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 November 11, 2015
   - Minutes of Regular Meeting, October 28, 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/Randy, Committee Members
   - Promotions Committee —Kate/Cathleen
   - Outreach Committee —Brian Walker, Chairperson
   - Business Development Committee —Cathleen, Chairperson
   (Motion required to place all reports on file)

7. Payment of Bills—Cathleen
   (Motion to pay the bills in the amount of $6,070.15 plus payroll for October, 2015)

8. Discussion/Action Items:
   a. Review of Uptown Facade Application (Cathleen/Eric)
      Discussion/Action Required
   b. K. McCarthy & M. Mulvahill resignation (Eric/Mayor)
   c. Board Member Re-Appointments- (Eric/Brian)
   d. New Board Member Applications– (Eric)
      Discussion/Action
   e. Effective Board Member Discussion – (Brittney/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. Fund Development Plan Packet Review

g. Snow Removal

h. Set-Dates for Budget Retreat (Board) Discussion

9. Business Updates:

10. Excused Absences:

11. Action Items:

12. Motion to Adjourn (Motion Required for Adjournment)

**Next Board Meeting: Wednesday, January 27, 2016.**

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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 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, Brian Walker, Adam Merkel, Randy Greene, Mayor Nick Proctor
Staff: Cathleen Edgerly, Kate Litwin
Guests: Shea Charles
Board members not in attendance: Jeanne Clum, K. McCarthy

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

CITIZENS COMMENTS
None

CORRESPONDENCE:
Director Edgerly reported that the organization received a very nice letter from Congressman Mike Bishop, sending his congratulations on our GAMSA semi-finalist status.

DIRECTOR’S REPORT:
C. Edgerly reported that the National Main Street Center is going through a restructuring and rebranding, and is now known as Main Street America. They will be working with Main Street communities on ideas to restructure the committees, including re-naming some committees, enabling projects crossing over multiple committees, and the overall approach of revitalizing downtowns. C. Edgerly will provide more details as they become available.

Quarterly Michigan Main Street training will take place in Otsego, December 7th and 8th. The focus of the training is supposed to be Business Development, but there could be a potential blend with Promotions. The exact agenda will not be known for a few more weeks. Board and committee members are welcome to attend this training and if anyone is interested please let staff know.

C. Edgerly will be attending the Michigan Events & Festivals Association Annual Conference on November 5th and 6th in Boyne, and will present a session about Creative Partnerships and Sponsorships.
Lastly, from the Non-profit Deep Dive session, an idea was discussed to explore other communities with non-profits, so C. Edgerly is scheduling a visit with Riley XX in Saline to discuss options, ask questions, etc...The Board will be informed when a date for this visit is set.

**PRESIDENT’S REPORT:**
President Conn started his report with a discussion of the board members not present at the meeting. J. Clum has asked for a leave of absence through the end of 2015 due to personal concerns. She will reassess in 2016 and will work with the organization to see whether she will be able to return to the board. The entire organization wishes her the best during this time.

E. Conn then presented Kevin McCarthy’s letter of resignation from the Board.

**MOTION by E. Conn, SUPPORT from B. Walker to accept K. McCarthy’s resignation from the Board.**

Discussion: Mayor Proctor spoke with K. McCarthy on Monday evening and asked him to reconsider his resignation, as he is valuable to the organization and provided thorough financial reporting. Mayor Proctor would like to table the decision until the next meeting, in order to try to convince K. McCarthy stay on as Treasurer. Pending the outcome of this conversation, the Board could then accept resignation at the next meeting. M. Mulvahill agreed with this idea as he feels K. McCarthy brings a lot to the organization, and M. Mulvahill will miss K. McCarthy’s reporting tonight. B. Walker agreed and thanked Mayor Proctor for his comments and willingness to have the conversation with K. McCarthy.

E. Conn WITHDREW the previous motion with SUPPORT from B. Walker.

Lastly, E. Conn explained that two Board members are up for election next Tuesday, November 3rd. As Mayor Proctor is uncontested, we anticipate seeing him as Mayor next month. However, the race for City Council is unknown and E. Conn explained that no one is sure if M. Mulvahill will be on the Board next month, but the Board wishes him the best of luck in the election. Should this be his last meeting, the Board thanks M. Mulvahill for his services as a Board member and volunteer.

**TREASURER’S REPORT:**

C. Edgerly provided the Treasurer’s Report, trying to follow K. McCarthy’s model of reporting, which was easy to follow and understand. She covered the following items:

**Main Street fundraising:** $10,000 was budgeted for the 1st Quarter of 2015/16 and $19,000 was raised instead. This will be adjusted in the budget amendment this evening.

**Main Street Program, Design Committee:** So far the committee has used almost 57% of their budget, mainly due to the Howell Art Project and the growth of the project vs. what was budgeted, however fundraising exceeded expenses so overall there will not be an increase in expenses. It is not anticipated that this line item will exceed 100% in this FY.

**Tax Tribunal Refunds:** Original budget was $0, and instead there was $6800, which is an unforeseen expense.

**Negative fund balance:** the balance sheet is accurate, however with Main Street fundraising and the
amount adjusted in the amendment, presented later in tonight’s meeting, there will be a positive fund balance.

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

**Committee Reports:**

**Design Committee: M. Mulvahill**

M. Mulvahill reported that in the most recent meeting the committee reviewed the 107 W. Grand River (Storm Chiropractic) awning, fall decorating and cornstalks went up without a hitch, Howell Art Project subcommittee is off and running, with next meeting on November 11th. He also updated committee on his potential departure to council and Jeff Humphries has agreed to step into the chairperson role. M. Mulvahill will help mentor J. Humphries in this role.

With regard to the Howell Art Project, no big changes are expected as of yet, but possible as the project evolves and planning for 2016 ramps up. Sharon Fisher has indicated she would like to stay on as the chairperson of this subcommittee.

**Promotions Committee: K. Litwin**

K. Litwin reported that not covered in the board packet was that the Billboard Co-Op Campaign sign up is going very well and there are only 4 remaining slots available for all of 2016. Other projects the committee is working on include Small Business Saturday, Holiday Storefront Decorating Contest, and Holiday Girls Night Out, and working in conjunction with the Block Captains to get information to and from businesses.

The committee still does not have a chairperson. Recruitment efforts are ongoing and two guests attended the meeting including Marc Harlow and Randy Greene.

**Outreach Committee: B. Walker**

E. Conn questioned why Outreach is color coded orange, and C. Edgerly explained that due to J. Clum taking a leave of absence the committee is without a vital member for a few months. B. Walker reported that there are two ‘100 Friends’ VIP events coming up including the Jail Expansion Tour on November 11th at 7:15 p.m. and the Fantasy of Lights parade viewing on November 27th at 5:30 p.m. B. Walker also reminded current ‘Friends’ to plan to attend the party and invited anyone who is not currently a ‘Friend’ to become one soon and join us at the event. B. Walker mentioned that there are currently 29 paid ‘Friends’ and revenue from the project exceeds the previous year as some donors are giving more than $100.

The committee also discussed the final booth at the Howell Farmers’ Market and B. Walker thanked the Board members and volunteers who participated over the past several months. Volunteering to staff the booth is a big time commitment, but is vital to get exposure for our organization. The committee will discuss whether this project will continue in 2016 and B. Walker feels it’s important to continue in some form, but the committee needs to make that determination. Businesses would definitely participate as “featured businesses of the month” however it is hard to get the volunteers. M. Mulvahill agreed that the booth is valuable and would like to see participation at the Market next year.
Business Development Committee: C. Edgerly

C. Edgerly reported that the meeting was very full with volunteers in October with guests and potential new members. Right now the committee is very active with Featured Business of the Month articles, a project led by Pat Convery as content for e-newsletters. The committee is also working on an idea for Pop up dinners to be held in vacant spaces, to highlight the potential for the spaces and also feature an entrepreneur who may be looking at starting up a restaurant or business in downtown. This project is in the early in planning stages, and the committee is trying to determine how to cover expenses and keep the project budget neutral.

C. Edgerly mentioned that there have been two recent ribbon cuttings including Rose Cottage Florist and Storm Chiropractic. She thanked everyone who was able to attend these ceremonies, and mentioned that it is great to see businesses getting involved and giving back to the community.

E. Conn mentioned that a press release for recruitment of Board members has been sent to local media outlets to try to find people to get involved in organization, and there may be a possibility of getting air time from WHMI as well. However, E. Conn stressed that personal invitations always seem to work the best and encouraged board members to talk to people they know about getting involved.

MOTION by M. Mulvahill, SUPPORT from B. Walker to place committee reports on file. MOTION CARRIED.

MOTION by Mayor Proctor, SUPPORT from M. Mulvahill to pay bills in the amount of nine thousand eight hundred ninety seven dollars and eighty cents ($9897.80) plus payroll. MOTION CARRIED.

Sign Incentive, Storm Chiropractic: E. Conn

C. Edgerly recently sent out an amended board packet with a memo regarding design approval process for the Storm Chiropractic awning/signage. The Design committee met and recommended that the Board approves reimbursement for the awning and sent this recommendation to the Board for approval. Storm Chiropractic wanted to put the awning up prior to the next Board meeting, in order for signage to be in place for their office Grand Opening. It was not possible to secure enough Board members to make quorum to approve the reimbursement prior to the Grand Opening date. Storm Chiropractic put the awning up on the building prior to today’s Board meeting and typically the sign incentive process does not allow for signage to be installed prior to Board approval. The memo, written by M. Mulvahill, explained that due to multiple violations of the sign incentive guidelines and process, he does not recommend reimbursement.

E. Conn explained that the Board needs to make a decision to approve or deny reimbursement tonight, based upon this violation but recognizing that the committee recommended reimbursement. There was discussion about whether the sign was in production prior to the application being received and whether Storm Chiropractic was really asking for permission and input from the organization or whether they would have put up this awning regardless of the outcome. M. Mulvahill mentioned that there was an additional violation as the Design guidelines state that the business owner must attend the committee meeting, and this also did not occur. The reasoning for having a business owner attend the meeting is to ensure that the signage meets Design committee standards and allow the possibility to fix any issues prior to putting the sign in production. At this point there is no way to know for sure whether the sign was in production prior to the application being received and committee review, but we have to
take the business owner’s word for it that the sign was not in production at that time.

Mayor Proctor, A. Merkel, and E. Conn expressed that because Storm Chiropractic came to us and tried to get Board approval prior to putting up the sign, the board should approve reimbursement because steps were taken to try to do the right thing.

**MOTION by E. Conn, SUPPORT from A. Merkel to approve sign incentive reimbursement for Storm Chiropractic.** MOTION CARRIED.

**Façade Grant Update:** *C. Edgerly*
Director Edgerly reported that Uptown Coffeehouse has submitted plans to the State/MEDC, and has completed everything required for our façade improvement grant guidelines. The business owner will attend the next Design committee meeting for approval and then the application will come to the board for approval. The business owner will be following the plans set forth by the Michigan Main Street Architect who provided design services. At this time a rush on the project is not anticipated, as the business owner understands the process for approval/reimbursement. Design renderings were provided in tonight’s packet and it is C. Edgerly’s understanding that the business owner prefers color scheme 2, but that has the potential to change.

R. Greene explained that the package before the MEDC includes three properties in the application and the MEDC seems to be excited about the projects. No additional properties can be included at this time as the application is closed. S. Charles explained that this is the first time that Howell will be going through the MEDC process but the state may make us change directions at some point in time and we may need to expedite projects as the process continues. At this time though, we do not need to cover an upfront extension of a timeline, which is a year to complete, but this may come up at a later date.

**Budget Non-profit Update:** *C. Edgerly*
C. Edgerly thanked everyone who attended the non-profit “deep dive” with Patrice Martin. This meeting incorporated good conversation to explore multiple possibilities for moving in the direction of non-profit status. C. Edgerly will be scheduling time to visit Saline, MI to have more in depth conversation with their Director and Board about what we are exploring as an organization and to gain any advice they may have for us. The initial paperwork has been submitted and the next step for our organization is to submit the 1023 form, which would require help from Board members, and it could take 6-12 months before we get approval. E. Conn stated his hope to get the 1023 form completed before the December 2nd board meeting so the board can take action at that time. If any board members are willing to help with writing the 1023 form, please let E. Conn know so that the work can be divided up.

**Budget Amendment:** *C. Edgerly*
Director Edgerly reviewed Budget Amendment Resolution 15-03 and explained that after amendments there is still a positive ending fund balance of $48,739.

**MOTION by E. Conn, SUPPORT from Mayor Proctor to approve Resolution 15-03.** MOTION CARRIED.

**Annual Sponsorship Plan:** *B. Walker*
B. Walker explained that the Annual Sponsorship Plan document put together by Outreach committee
member Nicole Powell, who has taken the lead on the project. The purpose of the plan is to reach organizational goals in fundraising, cut down on re-approaching people and businesses for funds, and consolidating efforts. There may still be a need for fundraising on a project level, but this plan should help with overall goals. The plan gives potential sponsors a menu of options to choose from, explains how much each opportunity is worth, what they can expect get in return, etc. The plan will be sent to existing sponsors and used to start a conversation with potential sponsors. M. Mulvahill thanked N. Powell for her work creating this plan and feels that it is nicely done and should help facilitate conversation with donors. R. Greene questioned whether there has been a discussion of a major sponsor for all events, and C. Edgerly explained that this has been discussed and the sponsorship plan is flexible so if an entity wanted to be a major sponsor we are happy to facilitate that conversation.

**MOTION by B. Walker, SUPPORT from R. Greene to approve 2016 Sponsorship Plan, after correcting minor typographical errors. MOTION CARRIED.**

**D-19 Corridor Improvements: S. Charles, Mayor Proctor**
Mayor Proctor provided a quick update on the corridor improvement project and explained that last year the planning commission moved to a form-based code system to transform the D-19 corridor. The Mayor is eager to have City Council establish this area as rehabilitation zone, and Public Act 210 allows municipalities to do this but the legislation sunsets this year. S. Charles and Mayor Proctor testified before the State, advocating the legislature to remove the sunset clause. The State House of Representatives is not willing to bring it to vote, but the MML is working getting this to happen. S. Charles also explained the Commercial Redevelopment Act and the Commercial Rehabilitation Act. Essentially, the impact to the DDA could be a loss of revenue growth if Council approves stopping tax increases on property improvements. E. Conn questioned whether the City needs DDA help to promote this in any way, and S. Charles indicated that there is that potential but it is unknown at this time and will warrant future conversation at a later date.

**Parking Lot #4 Alley Update: S. Charles**
Two meetings ago, City Council approved line of work to bury overhead utilities in parking lot #4 and the adjacent alley as it is important to get the project done during the 2016 construction season. The City will reach out to property owners next week, to let them know the City is progressing with the design phase of the project and will report back to Council with financial numbers, etc. S. Charles explained that it is smarter to bury utility lines at the same time the ground is already ripped up, but Council has not committed any resources to fund the project at this point. Council will be looking at options for financing, including bonds. Staff will bring a proposal to Council November or December. Some current Council members feel this should be a DDA financed project, but also recognize the fiscal condition of the DDA at this point. If Council makes the decision to proceed, the City’s general fund will pay for the project, but the DDA may be expected to assume the debt/cost at that point.

E. Conn reminded S. Charles that the DDA just paid for the entire cost of renovating 118 W. Clinton Street instead of taking on debt or borrowing from the City, so the organization may not be in a position to help pay for the parking lot improvements. S. Charles explained that City staff understands that there was an agreement with the City to not borrow funds for 118 W. Clinton, with the understanding that the City will help with lending money for future projects, if needed.

One individual City Council member is opposed to the Parking Lot plan and thinks the DDA should bear the cost of the project, but the rest of Council seems to understand that the DDA is not able to do so. E.
Conn wants to correct the impression that the DDA is blowing through cash and that the decisions to allocate resources are not made one sided and the DDA is always working with the City, and willing to help and do our part because our function is to make downtown Howell a better place.

S. Charles explained that the DDA has stepped up previously on other issues like the garbage millage, and has already foregone capture on millage levies to help the City support other projects not directly related to the downtown businesses, and took on debt service for the completion of parking lot #1. E. Conn reiterated that the DDA will continue to do our part and we are glad to continue to do so. Mayor Proctor indicated that he will vote no if Council pushes for the DDA to pay for the entire project.

**Business Updates:**  *C. Edgerly*

Director Edgerly reported that The Loft Salon opened yesterday on the 2nd floor of the Heart of Howell building. Mr. B.’s Rustic Tavern is under new ownership of board member A. Merkel. Exceptional Mortgage has moved into the Simplicity Salon space on E. Grand River. We look forward to officially welcoming these businesses and more very soon.

R. Greene was able to attend both the Mexicali Allies anniversary celebration and the Rose Cottage Florist grand opening. He thinks it would be a good idea for board members to have name badges for attending events. E. Conn agrees with this idea and directed staff to look at costs for these items.

**Excused absences:**

**MOTION by E. Conn, SUPPORT from M. Mulvahill to excuse K. McCarthy and J. Clum from tonight’s meeting. MOTION CARRIED.**

**New Action Items:**  *C. Edgerly*

C. Edgerly spoke with B. Hoszkiw this morning regarding the board transitions since we are most likely going to see transition and more board members. B. Hoszkiw has offered to provide a board orientation, and the board agreed this is a good idea and C. Edgerly should proceed with setting up this orientation.

**MOTION by B. Walker, SUPPORT from M. Mulvahill to adjourn the meeting at 7:45 p.m. MOTION CARRIED.**

Minutes Approved,

Jeanne Clum
Secretary
Committee Members Present: President, Eric Conn; DDA Director, Cathleen Edgerly;

Meeting called to order at 6:35 p.m. by E. Conn

This Executive Session was held to determine the agenda for the December 2, 2015, DDA Board of Directors meeting.

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

- Set Budget Retreat Date
- Review of Uptown Façade Grant
- New Board member application(s)
- Kevin McCarthy Resignation
- Board Member re-appointments

Motion to adjourn by E. Conn at 7:00 p.m. Motion unanimously approved.

Minutes as recorded by C. Edgerly
Director Update

Fundraising: Weekly financial reports are included in my monthly report.
New since the last Weekly report include:
$300 in ‘100 Friends’ donations
$227 in-kind ‘Friends donation for VIP seating area at Fantasy of Lights
$500 Holiday Storefront Decorating Sponsorship from Cobb Hall Insurance
$250 for Lunar New Year
$50 in donation water for Lunar New Year Dragon Run 5K
Up to $5,000 matching donation from Kellogg Family Foundation for #GivingTuesday

TOTAL Fundraising for the Main Street DDA this past month: $Up to $6,050 in funds raised
$277 in in-kind donations

2nd Storefront Decorating Contest: This year, the Promotions Committee brought back the popular “Deck the Windows” Storefront Decorating contest with help from Block Captains, and sponsor Cobb Hall Insurance! 21 businesses participated with the public able to vote from November 23-November 30. We look forward to seeing who wins the People’s Choice Award and Golden Traveling Tree trophy, as well as introducing the all new Mayor’s Choice award! Special thanks to Cobb Hall Insurance for sponsoring this friendly competition at a $500 level.

Small Business Saturday: Thanks to the success of last year’s introductory Small Business Saturday campaign, as well as First National Bank, 22 downtown businesses, and the Howell Interact Club, we are looking forward to a fantastic Small Business Saturday shopping day downtown on Saturday, November 28!

Billboard Campaign for 2015-2016: The Promotions Committee voted to continue the popular annual billboard co-op campaign. The deciding factor was if we could fill 6 of the 12 months before our current 2014-2015 contract expired with Adams Outdoor Advertising. We currently have 9 months of the available 12 months filled with downtown businesses. Promotions team member Jacci Patton is working on calling past business participants and others to fill our available open spaces.

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 Is well on their way to confirming all sponsors, promotional materials, entertainment, and menu options by the first week of December. For the Race component, Brian Walker and H.U.R.T. have worked with Race Coordinator Chuck Block to get registration posted and race cards into the Fantasy 5K bags. Entertainment is almost full firmed up, a full menu for the evening’s dinner has been confirmed, and we look forward to a great event this February! The next Lunar New Year meeting is scheduled for December 2 at 2:00 p.m. at Mr. B’s for any Board members who would like to attend.
• The Howell Art Project subcommittee has held multiple meetings. The call for applications verbiage has been reviewed and is anticipated to be confirmed by the end of December. Themes have been discussed including incorporating floral art with the 2-D art pieces that will be submitted. The next meeting will be held Thursday, December 10 at 4:30 p.m. to finalize categories.

• The next Rock the Block planning subcommittee meeting will be held December 10 to secure sponsors, review all bands recommended to date, confirm venues, etc.

Succession Planning/Board & Committee Recruitment:

Staff has continued to meet with potential Board and Committee members to work on succession planning and recruitment. We are happy to report that as of today, 3 Board member applications were submitted and forwarded on to the City, to join the Board. These Board members can help fill our bench (as discussed at the Board Retreat) helping fill some skills needed for our board including: Fundraising, Business Ownership and understanding of successful business models, relationship building, event planning. The prospective Board member applications for Heather Ruby, Marc Harlow, and Richard Lim will be reviewed at our December 2 Board meeting and we anticipate their review and appointment at City Council’s December 7th meeting.

This does not however mean that we as an organization can now sit back and relax on recruitment or long-term professional development of our Board members. As we discussed at the Board retreat, and will be reviewing with Brittney at our Board meeting, we must still continue to invite community members and your personal contacts to get involved. It is best to start our Board members as a volunteer/other type of investor in the organization, move them up to a Committee, and then invite them to join the Board over a period of time.

100 Friends: Thanks to all who joined us at the ‘100 Friends’ VIP tour of the jail, and Outreach Volunteer, Mrs. Jeannine Pratt for organizing! Thank you also to Kate Litwin and Brian Walker for organizing an evening of fun for our ‘Friends’ in conjunction with Fantasy of Lights and Cobb Hall Insurance. To date we have 34 friends, raising over $4200 in funds.

National Main Street Conference Save the Date: Reminder: Registration for this year’s National Main Street Conference opens up on Tuesday, December 1! Please let staff know if you are interested in attending the next National Main Street Conference in Milwaukee May 22-25 so we can send you the agenda, etc! We have a budget for Board member attendance for this amazing annual training and would love to have you join us!

Director Annual K.P.I. (Key Performance Indicators)

As we are about mid-way through the year, I wanted to provide the Board with updates on the annual KPI that are set for the Director position.

In April, 2015 the Board set the following KPI:
• Continued fundraising in the minimum amount of $2500.00 annually to cover merit pay as outlined in Director Memorandum of Understanding.
• Hold annual meeting of the Committees
• Introduce and implement strategies to Building a Stronger Board
• Develop a plan with committees to implement Fund Development Services and execute this Plan
• Lead a Session with Board and Committees about their roles and How to function as a more successful Volunteer-Driven Organization
• Work with Board and Committee Chairs to Develop Plan for Succession Planning & Identifying Potential Members at the Committee and Board Level.

To date the following action has taken place:

• **Continued fundraising – Minimum of $2500**: Since the beginning of FY 2015-2016 on July, 1 – the staff and volunteers have raised over $20,000 in Main Street Fundraising, surpassing the budgeted goal of $10,000. New fundraising revenue came from the Howell Art Project auction (Just over $4000), #Share the Howell Love and ‘100 Friends (Over $4000), $5,00 for #GivingTuesday, sponsorships for Rock the Block, Howell Art Project, merchandise sales, Lunar New Year (2016) and more!

• **Hold Annual Meeting of Committees**: An annual meeting of the committees is currently being planned for early January, 2016

• **Introduce & Implement Strategies to Building a Better Board**: As discussed at the annual Board retreat, and will be followed up at our Dec meeting with Main Street Rep. Brittney Hoszkiw, having the correct players on our Board bench is extremely important to continue building momentum and functioning as a smart and efficient organization. Typically we have at least a year to prepare new Board members to join the Board, and Committee members are also slowly introduced to the organization without needing to take-on a chair leadership role. However due to end of term limits, elections, and life events that caused turn-over – Staff and the Board were faced with identifying community leaders who would be good candidates for Committee or Board roles. The new mentorship program of matching new Board members with those who have more history leading the organization has been implemented and so far it seems to be going well to encourage more volunteer, peer-to-peer interactions rather than all questions or concerns being funneled through staff. This was created to assist with retention and the comfort level of new Board members joining the organization. Committee chairs and members in general are being reminded of their job agreements and stepping up to lead or coordinate various activities within the organization. With new Board membership, staff has re-structured the Board member orientation packet and initial meeting, as well as asked Michigan Main Street executives to lead a Board orientation training in February or March.
Other steps include asking Board members to answer questions that are periodically placed in the weekly reports. This helps keep the organization's mission and long-term vision top-of-mind for Board members and hopefully then trickles down to committees.

Also implemented to help build a stronger organizational viewpoint in the public's eyes, staff has lined up volunteers at least once a month, to present to Council about the positive activities, partnerships, and planning taking place in our downtown district.

- **Lead a Session with Board and Committees about their roles and How to Function as a more successful Volunteer-Driven Organization**: This was completed during the Board retreat in September. The Director reviewed the role of the board as being an extension of staff. Board members should be aware and able to give a broad presentation on what the Howell Main Street DDA is working on as an organization. We reviewed our Mission statement and also revised our Mission to keep in line with the changes taking place in our community.

- **Work with Board and Committee Chairs to Develop Plan for Succession Planning & Identifying Potential Members at the Committee and Board Level**: Again, part of this was covered at the Board retreat, as well as with Executive Committee members at previous meetings to identify community members and leaders who would be a good fit for the organization. Staff also worked with City Staff and the Mayor on these endeavors. Staff and a couple of Board members stepped forward to reach out to people they knew, set-up introductory meetings with potential candidates to gauge their interest, and solidify candidates. To date, we have 3 applications in for our open seats on the Board that we look forward to having appointed in December.
Outreach Committee Meeting
AGENDA – Monday, November 9, 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 October 12, 2015 meeting minutes

4. Board & Committee Updates (Brian/Cathleen)

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

6. 2015 Farmers Market: (Brian)
   -Re-cap of overall booth experience
   -Discussion about Farmers Market activities for 2016

7. 2015/16 ‘100 Friends of Howell’ Campaign (Brian)
   -Update on status

8. ‘100 Friends’ November VIP event (Jeannine)
   --November 11, 7:15 p.m. at the Livingston County Jail

9. ‘100 Friends’ Fantasy of Lights VIP event (Brian/Cathleen)
   -November 27th, 7:00 p.m.
   -Update on status, donations
   -Invitations need to be addressed and mailed
   -Volunteers needed to set up the morning of the event and during the event
   -After Party

10. Annual Fundraising Plan (Nicole)
    -Assistance Distributing
    -List of organizations to distribute to

11. Giving Tuesday (Kate)

12. New Business
13. Action Items
   - Small Business Saturday
   - Storefront Decorating Contest

14. Motion to Adjourn

   Next Meeting, Monday, January 11, 2016 at 5:30 p.m. at Main Street DDA Office
Outreach Committee Meeting
Minutes – Monday, November 9, 2015
Time: 5:30 p.m.
Howell Main Street DDA Office—118 W. Clinton Street

Committee Members Present: Brian Walker, Jeannine Pratt, Frank Milanowski
Guest: Kevin Cook
Not Present: Janet Beers, Jeanne Clum, Nichole Powell,
Staff: Cathleen Edgerly, Kate Litwin

Call to Order by B. Walker at 5:30 PM

Approval of meeting minutes
MOTION by B. Walker, SUPPORT from J. Pratt to approve October 12, 2015 minutes. MOTION CARRIED.

Board & Committee Updates – B. Walker / C. Edgerly
The board is under some restructuring. One applicant has applied for a board seat. Busy in downtown with Holiday Girls Night, Garland sales, Small Business Saturday, 100 Friends VIP, Storefront Decorating contest, and decorations for Fantasy of Lights.

Newsletters & Social Media Report – K. Litwin
E-News went out 11/9/15 with lots of information. We’ve gained 133 new Facebook followers and 3 percent in Twitter. December and January news ideas include the following: Holiday Girls Night Out, Storefront Decorating winter, Pop-up Holiday dinner, Winter Marketplace, Seasonal Giving, Holiday Lights, Give the Gift of 100 Friends, Opera House concert with Howell High Choir, Lunar New Year, and volunteer opportunities. January newsletter Business of the Month suggestion is Silverstone Jewelers, Volunteer for December and January recommendations are Randy Green and Richard Lim.

2015 Farmers Market – B. Walker
Discussion regarding the future and how this project originated. Recommendation of a re-focus of the project and more discussion at the January, 2015 meeting.

2015-16 100 Friends of Howell Campaign – B. Walker
To date, 30 Friends have renewed their membership. In addition, the financial amount secured is greater through donations.

‘100 Friends’ November VIP event – J. Pratt
Project scheduled for Nov. 11, 2015 with approximately 12 responses to attend.

100 Friends’ Fantasy of Lights VIP event – B. Walker / C. Edgerly
Reported November 27 @ 7:00 PM @ Cobb/Hall Insurance. Everything is on schedule with the addition of making s’mores.
Annual Fundraising Plan – C. Edgerly
2016 Sponsorship Opportunities information presented with discussion of how it will be utilized. Staff will meet with individuals for instruction and also have provide via pdf.

Giving Tuesday – K. Litwin
Fundraising campaign via social media on Tuesday, December 1. Working on possible sponsor dollar matches to increase amounts. Will be checking with a current sponsor for possible approval of their financial support being utilized as a match.

New Business – C. Edgerly
Discussion and agreement to combine committees for the annual Applause Awards program. Agreed on April 19, 2016. More discussion to come.

Action Items – K. Litwin
Small Business Saturday coming up. Tote bags will be handed out with the assistance of the Interact Club at First National Bank. Storefront Decorating Contest is getting underway with online voting. Prizes will be given for the People’s Choice and Mayor’s awards.

MOTION BY F. Milewski support of B. WALKER to adjourn @ 6:35 PM.

Next Meeting, Monday, January 11, 2016 @ 5:30 PM @ Main Street DDA Office
1. **Call to Order**  
   - Volunteer to take meeting minutes

2. **Review October 14, 2015 Meeting Minutes** *(Motion Required)*

3. **Board & Committee Updates** *(Cathleen)*

4. **Reviewing Uptown Coffeehouse Façade application** *(Committee)*

5. **Design Chair and Committee Update** *(Michael/Jeff)*

6. **Art Project Subcommittee** *(Sharon)*  
   - Next Meeting Date  
   - Volunteer Roles Needing to Be Filled?

7. **Review of Projects to Budget for next FY**  
   - Façade Grants  
   - Sign Incentives  
   - Howell Art Project  
   - Historic Preservation & Design Awards  
   - Bike Racks?  
   - Downtown Plants & Cornstalks  
   - Welcome to Howell Sign

8. **Action Items:**  
   - ‘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

9. **Volunteer Hours:**

**Next meeting: Wednesday, January 13, 2016 at 5:00 p.m. Howell Main Street DDA**

--No Design Committee Minutes have been turned in at this time—
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.
1. Call to Order:

2. Volunteer to take Minutes:

3. Review & Approval of October Meeting Minutes: (Committee)

4. Committee Re-Cap from Board Meeting (Cathleen)

5. Lunar New Year Subcommittee Meeting
   Next Meeting: Wednesday, December 2nd, 2:00 p.m. at Mr. B’s
   -Roles: Volunteer Coordinator - TBD
     Promotional Material Coordinator – Dan Jablonski/ ?
     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

6. Rock the Block Subcommittee
   -Next Subcommittee Meeting: Thursday, December 10 at 10:00 a.m.
   -3 day series, more outdoor locations
   -Roles Needed:
     -Volunteer Coordinator (along with Kate)
     -Sponsorship Recruitment (along with Staff)
     -Promotions Coordinator
     -Restaurant Coordinator (Renee Chodkowsi)
     -Set-Up Crew Coordinator
     -Other?
   Sponsorships Secured by April 6, 2016 & Coordinator Roles Filled in order for event to take place

7. Billboard Co-Op Campaign – (No Project Coordinator)
   -Anyone willing to help collect, follow-up phone calls, etc.
   -*January is most important to reserve now

8. Small Business Saturday (Randy Greene, Staff, & Block Captains)
   -Saturday, November 28th
   -Volunteers needed to distribute Small Business Saturday materials to businesses week prior
   -Volunteer needed day of event to help pick up refreshments from vendor and deliver to 1st National
9. **Holiday Storefront Decorating Contest**
   - 18 participants so far. Goal = 30
   - Volunteers needed to help follow up with businesses
   - Spread the word and vote for your favorite storefront beginning Nov. 23-Dec 1

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

   - Rock the Block
   - Holiday Storefront Decorating
   - Downtown Co-Ops
   - Visitors Guide Ad
   - Holiday Girls Night Out
   - Sponsorships
   - Small Business Saturdays
   - Kiosk Updates
   - Downtown Guides
   - Other?

12. **Action Items**
   - Recruit New Members, ongoing
   - Volunteer to assist with a project – especially coordinator roles
   - Update Work Plans
   - ‘100 Friends’ of Howell membership renewal and VIP seating at Fantasy of Lights!
   - Storefront Decorating Contest voting
   - Shop Small Saturday, Nov. 28

13. **Volunteer Hours:** 21

14. **Motion to Adjourn:** Motion to adjourn at 10:45 am) by J. Patton, 2nd by M. Harlow

**Next Meeting:** Thursday, January 21 at 9:30 a.m at Main Street DDA Office
1. **Call to Order**

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

3. **Review of October Meeting Minutes: (Committee)**

4. **Board Meeting Updates/Committees Review (Cathleen)**

5. **Update on New Businesses (Cathleen/Pat)**
   - Work Skills is located at 224 W. Sibley St.
   - Pur’se
   - Howell Holiday Boutique
   - The Loft

6. **Business First Dates (Hillary)**

7. **Fundraising Pop-up Dinners (Andrea/Hillary)**

8. **Block Captain Program (Hillary)**
   - Second Meeting was held here on November 17th at 9am.
   - Upcoming meeting dates & times

9. **Business of the Month Work Plan & Business Review**
   - November: Howell Bowl-E-Drome
   - December: Silverstone
   - January: Dana Kohrs Salon

10. **CEC Conference Update (Pat/Hillary)**

    - Grand Openings Ribbon Cuttings
    - Business of the Month
    - Pop-Up Dinners
    - Educational Workshops
    - Recruitment & Retention Packets
    - Business Recruitment & Hospitality
    - Other: Retail Happy Hour
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
   - Featured Business of the Month articles for December & January turned in by December 1.

13. **Other New Items:**

14. **Volunteer Hours:**

15. **Motion to Adjourn**

Next Meeting: Thursday, January 19, 12:00 p.m. at DDA Office Conference Room