MAIN STREET & DOWNTOWN
DEVELOPMENT AUTHORITY BOARD
AGENDA

DDA BOARD MEETING
Wednesday, October 28, 2015 6:30 P.M.
City Hall City Council Chambers, 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. Jeanne Clum
   Secretary
6. Brian Walker
7. Adam Merkel
8. Randy Greene
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 October 15, 2015
   • Minutes of Regular Meeting, September 22, 2015
     (Motion required to place minutes on file)
4. Correspondence
5. Reports
   • Director Report-Cathleen Edgerly
   • President's Report—Eric Conn
   • Treasurer's Report—Kevin McCarthy
     (Motion required to place reports on file)
6. Approval of Committee Reports to Place on File
   • Design Committee—Michael Mulvahill, Chairperson
   • 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 $9,897.80 plus payroll for September, 2015)
8. Discussion/Action Items:
   a. Review of Sign Incentive—Storm Chiropractic (Michael)
      Action Required
   b. Facade Grant Update—Uptown Coffeehouse (Eric/Cathleen)
      Discussion
   c. Budget Non-Profit Update
      Discussion/Action
   d. Budget Amendment—(Kevin)
      Discussion/Action
   e. Annual Sponsorship Plan (Brian/Cathleen)

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. D-19 Corridor Improvements (Shea/Mayor)

g. Parking Lot #4 Alley Update- (Shea)

9. Business Updates:

10. Excused Absences:

11. Action Items:

12. Motion to Adjourn
   (Motion Required for Adjournment)

Next Board Meeting: Wednesday, December 2, 2015.

Public Comment Guidelines

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

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

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

MISSION STATEMENT

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

Our mission is accomplished by using the Main Street Four-Point Approach™ to further our commitment to historic preservation, infrastructure improvements, quality events, and promoting downtown Howell as the heart and hub of the community.

Board Members in Attendance: Eric Conn, Michael Mulvahill, Kevin McCarthy, Jeanne Clum, Brian Walker, Mayor Nick Proctor
Staff: Cathleen Edgerly, Kate Litwin, Hillary Morrison
Guests: Shea Charles, Randy Greene, Joahna Carol, Dr. Thomas Kellogg
Board members not in attendance: Adam Merkel

MEETING CALLED TO ORDER:
President Conn called the meeting to order at 6:32 p.m.

CITIZENS COMMENTS
None

DIRECTOR’S REPORT:

Director Edgerly congratulated the entire board on being awarded a GAMSA semi-finalist. This is a huge honor for downtown Howell and the entire state of Michigan.

C. Edgerly also provided a brief recap on recent Michigan Main Street training held in Hart, MI and focused on Design Committee training. C. Edgerly, K. Litwin, M. Mulvahill, and Lori Swick, Design Committee member, attended the training. The first day of training was for managers only and gave all of the Michigan Main Street managers a great opportunity to talk to each other about challenges, opportunities and the idea of a “director exchange program” with other Main Street communities. Feedback from the board indicated this is something they are interested in doing and C. Edgerly was asked to pursue this option. C. Edgerly explained that the 2nd day of training allowed attendees to get better acquainted with the alphabet soup and acronyms in the historic preservation world, a better knowledge of historic preservation terminology, and information about funding opportunities with the state. Director Edgerly thanked the board for allowing training attendance.

PRESIDENT’S REPORT:

President Conn also congratulated the board on GAMSA semi-finalist status and thanked staff for the hours spent putting the application together and the submission of a great application. E. Conn also thanked board members who attended the Board Retreat, which will be covered later in the agenda, but E. Conn felt the session was beneficial, the group accomplished a lot of agenda items and good things came out of the meeting.

J. Clum indicated that at a recent speaking opportunity she conducted for the Howell Area Chamber of Commerce, on behalf of the Howell Main Street DDA, she was so happy to announce the GAMSA award and was really excited to see the reaction of the audience when they learned that Howell is in the “top 10” in the entire country. She was glad for the opportunity to speak and enjoyed the great response from the community.
TREASURER’S REPORT:

K. McCarthy reported that August was a typical month, but covered specific items in the Revenue and Expenses Report including:

Revenue:
Department 729, Main Street Program, Main Street Fundraising was budgeted $10,000 for the year, and staff has exceeded this goal within the first two months of the fiscal year. Revenue from Art Project alone was over $19,000.

Main Street Programming, Design & Promotions Expenses:
Design expenses all related to the art project, so by taking revenue and subtracting the expenses for the project, we had a net profit of roughly $4,000 which is a great start for a redeveloped project.

Promotions expenses included a $4700 line item, which was related to printing costs for Rock the Block and normal promotional items like the Billboard Co-op campaign.

K. McCarthy will create a quarterly budget amendment for next month, and will work with Catherine Stanislawski to identify areas to amend and will present to the board next month.

MOTION by Mayor Proctor, SUPPORT from B. Walker to place Director, President, and Treasurer’s Reports on file. MOTION CARRIED.

COMMITTEE REPORTS

Design Committee:
M. Mulvahill reported that downtown beautification efforts will be switching from spring/summer flowers to mums. Recently, the committee was advised that the Christmas lights have not been updated or replaced in a few years and now it’s time to do so. The budgeted amount is $900, but estimates for replacing came to a total of $1800, double the budgeted amount. We have covered some of that cost through some donations and through ‘100 Friends’ contributions, a portion of which goes toward beautification. The committee is still out looking for additional funds to cover that expense. M. Mulvahill reported that the Bike Rack project is moving forward, and the committee is looking at ways to fund match donations. Locations for the bike racks have not been decided as of yet and the committee is looking for input if anyone has suggestions. There was a brief discussion about where to place the racks so that they will get the most use. The group also discussed the current bike free ordinance and that in the past the board has discussed going to City Council to request a change. M. Mulvahill indicated that the committee will put together rough sketches, will request a copy of the ordinance, and will bring a plan to the board at a later date.

M. Mulvahill mentioned the recent Main Street Design Training and feels this was a fantastic event for him to attend as he left more informed and educated. The training helped him understand the acronym soup a little bit more but really helped him understand the big picture as historic preservation is pretty complicated concept. M. Mulvahill thanked the board for letting him attend. E. Cunn reiterated that it is important that the board and chairs attend quarterly trainings. The next training in December should be a combination of Business Development and Promotions.

Promotions Committee:
K. Litwin provided a brief overview of the committee and explained that the current membership numbers cannot support the plans and goals that the committee has set at the beginning of the year. Currently the committee does not have project leaders for important projects such as Small Business Saturday, so the committee and staff are looking at ways to manage these projects, perhaps with assistance from other committees or subcommittees. The Block Captain program is now being run through Business Development with the oversight of Business Liaison, Hillary Morrison, and the captains will have an active role in assisting with smaller projects. Subcommittees have been formed for larger projects including Lunar New Year Festival and Rock the Block, and both are currently in planning stages for 2016. The committee truly needs additional members and an active leader to help keep the committee on track and making
progress moving forward.

Through discussion it was agreed that C. Edgerly should change her weekly report to a Promotions Report so that board members can take a look at work plans and help the committee out whenever possible.

**Outreach Committee:**
B. Walker reported that the September meeting was canceled due to scheduling conflicts. He provided an update on ‘100 Friends’ fundraising campaign for 2015/16. Currently, we are just $200 short of last year’s total fundraising amount through this campaign.

**Business Development:**
C. Edgerly reported that the committee’s color identification went to orange based upon budget retreat, if something were to happen to K. McCarthy, no one currently on the committee is ready to step in and take over as chair. K. McCarthy reported that the committee discussed fundraising at their last meeting, especially with regard to keeping the committee budget neutral. The committee is looking at an idea for a series of events, possibly in conjunction with the Promotions committee.

K. McCarthy, H. Morrison, and Pat Convery, attending as a Howell Area Chamber of Commerce representative, will attend a training in October in Sturgis, MI. He hopes to bring topics and ideas back to the committee to help businesses in the district with promotion, recruitment, etc. and will provide a report to the board at the next meeting.

**MOTION by B. Walker, SUPPORT from J. Clum to place committee reports on file.**  **MOTION CARRIED.***

**MOTION by K. McCarthy, SUPPORT from Mayor Proctor to pay bills in the amount of Twelve Thousand Two Hundred Fifteen dollars and forty four cents ($12,215.44) plus payroll.**

Discussion about the amount in the packet for 77th district court and C. Edgerly reported that the Finance department needed an emergency check, but it’s a credit that got wrapped into our batch of checks and was supposed to be coded to a different department. Additionally, the amount for 112 N. State St. is an ongoing expense for a variety of landscaping electrical costs.

**MOTION CARRIED.**  M. Mulvahill abstained from vote.

**Board Member Application: Randy Greene**

Randy Greene provided a brief professional and personal background and will be meeting with Mayor. His nomination will be placed on the City Council Agenda for the first meeting in October. J. Clum reported that she has known R. Green for quite a few years and is pleased that he has applied for a board position. She feels he will be a great addition to the board as he has great follow through on projects they worked on together through the United Way. J. Clum offered to mentor Randy.

**MOTION by E. Conn, SUPPORT from M. Mulvahill to recommend City Council approves the appointment of Randy Greene to the Howell Main Street DDA Board.**  **MOTION CARRIED.***

**Review of Mission and Vision Statement—B. Walker**

B. Walker explained that included in the board packet are updated mission and vision statements for adoption. J. Clum stated she likes the way that the new options have made it more concise and explain that our organization is volunteer led.

**MOTION by J. Clum, SUPPORT from Mayor Proctor to approve the updated mission statement for adoption.**  **MOTION
MOTION by E. Conn, SUPPORT from M. Mulvahill to approve the updated vision statement for adoption. MOTION CARRIED.

MEDC Update: C. Edgerly, S. Charles
C. Edgerly explained that MEDC went through hefty cuts recently and from a Main Street DDA standpoint there was concern that we might not have a community assistant team representative, but luckily Marilyn Crowley survived the cuts. Projects submitted thus far will move forward, but Marilyn’s time is extremely tight at this point as she has a larger area to cover.

Uptown Façade Review—item not addressed as an application has not been received at this time

501c3 Status—E. Conn, K. McCarthy
K. McCarthy explained that 501c3 status was discussed at the last board meeting and at the board retreat. Forming a 501c3 organization could potentially help with fundraising efforts, especially given the financial environment that all organizations are under at this time and is a possible solution that has been suggested to provide fundraising, grants, increase contributions to a tax exempt, non-profit organization. These additional funding opportunities would help achieve the goal of supporting our Main Street programming and economic development activities without relying so heavily upon our TIF revenue. We have the opportunity to receive low-cost or pro-bono legal services to help us get through the application process, through legal assistance currently being offered to low-moderate income communities.

E. Conn explained that after going through the legal process the board is not committed to doing anything, and the end result would be only recommendations that the Board can consider. Justin Sheehan would be willing to come and explain the process and recommendations to the Board to help everyone understand the decision and the process.

Mayor Proctor indicated his support for this move, and he’s aware that other communities have done this in the past. He personally has angst over using TIF funds for Main Street programming, so he feels this is a good mechanism for revenue generation. The Mayor questioned how governance would be handled and at this time it has not been determined but as we go through the legal process these questions would be answered. Question is the governance, can this body as politically appointed govern the new organization as well? Patrice Martin, currently providing our Fund Development services will provide a deep-dive training session about 501c3’s, scheduled for October 22nd, assuming that there is a motion today to follow through on this process.

MOTION by E. Conn, SUPPORT from M. Mulvahill authorize staff, Treasurer, and President to move forward with the application for legal services for 501c3 status. MOTION CARRIED.

New businesses/Business Relocations/Spaces Available Update—C. Edgerly
C. Edgerly reported that there are several projects in the works and she hopes to be able to provide updates soon. Regarding the façade review item that was skipped on the agenda, there are a few other properties looking at applying for funding and she hopes that we have at least three applications very soon through the state façade assistance program rather than funding through the Main Street DDA Design budget.

MOTION by M. Mulvahill, SUPPORT from Mayor Proctor to excuse Adam Merkel from tonight’s meeting due to family issues. MOTION CARRIED.

Mayor Proctor asked to go back to new business as he wants to be more involved than past mayors in the process of appointing new board members, and he especially doesn’t want to go to City Council with someone he doesn’t know as this is a mayoral appointment. The Mayor would instead like to be given the individual’s information first, then arrange a meeting and get to know them, then bring that person to the Main Street DDA board for consideration. The board discussed options that would accommodate the Mayor’s request while also allowing the Main Street DDA Director or President to help with vetting out potential Board members that understand the active involvement of the Board and how the organization operates.
The mayor also mentioned that the City will be creating a proclamation in support of Small Business Saturday, and this will happen closer to the actual date in November, and he will notify the board of when the proclamation will be made. Mayor Proctor stated that he will be available that day for helping out.

MOTION by B. Walker, SUPPORT from J. Clum to adjourn the meeting at 7:35 p.m. MOTION CARRIED.

Minutes Approved,

Jeanne Clum
Secretary
Committee Members Present: Vice President, Michael Mulvahill; DDA Director, Cathleen Edgerly

Meeting called to order at 6:36 p.m. by M. Mulvahill.

This Executive Session was held to determine the agenda for the October 28, 2015, DDA Board of Directors meeting. K. McCarthy had submitted his recommended agenda items via email to share with the group.

The Executive Committee reviewed the draft agenda, including the following items:
- Possible Uptown Façade Grant
- Storm Chiropractic Sign Incentive Application
- Non-Profit Update
- Budget Amendment
- Corridor Improvements Update (Shea/Mayor)
- Parking Lot #4 & Alley Update (Shea/Mayor)

Motion to adjourn by M. Mulvahill at 6:44 p.m.

Minutes as recorded by C. Edgerly
Ms. Cathleen Edgerly  
Downtown Howell DDA  
118 West Clinton Street  
Howell, MI 48843-1566

Dear Ms. Edgerly:

One of the more pleasurable aspects of my job is recognizing individuals in the 8th District for their achievements. With that, I would like to congratulate you on the exceptional work you have done to have Howell Main Street receive a nomination for the 2016 Great American Main Street Award.

You should be extremely proud of this achievement. Howell has distinguished itself for having a reputation of quality dining, unique shops, and an increasing demand for housing. It is evident that Howell's attraction is gaining traction, and this nomination is certainly a testament to that accomplishment. Your positive impact on the community is very impressive.

Again, congratulations on this exciting recognition. You have nothing but my best wishes for continued success in the future. If you are ever in need of assistance, please do not hesitate to contact my office.

Sincerely,

Michael D. Bishop  
Member of Congress

MB/jm
Director Update

Fundraising: Weekly financial reports are included in my monthly report.

TOTAL Fundraising for the Main Street DDA this past month: $500

Sub-Committees: As outlined in my regular staff report, for many of the larger committee projects that fall under Promotions as well as Design, we are using sub-committees to assist with a majority of the planning and execution necessary to produce these large events, without being so dependent on staff.

- The Lunar New Year Subcommittee has met once in September, and their next meeting will be held on Friday, October 30 at 2:00 p.m. at Block Brewing for anyone that is interested. To date this committee has already confirmed the menu for the dinner, Brian Walker and HURT will be coordinating the race, entertainment options have been identified, and last year’s sponsors have begun to receive information to renew their sponsorship for 2016.

- The Howell Art Project first subcommittee planning meeting was held October 7 to re-cap last August’s event as well as kick-off planning for next year. The subcommittee is looking forward to choosing a theme for next year’s Art Project competition at our November meeting, as well as unveiling the new art component.

- Rock the Block planning kicked off on Thursday, October 22 with the committee briefly reviewing last year’s event and this committee has decided to: continuing this event as a series with events at a minimum taking place the First Wednesday of the month June and July. Ticketing will be handled differently and at a lower cost, with an estimated ticket price at this time of $10 per person, or $30 for a family pack. Band options were discussed and subcommittee members will be starting work before our December 10 meeting to secure sponsors, local band involvement and more!

Succession Planning/Board & Committee Recruitment:

Staff has met with the following individuals over the last month to have them consider becoming more involved. Out of Kate’s first dates, each meeting held has resulted in only 1 person not becoming a Block Captain, exploring at least one committee, or expressing interest in a Board position. 1 person out of 10. Potential Board members that we have met with in the last month include:

- Randy Green (success joining Board and Promotions)
- Dan Eskola
- Kevin Adamo (Joined Art Project subcommittee and willing to consider Board next year)
- Cathy Russell (Opened a new business and considering Board and Promotions in about 6 months-1 year)
- Michael Lutz (Interested in joining Business Development)
- Heidi (Joined Business Development and partnering with Hillary on running Block Captain efforts)
- Heather Storm (Assisting with Lunar New Year activities)
- Becky Gilmore (Interested in joining Board and has her own business in Toyology encouraging her)
- Heather and Eric Ruby (Assisted with Art Project and considering Board)
- Ryan Lukovitch (Considering a Committee)
- Cookie from Casa de Bella (New Block Captain and she and her husband are interested in a committee)
- Marc Harlow (Joining Promotions and Rock the Block subcommittee)
As the Director, I ask that each and every one of you over the next month, personally invite someone you know to set-up a first date, or come as a guest to a committee meeting, and talk about the benefits that you have seen from being a volunteer with the Main Street DDA! Then please report this at our Dec. 2 meeting. The personal ask has a lot of success. Not sure if you know of anyone? Follow Brian Walker’s example and post a personal appeal and message on your social media pages. (Brian almost made Kate and I weep).

**National Main Street Conference Save the Date:** Please let staff know if you are interested in attending 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! Registration and hotel reservations are expected to open up in December or early January.
1. Call to Order
   - Volunteer to take meeting minutes

2. Review September 9, 2015 Meeting Minutes (Motion Required)

3. Board & Committee Updates (Michael)

4. Reviewing 107 W. Grand River Awning application (Committee)

5. Committee Member Status & Recruitment (Michael)

6. Fall Decorating Day (Cathleen)

7. Art Project Subcommittee (Sharon)
   - Volunteers Needed

8. Fall Beautification (Cathleen)
   - Mums
   - Cornstalks
   - Garland & Lights

9. Quarterly Design Main Street Training Review (Lori)

10. Action Items for Next Month:
    - '100 Friends VIP' Event: November 11 New Livingston County Jail Expansion
    - Next Art Project Subcommittee Meeting:
    - Recruit New Members & bring them next month as guests

11. Volunteer Hours:

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

Present: Michael Mulvahill, Lori Swick, Jeff Humphries
Not Present: Sharon Fisher, Jeff Newstead
Staff Present: Cathleen Edgerly
Guest: Randy Greene

1. Call to Order: The meeting was called to order by M. Mulvahill at 5:00 pm. J. Humphries volunteered to take the meeting minutes.

2. Approval of Meeting Minutes: L. Swick motions to approve minutes. M. Mulvahill seconds. Motion is passed.

3. Committee Updates: C. Edgerly inform that the Outreach committee will be wrapping up Farmer’s Market duties on October 18th. Promotion committee is currently working through sub-committees due to low members. Business Development working with all the current changes downtown. These include the Diamonds/Mr. B’s transition etc...

Long range planning for Main Street was discussed. Future non-profit status to be explored. M. Mulvahill sees great possibilities with potential hurdles as well. Encourages other member to inquire.

4. 107 W. Grand River: M. Mulvahill poses question as to whether awnings meet the current criteria of the sign incentive guidelines. Do they qualify as three dimensional? Group agrees that in fact they do meet the current requirements. J. Humphries motions to approve. L. Swick seconds.

5. Recruitment: Social media is used to attract new members. C. Edgerly indicates other avenues used include; Cleary University and Volunteer Livingston. L. Swick offers to put it on Preservation Eastern site.

6. Fall Decorating: 40 volunteers from various clubs decorated lamp posts with cornstalks. Kellogg Dental committed to the continued beautification of the downtown for next fiscal year. Committee discussed new ways to acknowledge Kellogg Family Foundation as the main sponsor. Possible lamp post signage? Further discussion took place regarding the amount of pots or possible hanging baskets down the road.

7. Art Project: A kick-off subcommittee meeting took place on the recent project to explore the future of the event. More people are need on subcommittees. M. Mulvahill mentioned the possibility of a floral element to accompany each work. Preliminary discussions have taken place with Country Lane to take an active role in this event.

8. Fall Beautification: DPW working on installation of lights. Budget doubled for replacement lights. $1800.00
9. **Quarterly Design:** L. Swick summarized the training held in Hart, Michigan in September. Training stressed the importance of "Placemaking". M. Mulvahill questioned how leads the charge for the designation of a Historic District. It starts at the committee level. L. Swick informed the group more about how these designations are reached and what the potential benefits are. L. Swick concluded that the training was very beneficial. M. Mulvahill encourages members to take advantage of quarterly training.

10. **Action Items:** Continue efforts to recruit new members

Next meeting scheduled for November 11th. L. Swick motions to adjourn. J. Humphries seconds.
Outreach Committee Meeting
AGENDA – Monday, October 12, 2015
Time: 5:30 p.m.
Howell Main Street DDA Office—118 W. Clinton Street

1. Call to Order

2. Volunteer to take minutes

3. Approval of August 10, 2015 meeting minutes

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

5. 2015 Farmers Market: (Brian)
   - Re-cap of September booth experience (Attendees: Bob Ellis, Kevin McCarthy, Frontal Lobe/Fabrizio Tarara)
   - Volunteers are needed to man the booth and represent Outreach on October 18th—the last booth of the season!

6. 2015/16 ‘100 Friends of Howell’ Campaign (Brian)
   - Update on status
   - Campaign promotion

7. ‘100 Friends’ November VIP event (Jeannine)
   - November 11, 7:15 p.m. at the Livingston County Jail
   - Invitations need to be addressed and mailed, volunteer to help

8. ‘100 Friends’ Fantasy of Lights VIP event (Brian/Cathleen)
   - November 27th, 7:00 p.m.
   - Need to secure chairs, refreshments, etc...
   - Invitations need to be designed, addressed, and mailed
   - Volunteers needed to set up the morning of the event and during the event

9. Annual Fundraising Plan (Nicole)

10. Re-Cap Fund Development Planning (Jeanne/Brian)

11. New Business

12. Motion to Adjourn

Next Meeting, Monday, November 9, 2015 at 5:30 p.m. at Main Street DDA Office
Outreach Committee Meeting
AGENDA – Monday, October 12, 2015
Time: 5:30 p.m.
Howell Main Street DDA Office—118 W. Clinton Street

No meeting minutes for the October meeting are available at this time.
12. Call to Order:

13. Volunteer to take Minutes:

14. Review & Approval of September Meeting Minutes: (Committee)

15. Committee Re-Cap from Board Meeting, Fund Development Services Re-cap (Jacci/Staff)

16. Lunar New Year Subcommittee Meeting
   -Next Meeting: Friday, October 30th, 2:00 p.m. at Block Brewing Company
   -Roles: Volunteer Coordinator - TBD
     Promotional Material Coordinator - TBD
     Race Coordinator – Brian Walker
     Entertainment Coordinator – Richard Lim/Kim Esper
     Dinner Coordinator – Julie Hill/Tom Lin
   -Event Date: Saturday, February 20.
   -Details Accomplished to Date

17. Rock the Block Subcommittee
   -Subcommittee Meeting: Thursday, October 22nd at 10:00 a.m. DDA office
   -One Day Event/Multiple Days/ 2 days with August being BIG Saturday event – (Committee)
   -Roles Needed:
     -Volunteer Coordinator (along with Kate)
     -Sponsorship Recruitment (along with Cathleen)
     -Promotions Coordinator
     -Restaurant Coordinator
     -Set-Up Crew Coordinator
     -Other?
   -Sponsorships Secured by April 6, 2016 & Coordinator Roles Filled in order for event to take place

18. Billboard Co-Op Campaign – (No Project Coordinator)
   -Forms distributed week of 10/5/15
   -Need 6 businesses confirmed by Dec 1.
   -Anyone willing to help collect, follow-up phone calls, etc.

19. Small Business Saturday (Jeanne & Block Captains)
   Saturday, November 28th
   -Forms distributed by Block Captains week of 10/5/15
   -Need to determine time and secure location for bag pick-up, etc.
   -Volunteers needed to distribute Small Business Saturday materials to businesses week prior
   -Volunteers needed day of event to help distribute refreshments and materials
20. **Holiday Storefront Decorating Contest - Project Coordinator Needed?**
   - Sign up form to be distributed by Block Captains
   - Volunteers needed to help follow up with businesses
   - Volunteer to Set-Up Voting/Committee Ideas for free online voting tools
   - Other input or ideas?

21. **Downtown Guides Update:** (Dan/Cathleen)

22. **New business**

23. **Action Items**
   - Recruit New Members, ongoing
   - Volunteer to assist with a project – especially coordinator roles
   - Update Work Plans

24. **Volunteer Hours**

25. **Motion to Adjourn**

**Next Meeting:** Thursday, November 19, 2015 at 9:30 a.m at Main Street DDA Office
Promotions Committee
Minutes from October 15, 2015 Meeting
DDA Office—118 W. Clinton Street

Present: Kim Esper, Julie Hill
Staff: Cathleen Edgerly, Kate Litwin
Not Present: Adam Merkel, Barb Barden, Jacci Patton
Guests: Marc Harlow, Randy Greene

1. Call to order: Meeting was called to order at 9:34 am by K. Litwin

2. Volunteer to Take Minutes: K. Litwin volunteered to take minutes.

3. Review of September Meeting Minutes:
MOTION by K. Esper, SUPPORT from J. Hill to approve the September 2015 meeting minutes. MOTION CARRIED.

4. Committee Re-Cap from Board Meeting
C. Edgerly provided an update on activities at the board level and amongst the committees. The board and committee members recently participated in Fund Development Services to help develop a plan for fundraising and to address the idea of creating a non-profit arm of the organization. The Outreach Committee is in charge of the Farmers’ Market booth space, with the last booth scheduled for this Sunday, October 18th. Additionally, Outreach has scheduled their next ‘10C Friends’ VIP event for 11/11, which will be a private tour of the new jail. The Business Development Committee will meet today and will discuss vacancies, new businesses and changes to existing businesses, plus will work on their idea for pop-up dinners in the district. The Design Committee also meets today and will discuss a sign incentive application for Storm Chiropractic and recently completed the changeover to Fall décor.

5. Committee Recruitment & Chair
C. Edgerly explained the importance of the chairperson role and that staff will handle the responsibility until a member of the committee feels ready to take over the role.

6. Rock the Block Subcommittee
K. Litwin provided an update on the creation of the subcommittee, which currently has only 2-3 members and could use additional volunteers if anyone is interested. The subcommittee will meet on Tuesday, October 22nd at 10:00 am at the Howell Main Street DDA office. The subcommittee was created to help increase participation in the planning process, give members of other committees the option of helping with this specific project, and to avoid using too much Promotions meeting time on just one project.

7. Downtown Guides
C. Edgerly provided a quick update on the project status and reported that Dan Jablonski is currently designing the layout and getting the file ready to go to print. The goal is to send the artwork to the printer by the end of October.

8. Lunar New Year Kick-off Meeting
The Lunar New Year Festival subcommittee held their first meeting on Friday, September 25th and started planning the
2016 event. K. Esper provided an update on entertainment options the committee is exploring including a paint and pour, calligraphy, holding two Lion Dances (noon and 4:30 pm), coordinating activities with Dr. Storm, movies with the Historic Howell Theater, kids cooking demonstration by Tom Lin, and more! J. Hill provided an update on the LNY dinner, which will be 7 courses of food and cooking demonstrations. Three of four restaurants have been secured for participation including: Golden House (crab Rangoon), Thai Café (vegetarian pad thai), and Chinese Delight (chicken salad). C. Edgerly and K. Litwin recently met with Brian Walker, who is coordinating the Dragon Run with H.U.R.T. (Howell Underground Running Team) and the run will be coordinated with Placemakers, Chuck Block, etc. The subcommittee will hold its next meeting on Friday, October 30th, 2:00 p.m. at Block Brewing Company and all are welcome to attend and help plan.

9. Holiday Storefront Decorating Contest
The forms for the contest have been edited by K. Esper and will be given to Block Captains to distribute next week. Volunteers will be needed to follow up with businesses to secure their participation in the contest. The committee discussed voting options, online vs. text-to-vote, and decided to use both means of voting for this contest. K. Litwin mentioned that she has secured photography volunteers to take pictures for social media, our website, etc.

10. Small Business Saturday
K. Litwin explained that the sign up forms have been created and will be distributed by Block Captains this week. Girl Scouts and the Howell Interact Club have volunteered to help stuff the giveaway bags. R. Greene indicated that we may be able to use First National Bank as a location to giveaway the bags the day of the event and will follow up with C. Edgerly to confirm. Alternate location of Mr. B.’s discussed as a back-up plan. Mayor Proctor has volunteered to help that day and giveaway bags as well. Volunteers may be needed to follow up with businesses to get their participation secured and to obtain their giveaways or flyers for inclusion in the giveaway bags.

11. New Business
K. Litwin mentioned that the Garland Sale is not on the agenda, but should be mentioned as it’s a project that technically falls under Promotions but is typically handled by Kevin Adamo of Country Lane Flowers. Strands of garland are sold to businesses and residents, with $5 from each strand donated back to the Howell Main Street DDA.

12. Action Items
Recruit new members—ongoing
Work Plans—continue to update and provide to C. Edgerly

Volunteer Hours totaled 14 for the committee.

MOTION by K. Esper, SUPPORT from J. Hill to adjourn the meeting at 10:30 a.m.

Next meeting: Thursday, November 19th at 118 W. Clinton Street conference room.
Business Development Committee Meeting
AGENDA – Thursday, October 15, 2015
Time: 12 p.m.
Howell Main Street DDA – 118 W. Clinton St.

1. Call to Order

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

3. Review of September Meeting Minutes: (Committee)

4. Board Meeting Updates/Committees Review (Kevin)

5. Update on New Businesses (Kevin/Pat)
   - Rose Cottage Florist ribbon cutting October 20
   - Dr. Storm ribbon cutting October 20
   - Pur’s

6. Business First Dates (Kevin/Hillary)

7. Fundraising Pop-up Dinners (Andrea/Kevin)

8. Great Foodini Restaurant & Customer Service Training
   - Offering Free Business Training Opportunities
   - Would begin early next year with Renee teaching restraints how to use photos to promote their menu items.
   - Also would do Customer Service Sessions
   - Thinking 2 sessions at different time slots in January/February months. If business owner/managers cannot make one of these meetings, Renee is willing to schedule 30 minute time slots to go into their business.

9. Block Captain Program (Hillary)
   - First Meeting to be held here on October 20th at 9am.
   - New Block Captain – Marianne and husband Butch from Casa de Bella

    - October’s Business for October - The Howell Winery. P. Convery interviewed & sendt info. to Kate Litwin.
    - Recommendations for November-January?
      - November: Howell Bowl-E-Drome, A-1 Rentall, other?
      - December: HRC celebrating their 100th anniversary, Toyology, or Silverstone
      - January: Planet Fitness for programs in new year, Dana Kohrs Salon, Qualified Staffing

11. Prioritization of Projects (Donna)

12. Action items:
    - Discussion with Business Owners looking for other properties
    - Excel sheet of businesses identified for First Dates
- Continue First Dates with existing businesses. Meet with 2-3 prior to next meeting
- Update available real estate on website

13. Other New Items:

14. Volunteer Hours:

15. Motion to Adjourn

Next Meeting: Thursday, November 19, 12:00 p.m. at DDA Office Conference Room
Business Development Committee
Meeting Minutes from October 15, 2015
Time: 12:00 p.m
Location: DDA Conference Room, 118 W. Clinton Street

Present: Andrea Dahline, Donna Ellis, Kevin McCarthy, Pat Convery, Heidi,
Not Present: Jonnathan Younkman, Jake Freeland
Guest Attendee: Emily Pantera, Randy Green, Mike Lutz
Staff: Cathleen Edgerly, Hillary Morrison

1. Call to order: Meeting called to order at 12:01 p.m.

2. Identify Team Volunteer to take this week’s minutes. A.Dahline volunteered to take - H. Morrison volunteered to type up.

3. Board Meeting Updates. C. Edgerly mentioned what the other committees have going on right now: Outreach will have their last Farmer’s Market Booth on October 18th. 100 Friends of Howell is holding their next event at the Livingston County New Jail Facilities on November 11. Promotions has three new members for a total of 10 members. Still discussing Rock the Block, Lunar New Year is in the planning stages, and the next meeting for that is October 30 at 2pm at Block Brewing. Design Committee is discussing Art Project.

4. Update on New Businesses – C. Edgerly and P. Covery shared the following updates:
   - Rose Cottage Florist – Ribbon Cutting on October 20th at noon.
   - Dr. Storm – Ribbon Cutting October 23rd at 5 p.m.
   - Pur’se – Is closing. Carolyn, the owner, is moving out of state.
   - Mr. B’s – Is reopening next week Thursday. Adam, the new owner, is freshening up with a new coat of paint, but will be making changes slowly. Hoping that in January it will be turned into something new.

5. Business First Dates – A. Dahline visited Casa de Bella and had a wonderful conversation with owner Marianne (Cookie). Casa de Bella is doing very well. D. Ellis visited Rose Cottage Florist. Rose Cottage Florist is excited to be holding their Ribbon Cutting and is doing improvements to the Chapple. H. Morrison visited Snedicore, struggling a little bit with building but will be celebrating 100 years in business as Snedicore. She also visited Swann’s. Swann’s is also struggling a bit, but had a good discussion on web-media and possible sale to attract shoppers.

6. Fundraising Pop-up Dinners – A. Dahline has started a work-plan is getting the ball rolling with this new and exciting project. The sub committee is planning to meet on Monday October 19th.

7. Great Foodini Restaurant & Customer Service Training – K. McCarthy discussed how Rene has offered Free Business Training Opportunities for the local Restaurants, using photos to help promote their dishes and Customer Service. She is able to set something up in the beginning of the year.
   - We also branched off of this subject from a wonderful idea that Andrea had about possibly working with Rene to put on quarterly pop-up dinners to help us fundraise for Bus.Dev.

8. Block Captain Program – H. Morrison is holding the first Block Captain Meeting on Tuesday October 20th at the DDA office. We did recruit a new captain for South Michigan Ave. Marianne and her husband Butch from Casa de Bella will be covering that portion of the CBD. We are still in need of two more Block Captains – Grand River
Ave from Historic Howell Theater to First National Bank. And further down on Grand River just past the First Presbyterian Church.

9. Business of the Month – P. Coveny will be going to The Howell Winery for October. We decided for November to go with the Howell Bowl-E Drom. For December Pat will be going to Silverstone and for January is will be going to Dana Kohrs Salon.

10. Prioritization of Projects – D. Ellis will be working with Kevin to get this accomplished – this is on-going.

11. Action Items –
   - Discussion with Business Owners looking for other properties
   - Excel sheet of businesses identified for First Dates – we are working of this list of the CBD businesses monthly.

12. Volunteer Hours – Total volunteer hours: 35

13. Motion to Adjourn was made at 1:14 by D. Ellis and Seconded by K. McCarthy.

EMAIL INFORMATION FOR THE COMMITTEE MEMBERS:

KEVIN MCCARTHY – KEVIN@MCCARTHY-CPA.COM

PAT COVERY – PCOVERY@HOWELL.ORG

DONNA ELLIS – DONNABELLIS@GMAIL.COM

ANDREA DAHINE – ANDREA@FLYWITHCROSSWINDS.COM

JAKE FREELAND – JAKEFREELAND@GMAIL.COM

JONATHAN YOUNKMAN – JONATHON@ANNARBORUSA.ORG

HEIDI CHERWINKSI – HEIDISHEALINGHANDS@YAHOO.COM
MEMORANDUM

TO: HOWELL MAIN STREET DDA BOARD
FROM: CATHLEEN EDGERLY
DATE: OCTOBER 28, 2015
RE: FAÇADE GRANT APPLICATION – UPTOWN COFFEEHOUSE

Staff received a façade application from Uptown Coffeehouse, outlining façade work to be completed at their place of business located at 102 E. Grand River Ave. in downtown Howell. The attached information includes all required estimates, designs, and other materials as required by the State of Michigan MEDC Façade grant program, as well as the Howell Main Street DDA required $250.00 application fee.

Uptown Coffeehouse has applied for a state façade grant and is seeking a portion of the required matching funds from the Howell Main Street DDA.

Ms. Brennan has requested funds from the Howell Main Street DDA in the amount of $27,500 to cover facade work on the entire 2 story exterior of the building facing Michigan Ave, E. Grand River Ave., as well as the alley side.

REQUESTED ACTION:
The owner of Uptown Coffeehouse, Ms. Loran Brennan and staff are requesting that the board reviews and approves the application for façade work in an amount not to exceed $20,000 as budgeted in the Design Façade line-item in the Howell Main Street DDA FY 2015-2016 budget.

Sincerely,

Cathleen Edgerly,
Howell Main Street DDA Director
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.

Howell Main Street Façade Incentive Grant Program Application

Applicant’s Name          Lorna Brennan          Phone# 734-272-9602

Business Name            Uptown Coffeehouse

Property Owner’s Name    Brennans', LLC

Project Address          102 East Grand River Avenue and 107 North Michigan Avenue

Parcel # 4717-36-308-031

Mailing Address (Applicant) 102 East Grand River Ave.

The work to be performed in connection with the Howell Main Street Façade Incentive Grant Program, for which the Applicant will be reimbursed, is outlined below:

Improvement(s) Planned (check whichever applies)
× Exterior brick or wall surface cleaning
× Pointing of brick/Mortar joint repair
× Patching and painting of facade walls
× Window and/or door replacement/repair
× Cornice repair and/or replacement
× Other (please specify)  See attached

Façade(s) Impacted (check whichever applies)  XX Front  XX Rear  XX Side  XX Corner lot

Total Cost of Improvement $ See attached

Incentive Amount Requested $ 27,500
The following information must be submitted with your application to insure quick processing:

1. Project Improvement Plans drawn to scale, if applicable
2. Samples of paint colors to be used on façade improvements
3. Photograph(s) of existing condition of property
4. Historic Photo of building(s), which can be found in the Archives at the Howell Carnegie District Library
5. Proposed budget and detailed cost estimates for work
6. Written permission by property owner, if tenant
7. Proof of payment of taxes (available on 2nd floor, City Hall)
8. $250 application fee (Checks payable to the Howell DDA)

The Applicant certifies and agrees to the terms and conditions set forth below:

1. The Applicant is the owner or tenant of a property in the Howell Main Street Façade Incentive Grant Program Target Area as outlined in the Howell Main Street Façade Incentive Grant Program Guidelines Exhibit “A”, hereinafter referred to as “Program Guidelines.”

2. The Applicant is in good standing with the City of Howell in terms of payment of taxes and utilities, and there is no pending litigation between the Applicant and the City of Howell or City of Howell Downtown Development Authority.

3. The Applicant agrees to be bound by the rules as outlined in the Program Guidelines and should consult the Downtown Design Guidelines when making decisions regarding the aesthetic quality of the façade design.

4. All improvements to be undertaken will be consistent with all applicable zoning and building codes. Further, if review is necessary by the Howell Planning Commission in accordance with the Howell Zoning Ordinance, the review will be conducted before the work on the façade begins. The fee for Planning Commission review must be paid.

5. Only the work that is outlined on the application will be eligible for reimbursement.

6. The project must be completed within one year of approval of the application. There are no extensions of grant funds. The project is not eligible for reimbursement if the work is not completed during the approved time period.

7. Funds are awarded on a reimbursement basis. Disbursement of funds shall be made only after the entire project is complete and certified by City staff and the grant inspector to be in compliance with the approved design. The work must also adhere to any required inspections (e.g., Livingston County) before funds are disbursed for reimbursement. The Applicant must submit copies of invoices, receipts and an itemized statement of the total cost of the project, signed by the applicant. All documentation for payment must be
provided at one time to the DDA for one payout, and the receipts must be provided no later than fifteen (15) months after the application has been approved.

Payment will be made to the applicant by the City of Howell within 4-6 weeks. The City will only make checks payable to the Applicant. The amount of the reimbursement must adhere to the Program Guidelines. The specific amount is outlined in the application.

8. The Applicant understands that he/she is responsible for the construction management for the entire project.

9. The grant money awarded will be in keeping with the Program Guidelines and shall not exceed the amount as outlined in the application.

10. It is expressly understood and agreed that the applicant shall be solely responsible for all safety conditions and in compliance with all federal, state, and local safety conditions, safety regulations, building codes, ordinances and other applicable regulations.

11. The applicant shall, at his/her own expense, indemnify, protect, defend and hold harmless the City and/or its agents and employees, from all claims, damages, lawsuits, costs, and expenses, for any property damage, personal injury or other loss relating in any way to the Howell Main Street Façade Incentive Grant Program.

12. The Applicant understands that he/she is responsible for the maintenance of the facade improvements described here for a period of five years from the project completion in accordance with the Historic Preservation Easement that will be executed in the event this application is approved.

Applicant’s Signature ___________ Date 10/15/15

Property Owner’s Signature ___________ Date 10/15/15

Complete and return to Howell Main Street/DDA Office, 118 W. Clinton St. Howell or fax to 517-548-1068.
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2 Deposit accounts with a total balance of 15,192.84
2 Loan accounts with a total balance of 304,140.38

You last accessed your NetTeller account on Sunday, October 11, 2015 11:01:40 AM Eastern Time
You have accessed NetTeller 2001 time(s) since Thursday, April 5, 2007 11:11:12 PM Eastern Time Reset this counter

https://cm.netteller.com/login2008/Views/Retail/AccountListing.aspx
PLEASE RETURN THIS PORTION WITH PAYMENT. THANK YOU.

This tax is due by: 07/31/2015
After 07/31/2015 additional interest and fees apply

2015 Summer Tax for Prop #: 4717-36-308-031

Make Check Payable To: City of Howell

TOTAL AMOUNT DUE: 0.00

Amount Remitted: 

Return top portion with payment or return entire bill for stamped receipt.

CITY OF HOWELL
611 E GRAND RIVER
2ND FLOOR
HOWELL, MI 48843

(517) 546-3500

TAXPAYER NOTE: Are your name & mailing address correct? If not, please make corrections below. Thank You.
Property Addr: 102 E GRAND RIVER

To: BRENNANS' LLC
102 E GRAND RIVER
HOWELL MI 48843

CITY OF HOWELL

MESSAGE TO TAXPAYER
TAXES ARE DUE 07-31-2015* 1/2% INTEREST ADDED PER MONTH STARTING 08-01-2015. POSTMARKS ARE NOT ACCEPTED. PLEASE MAKE CHECKS PAYABLE TO: CITY OF HOWELL, NOT RESPONSIBLE IF PAYMENT MADE ON WRONG PARCEL.

PROPERTY INFORMATION
Property Assessed To:
BRENNANS' LLC
102 E GRAND RIVER
HOWELL, MI 48843

Prop #: 4717-36-308-031
Prop Addr: 102 E GRAND RIVER

Howell Schools
School: 47070

Legal Description:
SEC 36, TN 86, HOWELL CITY, CRANE & BROOKS ADD. COR AT SW COR OF LOT 69 TH SLY ON E LINE OF MICHIGAN AVE 100 FT, TH SLY PAR. WITH N LINE OF GRAND RIVER 24 FT, TH SLY PAR. WITH N LINE OF MICHIGAN AVE 107 FT TH N CH N LINE OF GRAND RIVER 24 FT TO BEG. EXCEPTING THEREFROM ANY PORTION OF THE SUBJECT PROPERTY USED FOR AN ALLEY CORRECTED 11-5-92.

*BALANCE OF DESCRIPTION ON FILE*

2015 Summer

PAYMENT INFORMATION
This tax is due by: 07/31/2015
Make checks payable to: CITY OF HOWELL

Pay by mail to:
CITY OF HOWELL
611 E GRAND RIVER
2ND FLOOR
HOWELL, MI 48843
(517) 546-3500

TAX DETAIL

TAXABLE VALUE: 135,638 COMMERICAL
STATE EQUALIZED VALUE: 149,800 Class: 201
ASSESSED VALUE: 149,800 DDA #1
PRE/MUT #: 0.0000 MORT CODE: 

Taxes are based on Taxable Value.
1 mill equals $1.00 per $1000 of Taxable Value.
Amounts with no millage are either Special Assessments or other charges added to this bill.

DESCRIPTION MILLAGE AMOUNT
CITY OPERATING 15.94430 2,162.65
STATE ED TAX 6.00000 813.82
HO SCHOOL OPER 18.00000 2,441.48
HO SCHOOL DEBT 3.20000 434.04
LIVINGSTON ISD 2.33340 316.49
COUNTY ALLOCATED 3.30900 459.67
CITY RUBBISH 1.20000 162.76

OPERATING FISCAL YEARS
The taxes on bill will be used for governmental operations for the following fiscal years:

County: 01/01/2015 - 12/31/2016
Twp/Vil/City: 07/01/2015 - 06/30/2016
School: 07/01/2015 - 06/30/2016
State: 10/01/2015 - 09/30/2016

Total Tax 50.06670 6,790.91
Administration Fee

TOTAL AMOUNT DUE 6,835.56
PREV. PAYMENTS 6,835.56
BALANCE DUE
COLOR SCHEME 1

PAINT COLOR LEGEND - NOT FOR COLOR MATCH
A  NATURAL BRICK
B  SHERWIN WILLIAMS SW 2923 - DOWNING SAND
C  SHERWIN WILLIAMS SW 2920 - DOWNING BROWN
D  SHERWIN WILLIAMS SW 7476 - BAKALSKIN
E  NATURAL OR STAINED WOOD
F  APARTING - SUNBREA 4425 - GOLD

REPAIR PARAPET AS NEEDED
REPAIR HISTORIC MASONRY DETAILS AS NEEDED (SEE ADDITIONAL INFORMATION SECTION)
INSTALL NEW COMMERCIAL-QUALITY ALUMINUM DOUBLE-HUNG WINDOW RATING ORIGIAL WINDOW OPENING, TYP. 4 FT. (SEE ADDITIONAL INFORMATION SECTION)
RE-INSTALL EXISTING PROJECTING SIGN
REBUILD RECESSED STOREFRONT ENTRANCE TO MATCH THE ENTRANCE SEEN IN HISTORIC PHOTOGRAPHS
REPLACE HISTORIC CAST IRON COLUMNS AND DETAILING AS NEEDED (SEE ADDITIONAL INFORMATION SECTION)
INSTALL VINYL LETTERING ON WINDOWS AND DOORS

EXISTING CONDITIONS

PROPOSED FACADE - SOUTH ELEVATION
Rear Alley Elevation – 5 Windows

3 sash kits
40 ½” wide x 87” tall
Double Hung, upper/lower operable, Single Lite, full exterior screens

1 new window
48” wide x 115 ½” tall
Double Hung, upper/lower operable, Single Lite, full exterior screens

1 new window
15 ½” wide x 14” tall
Operable preferably, single lite, exterior screen
10-12-15

Hi Dan,
I have run some rough numbers and it looks like it will be about $150K. Obviously this may change based on fresh drawings, specs, and what we may find through the process. This includes demo, dealing with lead paint, all disposal and cleanup of debris and construction materials, barricades, awnings, graphics, 13 windows, masonry repairs to two particular areas of parapet and tuck pointing the facades, the glass front, and paint.

The following assumptions are taken into account:
Building will be scraped primed and painted. Blasting and the resulting masonry work will be more.
We are planning on the old cast iron facade being there and that will be restored and painted--depending on its condition.
All new commercial frames and glass at the front.
New entrance doors on front

Please get with me for any questions.

[Signature]

Paul McClurey, Pres.
Paulson's Construction, Inc.
October 7, 2015

Mr. Daniel Schneider  
Certified Historical Architect  
Newmann Smith Architecture  
1500 Woodward  
Suite 300  
Detroit, MI  48226  

RE: Uptown Coffee - Howell, Michigan

Proposal is based off of the plans provided by Newmann Smith Architecture and dated 1/2012. Proposal includes two options as discussed during the walk thru which are:

Option A – Remove all paint from the masonry and leave natural brick

Option B – Remove paint as necessary and paint the entire building per plan

Inclusions

- Building Permit  
- Masonry Restoration per plan  
- Removal and reinstallation of the awnings per plan  
- Removal and reinstallation of the windows per plan  
- Removal and reinstallation of the entry door per plan  
- Painting as called out per the colors on the plan – Option B Only  
- Dumpsters provided for our work only  
- Street closure as necessary to complete work  
- Proposal Pricing is good for 30 days  
- Construction length of time to be 2 months  
- Temporary power and water to be provided by owner  
- Architectural/Engineering/Civil Drawings to be provided by owner
Exclusions

- Bonds
- Interior work of any kind
- Unknown repairs that were not visible during the walkthrough
- Cost Certifications
- Winter Conditions
- Lead or Asbestos Remediation

Proposal Pricing

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Upon acceptance of this proposal, West Construction Services requests a 10% deposit to engage our service to begin the construction process.

Thank you for the opportunity to bid your project. If you should have any additional questions, comments or concerns with regard to this Proposal, please feel free to contact Michael Chateau at 248-758-9925 ext. 104.

Thank you for your time and consideration, Agreed to by:

Michael Chateau
Director of Business Development
October 8, 2015

Dan Schneider
Neumann Smith Architecture
400 Galleria Office Centre, Suite 555
Southfield, MI 48034

Re: 102 East Grand River Ave.
Howell, Michigan

Dear Dan,

At your request, we have toured 102 East Grand River and offer the following opinion of probable cost to rehabilitate the exterior of the building. We base this proposal on the 4 page plan prepared by Michigan Main Street Center and verbal direction from you.

Our understanding of the scope of work is as follows:

* General conditions, insurance, supervision, pedestrian safety, portable sanitation, etc.
* Chemical removal of all existing paint on masonry at 3 elevations
* Exterior masonry restoration of approximately 60" of parapet and 12" at sidewalk
* Removal of awnings, framing and signage (projecting sign re-installed after restoration)
* Removal of non-historic masonry above storefront- assumes original masonry behind
* Removal of non-historic wood panels and trim - assumes original cast iron details behind
* Removal glass block at west elevation
* Remove all upper floor windows
* Remove existing storefront and main entrance
* Restoration allowance for cast iron columns and detailing
* Install historically appropriate new wood x wood double hung windows at upper floor
* Install 2.5" interior casing and sills at interior of new windows
* Install new wood 2 1/4" commercial door pair and transom at main entry
* Install new fixed wood windows at former glass block
* Install new fixed storefront at Grand River elevation
* Paint all masonry, interior and exterior of wood windows and 3 existing doors.
General Conditions  The Monahan Company  $75,000.00
Awning/ glass block/sign removal  TK, Inc.  $ 5,100.00
Sign Install  Embrec Sign  $ 1,000.00
Masonry/ removal/ Restoration  DC Byers  $59,900.00
Removal of wood panels/ trim  TK, Inc.  $ 8,000.00
Removal/ replace windows  TK, Inc.  $12,000.00
Remove/ Replace storefront  Glasco  $18,000.00
Supply wood windows  Marvin  $19,653.00
Supply Entrance/ transom  Marvin  $18,800.00
Install Entrance Door/ transom  TK, Inc.  $ 4,000.00
Restore Cast Iron  Allowance  $ 5,000.00
Interior casing/ sills  TK, Inc.  $ 6,000.00
Paint strip/ replace  Classic Painting  $56,600.00

Sub Total  $289,053.00
The Monahan Co O/H and Fee  $28,905.30

Total Estimated Cost  $317,958.00

Voluntary Alternate #1- Scrape loose paint on masonry and re-paint all-deduct  ($14,000.00)

Note- the Marvin Windows as quoted above are single glazed per the plans and will not meet 2016 Energy Design Requirements-upgrade to triple glaze Argon insulated- add  $30,000.00

This estimate does not take account for the following;
*Utility fees (water, electricity, gas, cable)
*Architectural or engineering design
*Prevailing wage or Union required labor
*Payment or performance bonds
*Permits
*Work other than specifically noted above

Please be advised that this preliminary cost estimate is being provided as a courtesy to Neumann Smith Architecture. The Monahan Company makes no warranty as to its’ accuracy or completeness. Further refinement of engineering and architectural requirements is necessary to provide a more detailed proposal.

We thank you for the opportunity and look forward to speaking with you in greater detail about the project. If you should have any questions please contact Kevin Monahan.

Sincerely,

The Monahan Company

Kevin C. Monahan.
Project Manager
## THE MONAHAN COMPANY

**Project:**
102 e. Grand River- Howell

**Date:**
13-Oct-15

### GENERAL CONDITIONS ESTIMATE

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<td>Window Wall/Floor/Ceiling Repair</td>
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<td>Trash Chute</td>
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<td>Equipment Rentals</td>
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<td>Material Handling</td>
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</table>

**TOTAL GENERAL CONDITIONS:**

$75,026.00
October 16, 2015

Brennans LLC
102 E Grand River
Howell, MI 48843

To Whom It May Concern,

First National Bank in Howell would have interest in helping the borrower secure financing for a $150,000 line of credit. This line would allow the borrower to rehabilitate its building located in downtown Howell. The borrower has been a customer of the bank for the past 8 years.

Sincerely,

[Signature]

George King
VP Commercial Loans
October 23, 2015

Ms. Lorna Brennan
Uptown Coffeehouse
102 East Grand River Avenue
Howell, MI 48843

Re: Uptown Coffeehouse Building Façade Renovation Proposal
Construction cost estimate

Dear Lorna:

I have put together a preliminary construction cost estimate for the proposed renovation of your historic building located at the address listed above. The cost estimate is based upon work as described in the colored design development drawings provided by the Michigan Main Street Design Center, dated January 2012, and was verified with a local General Contractor who specializes in the repair and renovation of historic commercial buildings. This cost estimate is preliminary and will need to be further verified by the contractor selected to perform the work once final approval is granted by the governing authority in relation to all associated labor and material costs.

Statement of Probable Construction Cost:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permits</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Masonry restoration</td>
<td>$66,800.00</td>
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<tr>
<td>New awnings</td>
<td>$5,634.05</td>
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<tr>
<td>Window removal and replace</td>
<td>$13,400.00</td>
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<td>Entry door replacement</td>
<td>$5,375.00</td>
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<td>Painting</td>
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<td>$19,881.96</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$143,891.96</strong></td>
</tr>
</tbody>
</table>

Add for prevailing wage $28,778.20

**GRAND TOTAL** $172,669.20

Please contact me if you have any questions or require additional information. I look forward to work with you on this exciting project.

Sincerely,

NEUMANN/SMITH

Daniel Schneider, AIA
Project Manager
MEMORANDUM

TO: HOWELL MAIN STREET DDA BOARD
FROM: MICHAEL MULVAHILL & CATHLEEN EDGERLY
DATE: OCTOBER 22, 2015
RE: SIGN INCENTIVE APPLICATION

The Howell Main Street DDA Design Committee received and reviewed a sign application from Storm Chiropractic, located at 107 W. Grand River Ave. Because awnings were a historically important design element in traditional storefronts, The Design Committee considered approval of Storm Chiropractic’s sign application. As a result of good design, property owner approval, and other accordance with Design sign guidelines, the Design Committee of the Howell Main Street DDA recommended that the Board approve Storm Chiropractic’s sign incentive application.

Storm Chiropractic owners were contacted that the sign application and design would be reviewed at our regularly scheduled Board meeting. Unfortunately, during this same time period, the awning was produced and hung on Thursday, October 22.

According to the Howell Main Street DDA Sign Incentive application guidelines, Sign incentive awards must be approved by the Design Committee and the Howell Main Street DDA Board before a sign is installed.

REQUESTED ACTION:
Due to awning installation occurring prior to the Main Street DDA Board review and approval of the sign incentive application and design, the Design Chair and staff recommend that despite Design Committee's approval of the initial application, that the Howell Main Street DDA Board of Directors not approve Storm Chiropractic's sign incentive reimbursement.

Sincerely,

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

Business Name: Storm Chiropractic, Inc.
Address of Proposed Sign Installation: 107 W. Grand River
Name of Applicant: Kirby Perrault, D.C.
Applicant is the X building owner X business owner
Contact Phone Number: (517) 250-9027 Email: dperrault@comcast.net

Sign Company Information
Name: Quality Sign Shops / Tom Caviston
Address: 4512 South M.L. King Blvd.
Phone: 517-882-2491 Contact: Tom Caviston

Sign Costs
Total Estimated Total Cost of Sign: $ 4,500
Materials $ 3,600
Design Services $ 800
Installation $ 700
Amount of Funding Requested $ 1,000

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) 9/29/15

Date Received: Date Reviewed: Approved Tabled Denied
04.2015
THE FOLLOWING IS OUR TYPICAL INSTALLATION PROCESS FOR MASONRY EXTERIOR.

HOLE IS DRILLED AND A LAG SHIELD IS SET, WE HANG A "Z" BRACKET LOOSELY (10 GAUGE ZINK PLATED) USING 3/8 LAGS. WE SET THE AWNING AND FASTEN IT TO THE "Z" BRACKETS USING #8 X ½" DRILL AND TAP SCREWS (2 PER), AND THEN TIGHTEN THE LAGS.

THE INSTALLATION WILL HAVE MAXIMUM SPACING LESS THAN 48" APART AT THE TOP. THERE WILL BE AN ADEQUATE AMOUNT ALONG THE BOTTOM AND/OR ENDS TO RESIST THE WIND LIFT PROPERLY.

THANK YOU

TOM CAVISTON
(517) 882-2491
LOWER FRONT 20'9" WIDE (EXACT OPENING 20' 9.5"), WITH A TOTAL DROP OF 58.5"
INCLUDING THE 6" HARD VALANCE, & A PROJECTION OF 24". (RR58-4.25P+E)
RIGID BACK 42.5" DOWN TO CENTER.

UPPER FRONT 13' WIDE (O.S BRICK- O.S. BRICK 13'3"), WITH A TOTAL DROP OF 40"
INCLUDING THE 6" HARD VALANCE, & A PROJECTION OF 24". (RR51-2.75P+E)
OPEN BACK FOR WINDOW
2 TWISTED 39" LONG PROJECTION SUPPORTS.

REAR 78" WIDE, WITH A TOTAL DROP OF 58.5" INCLUDING THE 6" HARD
VALANCE, & A PROJECTION OF 24". (RR68-4.35P+E)
RIGID BACK 42.5" DOWN TO CENTER.

COVER WILL BE BLACK SUNBRELLA FABRIC.
FABRIC FRAME DETAILS
Frame mounting brackets and clips make awning installation faster and easier.

ZEE BRACKETS

10 Ga. Thick

10 Ga. Thick

Steel
Zinc Plated Steel
Aluminum
Stainless

43
43P
44
46
46P
47
48
MEMORANDUM

TO: HOWELL MAIN STREET DDA BOARD  
FROM: CATHLEEN EDGERLY  
DATE: OCTOBER 28, 2015  
RE: BUDGET AMENDMENT RESOLUTION 15-03

With the first quarter completed, Treasurer, Kevin McCarthy and Director Cathleen Edgerly, met with City Finance Director to review line items that need amendments in the FY 2015-2016 budget. Please review the attached amendments displayed in Resolution 15-03.

Updates by line item include:

- Line #248-729-675-019 Main Street Fundraising to increase from $10,000 to $25,000
- Line # 248-999-699-099 Fund Balance updated to $31,467 to reflect what the organization’s true fund balance was at the beginning of FY 2015-2016.
- Line # 248-899-964-002 increase from $0 to $10,000

This will update our ending fund balance to: $48,739

REQUESTED ACTION:
Staff is requesting that the Board approve budget resolution No 15-03 to amend total appropriations to the Downtown Development authority budget from $420,502 to the updated amount of $435,502.

Sincerely,

[Signature]

Cathleen Edgerly,  
Howell Main Street DDA Director
RESOLUTION NO. 15-03

WHEREAS, the City Council adopted the FY2015/2016 Budget on May 18, 2015 to go into effect on July 1, 2015; and

WHEREAS, additional information is available and the Downtown Development Authority and Main Street board wishes to make adjustments to the adopted budget;

BE IT RESOLVED, that the budget for the Downtown Development Authority fiscal year beginning July 1, 2015 as recommended by the DDA Board and as revised by the City Council, and as described in summary as follows:

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<tr>
<th>ESTIMATED REVENUES</th>
<th>CURRENT</th>
<th>AMENDED</th>
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<tbody>
<tr>
<td>Department 728 Economic Development Activity</td>
<td>405,502</td>
<td>405,502</td>
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<tr>
<td>Department 729 Main Street Program</td>
<td>15,000</td>
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<tr>
<td>TOTAL ESTIMATED REVENUES</td>
<td>$420,502</td>
<td>$435,502</td>
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<tr>
<th>APPROPRIATIONS</th>
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<tbody>
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<tr>
<td>Department 729 Main Street Program</td>
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<td>Department 899 Tax Tribunal Refunds</td>
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<td>Department 906 Debt Service</td>
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<td>Department 966 Transfers Out</td>
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<td>Department 999 Surplus Fund Balance</td>
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<td>TOTAL APPROPRIATIONS</td>
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<td>$435,502</td>
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</table>

BE IT FURTHER RESOLVED, that such amendments to the FY2015/2016 Budget including Fund 248 subject to approval by the Downtown Development Authority Board are adopted pending said approval.

Adopted by the City of Howell Downtown Development Authority this 28th day of October 2015.

Eric Conn, President

Jane Cartwright, City Clerk

CERTIFICATION

I hereby certify that the foregoing is a true and complete copy of Resolution No. 15-03, adopted by the City of Howell Downtown Development Authority, Livingston County, Michigan, at a regular meeting held on the 28th day of October, 2015 and that the meeting was held and the minutes therefore were filed in compliance with Act No. 267 of the Public Acts of 1976.

IN WITNESS WHEREOF, I have hereto affixed my official signature this 28th day of October 2015.
### Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND

#### Revenues

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<tr>
<th>Account</th>
<th>Description</th>
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<th>% BDGT</th>
<th>YTD THRU</th>
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#### Expenditures

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<th>YTD BALANCE</th>
<th>% BDGT</th>
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<td>82.70</td>
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<td>966</td>
<td>TRANSFERS IN/OUT</td>
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<td>9.67</td>
<td>2,500</td>
<td>25,847</td>
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<td><strong>TOTAL</strong></td>
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<td>215,545</td>
<td>418,230</td>
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**NET OF REVENUES & EXPENDITURES**

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<td>BEGINNING FUND BALANCE</td>
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<td>(211,891)</td>
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<td>ENDING FUND BALANCE</td>
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<td>31,467</td>
<td>43,739</td>
<td>48,739</td>
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</table>
2016 Sponsorship Opportunities
Every Day Is an Event!

Howell Main Street/Downtown Development Authority

The Howell Main Street/Downtown Development Authority is a volunteer-led organization focused on creating a vibrant, strong, and economically viable downtown.

Our mission is accomplished by using the Main Street Four-Point Approach™ to further our commitment to historic preservation, infrastructure improvements, quality events, and promoting downtown Howell as the heart and hub of the community.

The Howell Main Street/Downtown Development Authority is a Nationally Accredited Main Street Program. Main Street is a downtown revitalization program developed by the National Trust for Historic Preservation, and coordinated through the Michigan Main Street Center. Main Street is a community-driven, comprehensive strategy encouraging economic development through historic preservation, utilizing the Four-Point Approach, including Design, Economic Restructuring/Development, Organization/Outreach, and Promotions Committees.
Downtown Howell Major Events

Be a Part of these Festivals!

Howell Art Project — August 2016

Artists from across the nation submitted their artwork for a chance to win the Art Project Competition, a cash prize, and the top two winners in each category will be unveiled and exhibited on the exterior of downtown businesses throughout the rest of the year! The new Art Walk and Fantasy auction celebrates the winning artists, as well as offers attendees a fun evening full of one-of-a-kind experiences and prize packages! Upscale hors d’oeuvres and cash bar will also be available for the evening. Dress is formal to casual.

Rock the Block — Summer 2016

Downtown Howell will be rocking this summer with the Rock the Block music and foodie series! This summer series features live bands throughout downtown, opportunities to sample food from local restaurants, business specials, freebies, and more! This fun, family-friendly event brings a variety of free musical genres found throughout the downtown district. Music is free to the public, with BestBites and VIP all access passes available for purchase.

Lunar New Year — February 20, 2016

The 3rd annual Howell Lunar New Year Festival returns to downtown Howell Saturday, February 20, 2016! This fun, family-oriented cultural event highlights our downtown community while offering an educational twist with exciting entertainment events at the Howell Opera House. Plus, whether you are a serious or recreational runner, the popular Howell Dragon Run gives Howell residents and visitors a chance to get healthy and have fun with the KI!

Major Event Marketing

- 275 posters and 1,000 postcards per event distributed around the greater Livingston County area
- Local radio and print marketing including on-air interviews
- Local and regional print and outdoor advertisements including billboard
- Intensive public relations campaign including interviews with local and regional media
- Listing on all local and media event calendars
- Social media promotion including Facebook & Twitter, reaching over 1 million people
- Recognition in Downtown Howell quarterly newsletter and website
- Business listed on “Funding Partners” page of Downtown Howell website.
Downtown Howell Supporting Activities
Support the growth of Downtown Howell

Applause Awards—Spring 2016
The annual Applause Awards celebrates a year of successes in downtown Howell, while honoring volunteers and community stakeholders who contribute towards a vibrant, alluring, economically viable downtown community. A Volunteer of the Year is announced at this event free appetizers, door prizes and other fun awards are given out during the awards presentation.

Downtown Beautification Efforts
The Howell Main Street DDA strives to make our downtown an attractive and inviting environment all year round for residents and visitors alike. It takes all of us working together volunteering our time and financial resources to maintain flowers in the district seasonal décor and lighting. You can contribute to the ongoing downtown beautification by sponsoring our efforts today!

Downtown Business Guide
Each year, the Howell Main Street DDA issues a seasonal downtown guide, listing all of the businesses located within the Downtown Development Authority District. Take advantage of our Fall/Winter and/or Spring-Summer advertising opportunities. Your full page, half page, or quarter page ad will be displayed in 10,000 guides distributed to businesses throughout the district county-wide hotels, travel centers across the state, local events, etc. Please provide your high-resolution artwork to kiltwin@downtown Howell.org.

Major Event Marketing
Posters and postcards per event distributed around the greater Livingston County area
Local print and radio marketing including on-air interviews
Intensive public relations campaign including interviews with local and regional media
Listing on all local and relevant event calendars
Social media promotion including Facebook & Twitter, reaching 6,500 followers.
Business listed on “Funding Partners” page of Downtown Howell website.
Your Sponsorship
How it helps Downtown Howell

Your sponsorship helps more than just the fun festivals and events in Downtown Howell. Sponsorships support year-round efforts of the Howell Main StreetDDA in making downtown Howell a great place to live, work, and play!

Our Mission Statement
Howell Main StreetDDA is a volunteer-led organization focused on creating a vibrant, strong, and economically viable downtown.

Our mission is accomplished by using the Main Street Four-Point Approach™ to further our commitments to historic preservation, infrastructure improvements, quality events, and promoting downtown Howell as the heart and hub of the community.

<table>
<thead>
<tr>
<th>Economic Development</th>
<th>Historic Preservation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Business Development Committee is responsible for strengthening the community’s existing economic base while also expanding and diversifying it. Their primary responsibilities include helping existing businesses expand and recruiting new businesses, managing business assistance programs, organizing ribbon cuttings and more!</td>
<td>From streetscapes to historic renovations, this committee ensures that our downtown community is an attractive place to live, work, and visit. Design members work with downtown businesses and city officials to stress the importance of design quality, and to expedite commercial district improvements.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing &amp; Events</th>
<th>Community Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Promotions Committee aims to create a positive image of downtown, promoting downtown Howell as a great place to live, work and play. This committee’s primary responsibility is to plan and produce retail events and promotions, coordinate downtown marketing, the Lunar New Year Festival, and more.</td>
<td>The Outreach committee handles the nuts and bolts behind-the-scenes action that is vital to our success. Their primary responsibilities include volunteer recruitment, sponsorships, website management, fundraising, and communication.</td>
</tr>
</tbody>
</table>
### 2016 Sponsorship Opportunities

#### The Howell Art Project

<table>
<thead>
<tr>
<th>Marketing Opportunities</th>
<th>Value</th>
<th>Your Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business mentioned in event-related press releases</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td>Logo on all event print materials</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Logo &amp; Link on event webpage</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Onsite mention &amp; participation at unveiling &amp; Business logo on reception program</td>
<td>$1000</td>
<td></td>
</tr>
<tr>
<td>Ticket to art event reception</td>
<td>$30/each</td>
<td></td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td></td>
<td></td>
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</tbody>
</table>

#### Rock the Block

<table>
<thead>
<tr>
<th>Marketing Opportunities</th>
<th>Value</th>
<th>Your Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserved seating for 10 at venue of your choice</td>
<td>$2000</td>
<td></td>
</tr>
<tr>
<td>Logo included on all event signage</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Logo included on all event billboards</td>
<td>$3,600</td>
<td></td>
</tr>
<tr>
<td>Mention in all event-related press releases</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td>Mention in all on air media promotions</td>
<td>$1000</td>
<td></td>
</tr>
<tr>
<td>Logo included in all event-related print materials</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Logo &amp; Link on event webpage</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Business mention at each concert venue</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Logo Included on VIP all access music passes</td>
<td>$1000</td>
<td></td>
</tr>
<tr>
<td>VIP passes to be used at participating businesses</td>
<td>$50/each</td>
<td></td>
</tr>
<tr>
<td>Stage Sponsor</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Song Sponsor</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
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#### Lunar New Year

<table>
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<tr>
<th>Marketing Opportunities</th>
<th>Value</th>
<th>Your Participation</th>
</tr>
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<tbody>
<tr>
<td>Business listed in event-related press release</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td>Business logo in menu and mention at Lunar New Year Dinner</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Logo &amp; Link on event webpage</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Online mention and sign recognition during entertainment and race</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Exclusive race sponsor with logo and onsite mention on race banners, including involvement in race awards and announcements</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Other Opportunities

For needs outside the outlined sponsorships

Additional Sponsorship Options

Do your marketing needs not fall neatly into our identified categories? Don't worry. We want to connect you with thousands of event attendees that visit Downtown Howell every year. We are always looking for new, creative ways to get your name out there. Maybe one of these marketing opportunities is more your size.

### Downtown Bike Racks

<table>
<thead>
<tr>
<th>Marketing Opportunities</th>
<th>Value</th>
<th>Your Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared Signage per bike rack location</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Exclusive Signage per bike rack location</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td></td>
<td></td>
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</tbody>
</table>

### General Benefits

<table>
<thead>
<tr>
<th>Marketing Opportunities</th>
<th>Value</th>
<th>Your Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media mention including link reaching over 6,000 followers</td>
<td>$50/post</td>
<td></td>
</tr>
<tr>
<td>Logo &amp; ad in a Downtown Newsletter of your choice</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td>Investment in '100 Friends of Howell' campaign</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>Logo &amp; Link on <a href="http://www.downtownhowell.org">www.downtownhowell.org</a> website</td>
<td>$200</td>
<td></td>
</tr>
<tr>
<td>Downtown Business Guide Ad</td>
<td>$175-$465</td>
<td></td>
</tr>
<tr>
<td>Multiple Listing in Downtown Business Guide</td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Us

 Howell Main Street DDA
 517.545.4240
 118 W. Clinton St
 Howell, MI 48843
 info@downtownhowell.org
2016 Sponsorship Form
Howell Main StreetDDA

☐ Yes we would like to support the revitalization of downtown Howell by sponsoring at the following level
☐ We are interested in a sponsorship that is not listed here but would like to discuss further

Sponsors must provide:
Payment of cash/check to Howell Main StreetDDA by this date
High resolution .AI, .PNG, or .JPEG version of logo
Website link to be included in online promotion

Organization Name:________________________________________

Contact Person:________________________________________

Address:________________________________________

Telephone:________________________________________

Fax:________________________________________

Email:________________________________________

Website:________________________________________

Social Media Handle:________________________________________

Signature ___________________________ Date ____________

Please send this information to Downtown Howell via email
or by calling our office. We will contact you to discuss further details of
the sponsorship.

Howell Main Street is a tax exempt organization. As such, a portion of your
sponsorship may be tax deductible. Please consult your CPA for more infor-
mation.