Art Project
S. Fisher shared with the committee that the next meeting is slated for May 7th. Currently there are two sponsors and volunteers are still needed. The public voting period for the top 3 pieces in each category is June 14-24, and public Unveiling is scheduled for August 6th.

7. Action Items for Next Month:
- Volunteer to help with Historic Preservation & Design Awards
- Sponsors needed for HPA and Art Project

8. Volunteer Hours: 46 hours total
9. **Meeting Adjourned:** J. Humphries made motion to adjourn meeting at 5:45 p.m., G. Kackstetter. Motion passed unanimously.

Next meeting **Wednesday, June 10 2015 at 5:00 p.m.** Howell Main Street DDA Office.
1. Call to Order

2. Volunteer to take Minutes

3. Motion to elect new committee chairperson

4. Approval of May 21, 2015 Meeting Minutes

5. Rock the Block/Best Bites on the Block (Barb/Cathleen/Kate)
   - Dates: July 1st, August 5th (6pm-8pm)
   - Recap June 3rd event and discuss outcome of special meeting on June 11th
   - Volunteers needed—sell VIP passes, distribute passes, same day set up of signage, banners, assist at the Howell Opera House, pass out balloons at the Howell Theater, etc...

6. Promotional Sale Items:
   - Need project leader?
   - Update on status, inventory, websites: 99mainstreet, J.J. Jinkelheimer
   - Need volunteers to help sell merchandise at Farmers Market on July 19th, September 20th, and October 18th

7. Billboard Campaign (Volunteers?)
   - Need new project leader(s), willing to work with Adams Outdoor on contract, manage sales, etc..
   - July and August 2015 are still available—ideas for businesses to approach
   - Discuss idea for templates

8. Downtown Guides: (Dave/Kim H.)
   - Update on project status
   - Volunteers needed to help sell advertisements and to gather business information for printing

9. New business

10. Action Items
    - Farmers’ Market volunteers: July 19th, September 20th, October 18th
    - Rock the Block: help sell VIP passes, volunteer at event
    - Sell Billboard Co-Op Campaign open spaces
    - Recruit New Members, ongoing
    - Update work plans

11. Volunteer Hours
12. Motion to Adjourn

Next Meeting: Thursday, June 18, 2015 at 9:30 a.m at DDA Office
Promotions Committee
Minutes from May 21, 2015 Meeting
DDA Office—118 W. Clinton Street

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

Meeting was called to order by Kate Litwin at 9:34am.

Hillary Morrison volunteered to record the meeting minutes.

MOTION by B. Barden, SUPPORT from K. Esper to excuse Adam Merkel as Chairperson of the Promotions Committee. MOTION CARRIED.

Nomination of New Chairperson:

The committee discussed candidates for chairperson and came up with two possible candidates - Jacci Patton and Dave Brusich. Also, discussed was the option of having co-chairs. It was decided that staff would reach out to J. Patton to determine her interest in the position and if she declines D. Brusich would be the nominee. K. Litwin also provided an attendance policy reminder, stating that missing three consecutive meetings (without prior discussion with committee chair or staff) would indicate the committee member has decided to leave the committee. Open communication between committee members, committee chair, and staff is strongly encouraged to ensure everyone’s needs are being met.

MOTION by D. Brusich, SUPPORT from H. Morrison to approve April 16, 2015 meeting minutes. MOTION CARRIED.

Rock the Block/Best Bites on the Block:
K. Litwin provided a recap of the event organization and progress to date. Discussion took place regarding VIP passes and all specials were reviewed and double checked for accuracy. Committee members were urged to fill volunteer spaces as volunteers are needed for all three dates. Sponsors are still needed for this event to help cover costs and keep the event budget neutral. B. Barden said that she would approach the Rotarians about sponsorship. K. Litwin also discussed the importance of promoting Rock the Block on committee members’ social media pages, through word of mouth, etc...

Promotional Merchandise:
H. Morrison led the discussion regarding Promotional Merchandise updates. The new women's tees with hot air balloon logo are in stock. The committee discussed what items they would like to see on our company store website, created through J. J. Jinkelheimer. Items discussed were: men’s/unisex t-shirt and sweatshirt in blue with the new logo. Rock the Block merchandise will be sold online as well and will include the 80’s style women’s sweatshirt, a men’s t-shirt, and possibly a men’s sweatshirt. K. Litwin also reminded committee members that a Promotions committee member is needed at each Farmers’ Market booth, and July, September and October still need to be filled.

Howell Co-op Billboard Campaign:
K. Litwin provided an update on the project and asked for a volunteer to lead the project since A. Merkel is taking a leave of absence from the committee. A short description was provided, covering what was expected of the individual that would be leading this project including working with Adams Outdoor to negotiate a contract, sell billboard space,
help with artwork and potentially assist with creating templates for businesses to use when designing their advertisement. H. Morrison said that she would be willing to lead this project. We are still in need of businesses to fill the July and August months for the billboard. If we cannot find a business, the DDA will use the billboard for Rock the Block.

**New Business:**
K. Litwin discussed our current ad in the Livingston County Visitors Guide and mentioned the idea of a future co-op campaign with downtown businesses in a full page ad. This project will need a leader and will be discussed further later in the year.
K. Hytinen brought up the idea of coordinating sidewalk sales throughout the CBD during the summer. She will create a work plan and present at the next committee meeting.

**Action Items:**
Farmers Market volunteers needed: July 19th, September 20th, and October 18th
Promote and volunteer for Rock the Block
Sell billboard open spaces
Recruit new members

Volunteer hours totaled 44 for the month.

**MOTION by B. Barden, SUPPORT from K. Esper to adjourn the meeting at 10:44 am.** **MOTION CARRIED.**

**Next meeting:** Thursday, June 18th at 9:30 a.m. in the DDA office at 118 W. Clinton Street
1. Call to Order

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

3. Introduce Hillary as new team member

4. Update on Businesses (Cathleen/Pat)
   a. Firewood Grille
   b. Abberant Ales Brewery
   c. Simplicity Salon

5. Pure Michigan Event- Re-Cap (Pat/Cathleen)

6. Crowdfunding to drive investment for Downtown Updates? (Kevin/Kate)

7. Howell Video Progress (Kate)

8. Work Plan Updates and Progress
   a. Vacancy listings & Potential new Businesses
   b. Business Recruitment & Retention Packet (completed)
   c. Sponsor List
   d. Website Business & Real Estate Listings

9. Business of the Month for June (Committee)

10. Other New Items

11. Action Items
    - Business of the month interview

12. Volunteer Hours

12. Motion to Adjourn

Next Meeting: Thursday, June 18, 12:00 p.m. at DDA Office Conference Room

**MINUTES FROM MAY MEETING HAVE NOT BEEN RECEIVED YET**
MEMORANDUM

TO: HOWELL MAIN STREET DDA BOARD
FROM: CATHLEEN EDGERLY
DATE: JUNE 10, 2015
RE: SIGN INCENTIVE LANGUAGE & ADOPTION

The Howell Main Street DDA Design Committee has been reviewing the current Sign Incentive language. In an effort to clarify the process and expectations in order for businesses to apply and be approved for the sign incentive funds, an updated version of the Sign Incentive Guidelines and Application has been produced and included in your packet.

REQUESTED ACTION:
Staff is seeking a motion to adopt and approve the new sign incentive application and guidelines as indicated in the Board packet. New incentive information will take effect June 18, 2015.

Sincerely,

Cathleen Edgerly,
Howell Main Street DDA Director
Howell Main Street/DDA Sign Incentive Program

The Downtown Development Authority (DDA) developed a Sign Incentive Program to improve the quality and appearance of signs throughout the DDA district and to promote the use of the Design Guidelines for downtown.

Objectives:
This program seeks to bridge the gap in cost between standard signage and highly functional, attractive signs that complement Downtown’s historic buildings and create a more attractive Downtown Development District. The intent of the program is to support a three-dimensionally faced (minimum ½ inch thickness), single-faced, symbolic, projecting signs. Replacement signs of similar construction and quality, or duplications of existing signs with minimal changes, may not qualify for the incentive.

The Incentive Program provides a grant of 25% of the approved sign costs, up to a maximum of $1,000 per applicant. Incentives will be given each fiscal year on a first-come, first-served basis, up to available funds for the year. Sign incentive awards must be approved by the Design Committee and the Howell Main Street DDA Board before a sign is installed.

Any business located within the Howell Downtown Development Authority District may apply for an incentive. The approval process can take up to 45 days if the applicant has met all criteria and is approved by the Design Committee and the DDA board on first review.

Sign incentives are granted at the discretion of the Design Committee with approval from the DDA board. In order to receive a sign incentive, the applicant must submit a sign design that meets the DDA’s Design Guidelines, the City’s Sign Ordinance and the program objectives. The Design Committee and the City’s Zoning/Building official will review all signs that are seeking an incentive. A sign may be approved by the Building Official and installed without Design Committee approval or Grant Funding.

Any sign that is non-conforming or legal non-conforming must be brought into conformance with the current sign ordinance and any zoning ordinances that apply.

Because awnings were historically important design elements in traditional storefronts, awning signs will be considered for a Sign Incentive award. To be considered for an award, awning signs must meet the Design Guidelines for downtown and include the business name and either their logo or a representative symbolic character.

Window lettering and/or graphics will be considered for a Sign Incentive award when proposed in conjunction with another type of eligible sign; in this case the entire proposed sign project is awarded a Sign Incentive.

Businesses located within the DDA District, but outside of the Central Business District boundaries, may receive consideration for single-faced, flush mounted signage. Such variances will be reviewed on a case-by-case basis and require attendance at Design Committee meeting by the business owner.

The Sign Incentive Process:

1. Pick up and review the following items available on the third Floor of City Hall:
   a. Sign Incentive Program application
   b. City of Howell Sign Permit Application
   c. DDA Design Guidelines

2. Complete the applications and submit to the Main Street DDA office at 118 W. Clinton St. Completed Application MUST Include the following:
   a. Both Sign Face Views (if applicable)
   b. Cross Section View
   c. Dimensions
   d. A Color Copy Print of Sign Design
   e. Materials Used (including mounting hardware to hang sign)
3. The Main Street DDA Director and the City’s planning and zoning staff will review the sign permit application and incentive application for conformance to the City’s Sign and Zoning Ordinances. Incomplete applications will not be submitted to the Main Street DDA Design Committee for review. If the applicant has filed an application for the Sign Incentive Program, the City of Howell Sign Permit may not be approved until the Design Committee has reviewed the application and proposed design.

4. Applicant must attend the Design Committee meeting in person. The Design Committee meets monthly at the Howell Main Street DDA Office, located at 118 W. Clinton S, the second Wednesday of the month at 5:00 p.m.

5. Design Committee will review the sign application and proposed design. Applications will be reviewed on the appropriateness and compatibility of the sign design to the Design Guidelines, sign size, sign color, sign placement on the building/site, relationship to adjacent properties and program objectives as noted above.

6. If the sign design is deemed to meet Design Guidelines and fulfill the program objectives, the Design Committee will submit the application to the DDA Board with a recommendation for funding approval. Upon review and approval by the DDA board, a letter will be sent to the applicant confirming approval and the determined incentive grant amount. The approval process can take up to 45 days if the applicant has met all criteria and is approved by the Design Committee and DDA Board on first review.

7. If the sign design is deemed inappropriate or incompatible with the Design Guidelines and program objectives, the Design Committee will table the application and will provide a letter to the applicant suggesting changes to the design. If the applicant submits a new sign design based upon Design committee recommendations, the application will be reviewed a second time. Each application will supersede and override any previous application.

8. The applicant must submit a work order or invoice from their sign company indicating the total cost of the sign before an incentive check may be issued. Reimbursement will only be made once the City grants a sign permit, conducts a final sign inspection/approval and receives a copy of the paid invoice. A check in the amount of the approved incentive will be mailed to the applicant. (It may take up to 30 days for the incentive check to be issued after the final sign inspection.)

**Incentive Program Requirements:**

1. Applicants leasing their space must provide a letter providing permission from the building owner to apply for the incentive. The letter must indicate an awareness of the rules and requirements of the program.

2. Applicants receiving incentives must have a sign design that conforms to the City of Howell Design Guidelines. Creative signs, which include three-dimensional, symbolic, projecting signs are preferred. Signs that are not three-dimensional or projecting will require an explanation from the applicant and discussion with the Design Committee.

3. Signs incentives **will not** be given to internally lit panel signs or standard corporate franchise signs.

4. Only one incentive will be granted to an applicant each three fiscal years (July 1 to June 30). Priority will be given to applicants who have not yet received an incentive. Signs for side or rear entrances are eligible for assistance, but each applicant may not receive more than one award every three fiscal years – July 1-June 30.

5. Applications will be considered on a first-come, first-served basis.

6. The Design Committee may deny a sign incentive to any applicant that does not make recommended changes to their sign design after a first review. Every effort will be made to work with applicants so that an incentive can be granted. Once the Design Committee and DDA board deny an application, the applicant will be required to wait until the next fiscal year to re-apply for an incentive.

7. Non-conforming signs will be considered for a sign incentive, provided that the applicant agrees to bring the sign into compliance with the City sign ordinance.

8. The Design Committee will examine total cost of any proposed sign to ensure that the sign incentive is being used appropriately.

9. All incentive checks will be written to and mailed to applicants. A work order or invoice from a sign company is required to confirm the total cost of the sign.

10. Sign maintenance is not eligible for this program.
All decisions of the DDA board are final.

Howell Main Street DDA

Sign Incentive Program Application

Business Name ____________________________________________________________

Address of Proposed Sign Installation: ________________________________

Name of Applicant ______________________________________________________

Applicant is the _____ building owner    _______ business owner

Contact Phone Number _________________________ Email ______________________

Sign Company Information

Name ______________________________________________________________

Address ______________________________________________________________

Phone _________________________ Contact ______________________________

Sign Costs

Total Estimated Total Cost of Sign:     $____________________________

Materials     $____________________________

Design Services $____________________________

Installation     $____________________________

Amount of Funding Requested     $____________________________

Enclosure Check List

______ Sign Incentive Program Application
______ Sign Permit Application from City of Howell
______ Written permission from building owner (if applicant is leasing)
______ Color print of sign design, drawn to scale, including dimensions and colors, cross-section view

__________________________________________________________
Signature of Applicant(s)          Date

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