MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY BOARD AGENDA

DDA BOARD MEETING

Wednesday, January 27, 2016 6:30P.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. Vacant
   Vice-President

4. Kevin McCarthy
   Treasurer

5. Jeanne Clum
   Secretary

6. Brian Walker

7. Adam Mercel

8. Randy Greene

9. Vacant

10. Cathleen Edgerly
    Director

11. Kate Litwin
    Outreach Coordinator

12. Meeting Called to Order

2. Citizen's Comments (items not on the agenda)

3. Approval of DDA Minutes
   - Minutes of Executive Committee meeting on January 11, 2016
   - Minutes of Regular Meeting, December 3, 2015
   (Motion required to place minutes on file)

4. Correspondence

5. Reports
   - Director Report-Cathleen Edgerly
   - President's Report—Brian Walker
   - Treasurer's Report—Randy Greene
   (Motion required to place reports on file)

6. Approval of Committee Reports to Place on File
   - Design Committee—Randy, Committee Members
   - Promotions Committee—Kate
   - Outreach Committee—Brian, Jeanne
   - Business Development Committee—Cathleen
   (Motion required to place all reports on file)

7. Payment of Bills—Cathleen
   (Motion to pay the bills in the amount of $27,379.84 plus payroll for December, 2015)

8. Discussion/Action Items:

   a. Appointment of Vice President (Brian & Board)
      Discussion/Action Required

   b. New Board Member Applications (Brian/Cathleen)
      Discussion/Action Required

   c. Review of Sign Incentive from 2FOGS Pub- (Cathleen)

   d. Budget ReCap and Approval—(Randy)
      Discussion/Action Required

   e. DDA TIF Bond Resolution—(Brian/Heather)
      Discussion/Action Required

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. Annual Sponsorships Secured – (Board)

9. Business Updates:

10. Excused Absences:

11. Action Items:

12. Motion to Adjourn
(Motion Required for Adjournment)

Next Board Meeting: Wednesday, February 24, 2016.

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

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

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

MISSION STATEMENT

Howell Main Street and Downtown Development Authority uses the Main Street Four-Point Approach™ to promote downtown Howell as an attractive, vibrant, historic, pedestrian-oriented shopping, dining, and entertainment district for residents and visitors. We help preserve our historic downtown by encouraging the restoration and adaptive re-use of buildings’ storefronts and upper stories for both residential and or office use. We rely on strong partnerships with stakeholder organizations, broad-based community support, and a growing volunteer base to accomplish our work. Our downtown is the heart and hub of the community.
MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, DECEMBER 2, 2015

MISSION STATEMENT:

Howell Main Street DDA 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, Adam Merkel, Brian Walker, Randy Greene, Mayor Nick Proctor
Staff: Cathleen Edgerly, Kate Litwin
Guests: Brittney Hoszkiw, Shea Charles, Lorna Brennan, Richard Lim, Heather Ruby
Not Present: Jeanne Clum, Kevin McCarthy

MEETING CALLED TO ORDER:
President Conn called the meeting to order at 6:35p.m.

CITIZENS COMMENTS
None

APPROVAL OF MINUTES
- Minutes of Executive Committee meeting on November 11, 2015
- Minutes of Regular Meeting, October 28, 2015

MOTION by Mayor Proctor, SUPPORT by A. Merkel to place minutes of Regular Meeting and Executive Committee meeting on file. MOTION CARRIED.

CORRESPONDENCE
None

DDA Director Report

Director Edgerly explained that Brittney Hoszkiw was in attendance to conduct a presentation on board member roles, responsibilities, and succession planning to help the future of the organization.

K. Litwin and C. Edgerly attended the Michigan Festivals and Events Conference in November, which was a great opportunity to learn and bring ideas back for our events. During the Conference, Director Edgerly and B. Hoszkiw conducted a seminar on creative partnerships that was well received by the audience and resulted in many questions and connections made with DDA’s, Chamber organizations, and event planners throughout the state.

C. Edgerly reminded the Board that Michigan Main Street is holding a quarterly training focused upon Business Development on December 7th and 8th in Otsego. If a Board member would like to attend please contact C. Edgerly as soon as possible. Also with regard to training, registration for the National Main Street Conference is now open, and C. Edgerly advised the Board to feel free to look at the schedule of events, and reminded the Board that they can attend and that their attendance would be very educational and overall helpful for the organization.

Lastly, C. Edgerly provided a quick preliminary façade grant update, as she received just prior to the Board meeting preliminary for the State façade grants for: Uptown Coffeehouse, 1st National Bank and Cobb-Hall Insurance. The preliminary funding amounts include $118,000 for 1st National, $110,000 for Uptown Coffeehouse, and $33,000 for Cobb-Hall Insurance. Once we receive official confirmation of the award each business will have one year to complete
the work to their façade.

**President Report**

President Conn reminded the board that they will need to conduct an annual evaluation for Director Edgerly soon, as her start date was 4/14/14. This should be on everyone’s mind and timely completion of the evaluation is very important. The Board was also reminded that setting dates for budget retreats is vitally important and will be addressed later in the agenda.

**Treasurer’s Report**

C. Edgerly provided the Treasurer’s Report due to vacancy, and reported that this month everything was very standard and nothing out of the ordinary appeared in the budget or bills to be paid. R. Greene noticed that the most recent budget showed a negative fund balance, but he was under the impression that this was supposed to be reversed. C. Edgerly will discuss this with the City Finance Director and will provide an update to the Board via e-mail.

K. Litwin provided a brief overview of the recent #GivingTuesday fundraising campaign, which is a nationwide movement to support philanthropy and giving the Tuesday after Thanksgiving. Staff created an outreach/social media publicity campaign and secured a financial sponsor to provide matching donations for funds raised. K. Litwin reported that total donations from the one day event were just over $2,000.

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

**Committee Reports:**

**Design Committee:**

R. Greene reported that the committee spent time at their most recent meeting discussing the Uptown Coffeehouse façade, projects for the next fiscal year, including project costs. The committee also looked at designs for bike racks, planters for next year, and holiday decorating. B. Walker asked whether the committee has discussed a plan to resolve sponsorship signage issues surrounding the spring flower pots, and R. Greene reported that a few options have been discussed.

**Promotions Committee**

K. Litwin reported that subcommittees for Lunar New Year Festival and Rock the Block are meeting regularly and working on plans for these projects. Lunar New Year Festival is scheduled for February 20th which includes the Howell Dragon Run 5K on the Howell Public Schools grounds, entertainment at the Howell Opera House, and the Lunar New Year Dinner.

**Outreach Committee:**

B. Walker reported that the ‘100 Friends of Howell’ campaign has 36 contributors and the committee recently held two ‘Friends’ VIP events including a tour of the Livingston County Jail Expansion and Fantasy of Lights reserved seating and refreshments at Cobb-Hall Insurance. B. Walker thanked Brunner’s Restaurant for donating the delicious food for Fantasy of Lights and Cobb-Hall Insurance for allowing us the use of their facility and courtyard again this year. 65 guests attended the event, which was a great turnout given the rainy weather. Additionally, the s’mores bar was well received and led to good conversations with parade attendees who wanted more information about the organization.
Business Development Committee

C. Edgerly reported that there is and will be business movement around downtown, but currently there is not much confirmed information regarding entities switching locations, but she will provide more updates at a later date. The committee has been working on a project to highlight vacant spaces, looking at pop-up dinners as an example, and the committee is currently putting together a work plan and looking at financial requirements. At their most recent meeting committee members went through pre-budget process and discussed which projects to continue, and will present numbers to the Board for review/approval.

MOTION by B. Walker, SUPPORT from Mayor Proctor to put committee reports on file. MOTION CARRIED.

PAYMENT OF BILLS

MOTION by Mayor Proctor, SUPPORT from R. Greene to pay bills in the amount of six thousand seventy dollars and fifteen cents ($6070.15) plus payroll. MOTION CARRIED.

DISCUSSION/ACTION ITEMS

Review of Uptown Façade Application:  R. Greene

R. Greene reported that the Design Committee reviewed the grant, looked at proposal, blueprints, etc. and the committee requests board approval of the grant. However, he mentioned that one potential issue is that the request was for $27,500, which exceeds the budgeted amount by $7,500. He proposed two requests of the Board:

1) Approve the $20,000 budgeted for façade improvement grants
2) Evaluate the budget to determine whether there are funds available to approve an additional $7500

R. Greene explained that the proposed façade improvement falls within all of the guidelines, however the only thing that falls short is the budgeted amount.

S. Charles approached the podium and explained that the reasoning behind the current fund balance depends on when the treasurer does the transfer, and month to month activity. He explained that a negative fund balance one month is not an issue, and advised the board to look at the estimated amended budget which reflects an expected positive $48,000 fund balance. C. Edgerly explained that the DDA will also be helping the City with matching funds for 1st National Bank and Cobb-Hall Insurance, at $1,000 each, but these funds will be reimbursed at the end of the project, which falls into the next fiscal year. An option is to roll the funds from this year into next year’s budget and increase the total amount budgeted for FY 16/17.

R. Greene questioned what constitutes a “good” fund balance and S. Charles explained that 20% is a good rule of thumb, but that he is comfortable overall with the current projections. A few years ago the DDA had roughly $280,000 in fund reserves, but approximately $250,000 went to the renovations at 118 W. Clinton Street. The City was going to loan the DDA the money for this project, but then chose to not do so, which ate up a lot of the fund balance.

MOTION by R. Greene, SUPPORT from B. Walker to approve a $27,500 grant to Uptown Coffeehouse for their façade improvement. MOTION CARRIED.

Board Member Resignations, K. McCarthy, M. Mulvahill:  E. Conn

MOTION by Mayor Proctor, SUPPORT from B. Walker to approve the letter of resignation from Kevin McCarthy. MOTION CARRIED.

MOTION by E. Conn, SUPPORT from A. Merkel to accept the resignation of Michael Mulvahill. MOTION CARRIED.
Mayor Proctor mentioned that City Council is very happy to have M. Mulvahill join them and E. Conn thanked City Council for stealing Mr. Mulvahill from our Board.

**Board Member Re-appointments: E. Conn**

**MOTION by R. Greene, SUPPORT from A. Merkel to reappoint Brian Walker to the Howell Main Street DDA Board of Directors for a 4 year term. MOTION CARRIED.**

**MOTION by B. Walker, SUPPORT from A. Merkel to reappoint Eric Conn to the Howell Main Street DDA Board of Directors for a 4 year term.**

**Discussion:**

Mayor Proctor stated that his intention was to not reappoint E. Conn for another term, as he feels E. Conn has expressed his desire to spend more time with his family and that his case load is getting hectic at work. Additionally, Mayor Proctor feels a change in leadership is a good thing.

Mr. Merkel questioned E. Conn and asked whether Mr. Conn felt that the Mayor’s statement is true. E. Conn responded that he has the capacity and desire to continue on the Board for another term. There was discussion about whether there are options for a shorter term, but based on bylaws each member is appointed for 4 years, but could be done with the understanding that E. Conn would resign once the Board is established and there is an individual trained to take over the role of President.

Mayor Proctor indicated that his mind was made up, and would not be changed by the Board. Ultimately, it is his decision as mayor to nominate individuals to the Board and at this time he feels the Board is ready for a change in leadership. A. Merkel questioned the Mayor’s plan, given the number of new board members and their lack of experience with the organization. Mayor Proctor explained that no one is irreplaceable and there are enough people on the Board to make things work and a new leader will be found.

Director Edgerly explained that without E. Conn the Board will need to fill the roles of President, Vice President, Treasurer and possibly Secretary which causes great stress and anxiety for staff. Also, keeping E. Conn on as president would assist with the stability and transition process to train a replacement. Additionally, the bylaws are clear that anyone nominated to the role of President must have served on the board for over a year, which only leaves B. Walker and A. Merkel as viable options and puts them in a difficult position. Mayor Proctor mentioned that he was keen to put someone into the Treasurer’s role, knowing that R. Greene has expressed interest in taking on that role moving forward.

Mr. Merkel stated that should Mayor Proctor move forward with not reappointing E. Conn, that Mr. Merkel would submit his resignation effective at the end of meeting as he was not in support of E. Conn leaving the Board. Additionally, A. Merkel questioned why the Mayor was so opposed to E. Conn and the Mayor did not provide a response other than he felt after discussing with S. Charles that it’s time to make a change in leadership.

E. Conn responded by stating that he is clearly committed to the furthered support and momentum the DDA has achieved and feels that the issues Mayor Proctor brought up about workload and family life are a smoke screen. He also mentioned that leading the organization is not easy and though we have wonderful staff that have done a great job, the expectation that they will pick up the pieces without leadership is a disservice to the staff, City employees, and all around a bad idea. Mr. Conn feels he has the capacity to serve, he wants to serve, and is not being given the consideration to do so.

President Conn called for a roll call vote on the motion stated above to reappoint Eric Conn to the Howell Main Street DDA Board of Directors for a 4 year term.

**Mayor Proctor, No; Randy Greene, Yes; Eric Conn, Yes; Brian Walker, Yes; Adam Merkel, Yes** MOTION CARRIED.

**New Board Member Applications: E. Conn**
E. Conn stated that he met with Heather Ruby and feels she will be a great addition to the Board.

**MOTION by E. Conn, SUPPORT from A. Merkel to appoint Heather Ruby to the Howell Main Street Board of Directors for a 4 year term. MOTION CARRIED.**

President Conn provided some quick remarks about Richard Lim, and thanked Mr. Lim for his submission as he feels Mr. Lim will be a great addition to the board and will do great things.

**MOTION by E. Conn, SUPPORT from A. Merkel to appoint Richard Lim to the Howell Main Street DDA Board of Directors for a 4 year term. MOTION CARRIED.**

Lastly, E. Conn explained that Marc Harlow submitted his Board application as well, based upon the resignation of M. Mulvahill and K. McCarthy there is an open position for M. Harlow as well. C. Edgerly explained that M. Harlow became a tenant of 118 W. Clinton in June and came highly recommended by J. Clum. He has over 25 years of business ownership in Howell, worked with the Howell Jaycees, and Howell Public Schools. Mr. Harlow is excited to get back to volunteerism and has already jumped right on board with the Promotions Committee and Rock the Block subcommittee.

**MOTION by E. Conn, SUPPORT from B. Walker to appoint Marc Harlow to the Howell Main Street Board of Directors for a 4 year term. MOTION CARRIED.**

Mayor Proctor explained that he has not met Marc yet, but plans to do so soon and hopes to get him on the City Council agenda. R. Greene indicated he was impressed with M. Harlow during their interaction at a Promotions meeting and highly supports the appointment.

**Effective Board Member Discussion: B. Hoszkiw**

Ms. Hoszkiw led a discussion regarding Effective Board Members, including setting expectations, conducting assessments, looking for specific skills, and recruitment. The Board discussed each the organization’s needs and determined the following:

- Promotions: Needs committee members and a chairperson
- Business Development: Needs chairperson
- Outreach: Needs members, maybe a chairperson
- Design: Relatively stable, could possible use more committee members
- Executive Committee: Potentially needs ALL roles filled (depending on J. Clum’s leave of absence)
- Board members: Potential to fill two (or more) empty seats (most crucial need at this time)

The Board discussed the skills needed to fill a Board member position and agreed on the following: an understanding of Robert's Rules of Order, fundraising, leadership, communication, and organizational skills. The members then discussed these skills and tried to match skills with individuals in the community.

B. Hoszkiw recommended having conversations with these individuals, provide information on the organization and take learning materials along. Trainings are recommended to help build the skill-set and comfort level needed on the Board.

**Fund Development Review: C. Edgerly**

Director Edgerly explained that the Board packet summarizes the process we went through with Patrice Martin, with special focus needed on the last 3 pages. The Board should be prepared to come up with next steps to avoid the problem of having a plan but no strategy for implementing the plan. This step should be tied into conversations at the budget retreat as successes balancing and having a surplus will come down to finding new ways to raise funds, budget neutrality, and implementing recommendations laid out in the plan. Also mentioned was that some goals fit within certain committee structures or key skilled individuals on the Board, but members should keep in mind this is a
The last three pages of the document surround identifying a fundraising target, looking at where that money is going to come from (i.e. public/private funds, grants) and what are the activities the Board will use to access those funds? This process should be an annual activity, and the Board should continually evaluate and diversify fundraising activities so funds are constantly being raised to help the organization achieve the next “big thing.”

C. Edgerly thanked the Michigan Main Street Center for offering the Fund Development Services so the Board can implement key strategies to raise funds and avoid turnover.

**Snow Removal at 118 W. Clinton:** C. Edgerly

Snow at the office is a concern, last year the property neighbor plowed, but the snow was pushed up against the neighboring building and this is not an ideal situation. C. Edgerly received an estimate from Apollo Lawn Care Service, owned by one of one of our tenants. However, technically the City owns the building, so can we ask for snow removal? C. Edgerly asked S. Charles whether DPW can handle the snow removal and have it done by open of business in the morning. S. Charles will check with DPW to see if the building is on their to-do list, but he recommends the Board approve hiring another service contingent upon knowing whether the city can do removal.

**MOTION by E. Conn, SUPPORT from B. Walker to approve the contract with Apollo Lawn Care Service, subject to outcome of further discussion with DPW. MOTION CARRIED.**

**Budget Retreat:** E. Conn

Board Members agreed to schedule a Budget Retreat for December 22, 2015 at 5:30pm at the Howell Main Street DDA office at 118 W. Clinton Street.

E. Conn explained that the DDA Budget goes to City Council at the end of March. From a planning perspective, the Board will have budget retreat, then a subsequent conversation at a January meeting about the retreat outcome and conversations held with committees after they determine if they can cut expenses or find ways to increase fundraising. There may need to be a second budget retreat before finalizing the budget in March.

**Business Updates:** C. Edgerly

Director Edgerly mentioned that The Loft, an eco-friendly hair salon, is holding their ribbon cutting ceremony on December 9th at 1:00 pm. The Mayor explained that he cannot attend as he is having a medical procedure that day.

**Excused absences:** E. Conn

**MOTION by Mayor Proctor, SUPPORT from B. Walker to excise J. Clum from today’s meeting. MOTION CARRIED.**

**Action Items:**

E. Conn asked A. Merkel if he would like the Board to take action on his resignation. Mayor Proctor indicated that he would like the resignation in writing in order to present it to Council. R. Greene has expressed interest in becoming Treasurer, but would like to talk to K. McCarthy and C. Edgerly first to make sure it’s within his capabilities at this point. C. Edgerly mentioned that K. McCarthy has expressed willingness to train the next treasurer.

E. Conn mentioned that because his term appears to be expiring December 31st, there is potential that no one will be the staff point person until a new President is appointed and approved. He requested that Board members check in with staff on a regular basis to make sure they’re OK. B. Walker volunteered to serve as the point of contact in the interim.

R. Greene made one final comment before adjournment and explained that one of his first questions to C. Edgerly and K. Litwin during their discussion of becoming a Board member was “Do you have a good cohesive functioning board?” R.
Greene disagrees with the Mayor's decision regarding E. Conn's reappointment, but still respects the Mayor; and he also asked A. Merkel to reconsider his resignation. Overall, R. Greene wants the Board to go forward as positively as possible, and he looks forward to helping any way he can.

MOTION by B. Walker, SUPPORT from A. Merkel to adjourn the meeting at 8:38 p.m. MOTION CARRIED.

Minutes Approved,

Jeanne Clum
Secretary
MAIN STREET & DOWNTOWN
DEVELOPMENT AUTHORITY BOARD
EXECUTIVE COMMITTEE MEETING
DDA BOARD MEETING
Wednesday, January 11, 2016 –6:30 P.M.
Howell Main Street DDA Office – 118 W. Clinton St.

Committee Members Present: President, Brian Walker; Secretary, Jeanne Clum; DDA Director, Cathleen Edgerly

Meeting called to order at 6:36 p.m. by B. Walker.

This Executive Session was held to determine the agenda for the January 27, 2016 DDA Board of Directors meeting.

The Executive Committee reviewed the draft agenda, including the following items:
- 2FOGS Sign Incentive Application
- Appointment of Vice President
- Updated Budget (and meeting re-cap)
- Annual Sponsorships secured by Board members

Motion to adjourn by B. Walker at 7:05 p.m., Second by J. Clum. Motion Passed unanimously.

Minutes as recorded by C. Edgerly
1. Call to Order
   - Volunteer to take meeting minutes

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

3. Board & Committee Updates (Cathleen)

4. Review Sign Incentive from 2FOGS Pub (Committee, Guest – Joe Parker)

5. Committee Projects & Budget Review (Committee/Randy)
   - Façade Grants
   - Sign Incentives
   - Howell Art Project
   - Historic Preservation & Design Awards
   - Bike Racks?
   - Downtown Plants & Comstalks
   - Welcome to Howell Sign

6. Bike Racks (Michael)

7. Art Project Subcommittee (Sharon)
   - Date of Event
   - Categories
   - Volunteer Roles Needing to Be Filled
   - When Call for Applications Goes Out
   - Volunteer Roles Needed
   - Sponsors?

8. Action Items:
   - Next Art Project Subcommittee Meeting:
   - Raise $20,000 in sponsorships — Get materials from staff, send on contact info., etc.
   - 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
Design Committee Meeting Minutes
Meeting Date: November 11, 2015 at 5:00 PM
Howell Main Street DDA Office, 118 W. Clinton St. Howell, MI

Present: Michael Mulvahill, Lori Swick, Jeff Humphries, Randy Greene
Not Present: Sharon Fisher
Staff Present: Cathleen Edgerly
Guest: Justine Paduch, Lorna Brennan, R. Gari

1. Call to Order: M. Mulvahill called the meeting to order at 5:00 p.m. L. Swick volunteered to take the meeting minutes.

2. Approval of Meeting Minutes: Motion by J. Humphries, Seconded by L. Swick. Motion passed unanimously.

3. Board & Committee Updates (C. Edgerly)
We are looking forward to receiving feedback pertaining to our Fund Development Plan for long-term fundraising so that we can continue to be sustainable.

Outreach Committee: Working on monthly newsletter as well as the December quarterly newsletter.

Promotions Committee: Very busy time of year! Working on "Girls Night Out" (Dec. 10), "Small Business Saturday" (Sat. after Thanksgiving). Currently underway is the holiday Garland Sales in conjunction with Country Lane Florist.

Business Development Committee: No major updates that we are available to share due to confidentiality business issues, but will possibly have updates in the near future.

4. Review of Uptown Coffeehouse Façade Application (Committee)
Lorna Brennan from Uptown Coffeehouse presented a packet that included the application for the façade grant, drawings with color schemes and a preliminary construction cost estimate from architect from Newman Smith Architecture. The estimate was based upon work as described in the 2012 color design development drawings provided by the Michigan Main Street Center. M. Mulvahill pointed out that since this is on a main corner, the planned improvements affects the two main façade fronts as well as the alleyway. This project is seeking a joint façade grant. The applicant is requesting $27,500 for the DDA façade grant. However, the DDA budget currently allows for $20,000 per fiscal year for façade grants. A state grant has also been requested – that portion is done in conjunction with the City of Howell. Cathleen reported the stipulations concerning DDA funding, which requires that money not be used towards "soft costs" or interior work. Additionally, the work needs to be completed within one year, and cannot be altered for five years thereafter. Funds are granted (pending approval) after completion of the project.

Two color schemes were presented, which were similarly drawn to indicate restoration/replacement work, such as removing glass block and infill from entry, returning to transom windows as well as exposing the historic cast iron columns and rebuilding the recessed front entrance to match that of historic photos. Both drawings also include the installation of new commercial grade double hung windows, fitted to the original window openings. The difference between the two schemes is in the treatment of the existing masonry.
Color scheme #1 suggests the removal of all paint from masonry surfaces and cleaning. Color scheme #2 suggests prepping and painting of all masonry in Golden Oak Color (Sherwin Williams). Lorna reported that she the architect agreed that painting the existing brick is the preferred method for several
reasons:
- Going back to original brick is costly, and is not always the most appropriate method.
- Consideration of paint removal on historic masonry can sometimes do more harm than good, depending on if the removal of paint could potentially also remove some of the face surface of the brick. In some cases, retention of the paint may be more practical than removal in terms of long-range preservation of the masonry.
- Many of the downtown buildings are brick, and the Golden Oak paint color would make the building stand out more from the others.

Estimated start date for the Uptown Coffeehouse Improvement Project is will be in April 2016. R. Greene motioned to recommend approval of $20,000 for this façade grant. Seconded by J. Humphries. Motion passed unanimously. A second motion to request the additional $7,500 grant funding for this project to the DDA board was requested by R. Greene. R. Greene agreed to present the request to the board. J. Humphries seconded the motion. Motion passed unanimously.

5. Design Chair and Committee Update (M. Mulvahill and J. Humphries)
Michael announced that he was elected to City Council and will no longer be on the DDA board or the chair for the Design Committee. Jeff Humphries has volunteered to step in as Michael’s replacement as Design Committee chair.

6. Art Project Subcommittee - (C. Edgerly updated the committee, due to Sharon’s absence)
The next subcommittee meeting will be held either Nov. 12 or 19 at 4 p.m. Volunteers are needed for planning, as well as the day of the event, so if anyone is available and interested, please contact Cathleen. Sharon will be sending out emails regarding the next meeting. The event date will be discussed as well as themes. Brainstorming sessions regarding themes have already taken place, allowing artists adequate time to prepare or get their thought process started. Kevin Adamo of Country Lane Florist managing the floral art portion of the Art Project.

7. Review of projects to budget for next fiscal year (M. Mulvahill, C. Edgerly, Committee discussion)

- Façade Grants - Current budget is at $20,000. Suggested to raise the budget to roughly $30,000 to help with Uptown Coffeehouse’s expected support. There are no known additional businesses seeking assistance at this point but we may want to be prepared.

- Sign Incentives - These are awarded on a first-come, first-serve basis. The budget is currently set at $2,500. Recommended to raise it to $4,500.

- Howell Art Project – Budget was $5,000 last year. Cathleen stated this should be a minimum of $15,000. M. Mulvahill reminded the committee that our goal is to be “budget neutral”. For example, if we need to budget $15,000 for a project, then we need to raise that amount. Projects ultimately should pay for themselves.

- Historic Preservation and Design Awards - (Was combined with Applause awards for one celebration). Our budget last time was $1700, but revenue and sponsorship helped cover $1500.

- Bike Racks - $1,000 current balance in the budget. First bike rack prototype will come back to the committee after the holidays for approval. M. Mulvahill indicated that there is a matching sponsor currently for $500.

- Downtown Plants and Cornstalks - Budget was $3,200. Recommendation is to raise this to $5,000. A sponsor has already agreed to cover this amount.

- Welcome to Howell Sign - Cost was $4,300 to create last year. Discussion ensued on where we might put another sign. No identified location is available at this time.

8. Action Items
- "100 Friends" VIP Event - Nov 11 tour of Livingston County Jail at 7:15
- Recruit new members and bring in next meeting
- Start reaching out to sponsors for 2016-2017 projects

9. Volunteer Hours - 12 hours total

10. Meeting Adjourned - Motion to adjourn by M. Mulhavill at 6:25 p.m., seconded by L. Swick. Motion passed unanimously.

Next Meeting - Wednesday, January 13, 2016 at 5:00 p.m, Howell Main Street DDA Office.
10. Call to Order

11. Volunteer to take minutes

12. Approval of November 9, 2015 meeting minutes

13. Board & Committee Updates (Brian/Cathleen)

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

15. New Committee Chair (Brian)

16. Review of Projects & Committee Budgets for FY 2016-2017
   -Requested Budget of $3,400 for 16-17
   -Friends of Howell Campaign
   -Annual Recognition Event
   -Website Maintenance
   -Volunteer Recruitment & Hospitality
   -Quarterly Training

17. Annual Fundraising Plan Update (Nicole)
   -Contacts to Date
   -Other organizations to distribute to

18. New Business

19. Action Items

20. Motion to Adjourn

Next Meeting, Monday, February 8, 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 Milewski
Guest: Kevin Cook
Not Present: Janet Beers, Jeanne Clum, Nicole Powell,
Staff: Cathleen Edgerly, Kate Litwin

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

2. **Review of Meeting Minutes:** Approval of meeting minutes
   MOTION by B. Walker, SUPPORT from J. Pratt to approve October 12, 2015 minutes. MOTION CARRIED.

3. **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.

4. **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, Holiday Storefront Decorating Contest, 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.

5. **2015 Farmers Market – B. Walker**
   Discussion regarding the future and how this project originated. The Committee recommendation is to re-focus the project and have more discussion at the January, 2016 meeting.

6. **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.

7. **‘100 Friends’ November VIP event – J. Pratt**
   Project scheduled for Nov. 11, 2015 with approximately 12 responses to attend.

8. **100 Friends’ Fantasy of Lights VIP event – B. Walker / C. Edgerly**
   Reported that this VIP event will take place November 27 @ 7:00 PM @ Cobb/Hall Insurance. Everything is on schedule as last year, with the addition of a s’more making station and heaters on the patio.

9. **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 provided the Committee with copies via pdf.
10. 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.

11. New Business – C. Edgerly
   Discussion and agreement took place regarding combining committees for the annual Applause Awards program. Agreement from all members present. Tentative date on April 19, 2016. More discussion to come.

12. 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.

13. Motion to Adjourn: 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
Outreach Committee Meeting
Minutes – Monday, January 11, 2016
Time: 5:30 p.m.
Howell Main Street DDA Office—118 W. Clinton Street

Committee Members Present: Brian Walker, Jeannine Pratt, Jeanne Clum, Nicole Powell
Guest: Scott Morrison
Not Present: Janet Beers, Frank Milanowski
Staff: Cathleen Edgerly, Kate Litwin

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

Approval of meeting minutes
MOTION by J. Pratt, SUPPORT by B. Walker to approve November 9, 2015 minutes. MOTION CARRIED.

Board & Committee Updates — B. Walker / C. Edgerly
Reported that B. Walker is the new board president. Reported on the Lunar New Year and the Dragon Run. Business development is working on a pop-up bistro with the Great Foodini and a theater ticket. Possible 100 Friends discount for the tickets will be discussed. Design Committee is working on façade grants.

Newsletters & Social Media Report — K. Litwin
E-News reached 31.2%. Scott is working on inputting names and emails from Ladies Night Out into Survey Monkey. Kate reported increases in Facebook and Twitter accounts. Instagram account discussed. Jeanne will forward information to staff regarding MSU marketing interns. February E-News ideas included Valentine’s Day in downtown. Recommended volunteer of the month is Julie Hill. Discussed Merchant newsletter March edition, Applause Awards, celebration of Top 10 Achievement Award.

New Committee Chair — B. Walker
New chairperson needed for Outreach Committee. Email Cathleen with any ideas.

Review of Projects & Committee Budgets for FY 2016-2016
Reported that Outreach needs a plan. Volunteer social hour idea discussed with a recommendation of a volunteer night at the Howell Theater. Possibly sponsoring a movie. The budget recommendation for Outreach is $5,000. Recognition of financial contributors and volunteers also necessary. Discussion about a Howell home tour program. Interest in a year-long calendar of events for all committees. Discussion about the history and future of the Melon Festival Merchants Breakfast. Possible Business Development and Outreach joint project. Goals necessary and the expected outcome are important.

Annual Fundraising Plan Update
Nicole reported on building a Google spreadsheet with all information about sponsors, all major employers and communication tools. Staff will provide additional information.

No new business or action items.

MOTION BY J. Clum, support of B. WALKER to adjourn @ 6:32 PM.

Next Meeting, Monday, February 8, 2016 @ 5:30 PM @ Main Street DDA Office
Promotions Committee
Minutes from November 19, 2015 Meeting
DDA Office—118 W. Clinton Street

Present: Jaci Patton, Marc Harlow, Whitney Stone
Staff: Cathleen Edgerly, Kate Litwin
Not Present: Adam Merkel, Kim Esper, Julie Hill
Guest: Kevin Cook

1. Call to order: Meeting was called to order at 9:34 a.m. by J. Patton

2. Volunteer to Take Minutes: Due to low attendance, C. Edgerly will take minutes.

3. Review of October Meeting Minutes:
MOTION by M. Harlow, SUPPORT from J. Patton to approve the October 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 board is also working on budget and requesting Committee project budgets. The Outreach Committee has put together a small sponsorship package to help with fundraising. Business Development is working on a Pop-Up Bistro concept to bring in funds and highlight business spaces paired with entrepreneurs/established business owners looking to have or update a space in downtown Howell. Design is contributing funds towards 3 downtown Façade projects and in the midst of Howell Art Project planning. Several businesses are moving, changing, as well as potential new businesses coming in. Those updates will be shared once they are public.

5. Lunar New Year Subcommittee Meeting:
The next subcommittee planning meeting will be held December 2 at 2:00 p.m. at Mr. B’s Rustic Tavern. A Volunteer Coordinator is still needed. Brian Walker and H.U.R.T. are managing the race which will take place on Howell Public School Grounds with the same race route as last year. The 5K begins at 10:00 a.m. with registration opening in early December. Julie Hill as the dinner coordinator has secured restaurant participants and is working on menu creation, selling ads, and décor for the Opera House. Kim Esper and Richard Esper are finalizing entertainment for the Opera House with the Lion Dance kicking off at noon.
Looking forward to a full and fun event!

6. Rock the Block Subcommittee
M. Harlow provided updates that the planning subcommittee has put together a list of potential bands. 4 locations have been selected for the music and the subcommittee as well as Promotions members are being asked to help secure the locations with property owners. Locations include: Peanut Fowl, Cobb Hall, 2FOGS patio, and behind businesses at Parking Lot 1. This event will continue this year as a series held the first Wednesday of the month June-August from 6-9 p.m. Renee Choinski (Great Foodies) will work with restaurants. The committee is asking that food participants serve at each music location. Sponsorships must be secured by April 6, 2016 and coordinator roles filled for event to move on.
Coordinator roles include: Site Coordinators, Band Coordinator, Sponsorship Recruitment, Volunteer Coordinator, Set-Up Crew Coordinator

7. Downtown Billboard Co-Op
C. Edgerly provided a quick update on the project status and reported that all but 3 billboard spaces have been filled.
6. **Guest Speaker** T. Van Appeldorn is from Great Lakes Women’s Business Council's CEED Lending. They are a lending program for small businesses working with 1st National Bank here in Howell, and give out loans to all of Livingston County, as well as eight other counties here is South Eastern Michigan. They take out large loans and then chop them up into small loans for business owners. They can give up to 50k on a 5 year loan. It’s great for established owners if they want to upgrade their equipment or facades. C. Edgerly is very eager for him to work with our facade grant program. They are really willing to work with people that don’t have the greatest credit scores as well. To be qualified for a loan through them the business owner first must have been denied from two other banks or credit unions.

7. **Business First Dates** – H. Morrison began updated the committee that over the last couple of weeks due to getting out papers and double checking with business owners on participation in upcoming events and she has hit quite a few of the businesses. A. Dahline went to Mr. B’s and spoke with a manager there. The manager mentioned that he thought that some of the people that used to eat there before the new ownership were a bit upset about the new prices. A. Dahline said that things are moving forward there. That the pricing in her mind was fitting with the better quality of food being served. D. Ellis mentioned that she too had eaten there and had a great experience.

7. **Fundraising Pop-up Dinners** – A. Dahline gave an update on what was discussed at the last meeting. C. Edgerly mentioned that she really liked the idea of us holding this first event at the Historic Howell Theater. It Discussion took place among all committee members present. A pop-up Bistro meeting will be held immediately following today’s Business Development Committee meeting. A. Dahline is working with Renee Chodkowski and H. Morrison on details as well as a work plan.

8. **Block Captain Program** – C. Edgerly shared with the committee that the monthly block captain meetings have been going well and serve as a means to share important information on both sides and that the business owners found it refreshing and very helpful to better understand upcoming events and important topics such as snow removal.

9. **Business of the Month** – P. Convery was not at the meeting but through an email said that she would cover Silverstone Jewelry for the month of December.

10. **CEC Conference Update** – H. Morrison will email everyone a summary of this conference due to time constraints. She did think that it was worth going to especially since we will be holding it in two years. She also mentioned that it might be a good idea to attend next year's conference. A. Dahline asked if they had an on-line video of the conference. H. Morrison did not think that they did.

11. **Action Items** – N/A

11. **Volunteer Hours** 15 total hours recorded.

12. **Motion to Adjourn** was called at 1:15 by A. Dahline and seconded by H. Czerwinski.
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$ 27,379.84

**Balance Forward**

1/27/2016

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**Vendor TOTAL:** $674.66

**Company:** XYZ CORPORATION

**Address:** 123 Main St, Anytown, USA

**Phone:** 555-1234

**Fax:** 555-5678

**Bank Code:** 123

**Routing & Account Number:** 1234567890

**Expiration Date:** 12/31/2020

**Agreement:**

**Invoice Approval by Invoice Report for XYZ CORPORATION**

**Date:** 01/22/2016
MEMORANDUM

TO: HOWELL MAIN STREET DDA BOARD  
FROM: CATHLEEN EDGERLY  
DATE: JANUARY 22, 2015  
RE: BOARD APPLICATIONS

Staff is pleased to share with the Howell Main Street DDA Board of Directors, the attached applications for open seats on our board.

Applications were submitted by business owners & Howell area residents:
- Mary Helfman (A-1 Rentall Co-Owner, Aide to Senator Joe Hune)
- Scott Henman (Independent Ins. Agent for downtown business MI Ins & Financial Services)

Staff has met with all of the candidates to review what Board member roles and responsibilities are, learn more about their interests, discuss Board members active roles on a Main Street committee, etc. All candidates names and applications were also forwarded on to President, Walker as well as Mayor Nick Proctor to hold an initial meeting.

REQUESTED ACTION:
Staff requests that following review of the attached applications, the Howell Main Street DDA Board of Directors, approve either Ms. Mary Helfman or Scott Henman to the open Board of Directors seat. The other applicant will be appointed to the Board once an open seat becomes available. Both Board applicants have/will begin to serve on a monthly committee.

Sincerely,

[Signature]

Cathleen Edgerly,
Howell Main Street DDA Director
CITY OF HOWELL

APPLICATION FOR MEMBERSHIP ON CITY BOARD OR COMMISSION

Deliver completed application to: City Manager's Office
611 E. Grand River Ave.
Howell, Michigan 48843
Fax: 517-546-6030

Thank you for your interest in serving on a City of Howell board or commission. The Howell City Council requires that every member of a board or commission meet the following qualifications:

- Appointee is not in default to the City.
- Appointee is a registered elector of the City.

Name in Full: Mary Ellen Helfmann
Home Address: 601 North Grand Avenue Phone: (517) 861-0629
Place of Employment: MI Senate Title: District Outreach Director
Business Address: 125 West Allegan
Business Phone (517) 373-2420 Business Fax: (517) 373-2764
E-Mail Address: m.helfmann@yahoocom
Length of Residence in City: 2000 Own or Rent: Owned Business
Are you a U.S. Citizen? □ Yes □ No
Educational Background: BA-MSU Elementary Education

Occupational Background: Legislative Aide: State Senate. Co Owner - A1 Rent All Stop. Livingston County Mental Health.

Community Activities: Howell Chamber, Fowlerville Business Association, Fowlerville Rotary, Village of Fowlerville: President/Trustee. 4th of July Fireworks Committee.
Board or Commission on which you are interested in serving:
1) Board - DDA
2)  
3)  
4)  

1
Additional information on experience, qualifications, etc.

Legislative Experience from my current position in our state Senate office gives me a more global perspective.

Have you ever attended the Howell Citizens Academy?
☐ Yes ☐ No If yes, date attended:

Please comment briefly on why you wish to serve on a particular board or commission. Be specific as to your goals and ideas about how you wish to contribute to the work of the board or commission:

I am proud of our vibrant downtown, and am excited to see how much our business can be an asset to our community and its future.

Are you, your spouse, or an immediate family member related to any City Official or Department Head?  ☐ Yes ☐ No If yes, please explain below.

Do you, your spouse, or an immediate family member currently have a business relationship with the City of Howell?  ☐ Yes ☐ No If yes, please explain below.

A-1 Rent All, Inc. - Co-owner

Have you ever been convicted of a crime, excluding misdemeanors and summary offenses, which has not been annulled or expunged or sealed by the Court?
☐ Yes ☐ No If yes, please explain below.

References:

Name: Kathy Arledge
Telephone: (517) 223-3771

Name: Barb Barlen
Telephone: (517) 248-1795

I consent to the release of information concerning my ability and fitness for the position to which I seek appointment by my employer(s), school(s), law enforcement agencies, and other individuals and organizations, subject to any restrictions, which I have included, to the City of Howell Office of the City Manager.

I, Mary E. Zellman, certify that the information provided in this application is, to the best of my knowledge, true and accurate.

Signature: Mary E. Zellman  Date: 1/10/2016
Howell Main Street/DDA Board Job Description & Letter of Agreement

Responsibilities:

The Howell Main Street/DDA Board as a whole is responsible for governing the entire organization. The Howell Main Street/DDA Board is responsible for determining organizational policy in the following areas: Human Resources, Planning, Finance, Development, Community Relations, and Operations.

Howell Main Street/DDA Board members share responsibilities in these key areas:

Leadership/Human Resources

1. Howell Main Street DDA Board membership, which includes recruiting and orienting new board members, training, evaluating, and recognizing existing board members as well as providing board members with opportunities to grow and develop as leaders.
2. Selecting and supporting the Executive Director, including participating in regular performance reviews, and providing ongoing assistance as requested by the Director.
3. Personnel policies, which include setting policy regarding salaries, benefits, and grievance procedures.
4. Volunteer involvement, which includes participating in a minimum of 3 events/activities organized by the Howell Main Street DDA. This also includes setting policy regarding how the organization treats, recognizes, and celebrates its volunteers.
5. No Board member will have an unexcused absence for Board meetings. No member is allowed to miss more than 3 Board meetings per fiscal year. All Board members who do not adhere to meeting attendance requirements will face the following corrective action:
   - A phone call/personal visit from the Board President reminding the individual(s) of the Board Agreement
   - Letter from the President with a warning that their fellow Board members do not feel that they are meeting the agreed upon Board Member expectations and duties.
   - Letter from the Board President requesting their resignation from the Howell Main Street DDA Board.

Strategic Planning

1. Review the organization’s mission, vision, and goals on an annual basis, accomplished through Work Plan Development and at the annual Board retreat.
2. Plan for the organization’s future on a long-term basis.
3. Decide and plan the annual and long-term projects and programs that the organization will implement.
4. Evaluate the organization’s programs and operations on a regular basis.

Financial Management

1. Ensure financial accountability of the organization.
2. Contribute financially to the organization annually
3. Oversee an ongoing process of budget development, approval, and review.
4. Manage and maintain properties and investments the organization possesses.

Resource Development
Board Member Accountability

1.) All Howell Main Street DDA Board members will hold each other accountable to fulfill the roles and expectations of a Board member as outlined above.

2.) Board members will hold each other accountable for reading Board packets and understanding the information and requests included in these packets.

3.) The Board President and Treasurer will ensure all Board members are participating in fundraising efforts in at least one capacity, and contributing to the organization financially.

4.) The Board President and Secretary will ensure all Board members are meeting the minimum requirements for attending and/or volunteering at Howell Main Street DDA Board activities.

5.) Any Board member who does not meet these requirements shall receive the following corrective action:
   a. A phone call/personal visit from the Board President reminding the individual(s) of the Board Agreement
   b. Letter from the President with a warning that their fellow Board members do not feel that they are meeting the agreed upon Board Member expectations and duties.
   c. Letter from the Board President requesting their resignation from the Howell Main Street DDA Board.

I have read the Howell Main Street/DDA Board Member Job Description and Accountability terms and am willing to serve as a board member, appointed for a four-year term, and fulfill the requirements for Board Service to the best of my ability

Mary E. Helfman
Printed Name

Mary E. Helfman 1/10/2016
Signature Date
CITY OF HOWELL

APPLICATION FOR MEMBERSHIP ON CITY BOARD OR COMMISSION

Deliver completed application to: City Manager's Office
611 E. Grand River Ave.
Howell, Michigan  48843
Fax: 517-546-6030

Thank you for your interest in serving on a City of Howell board or commission. The Howell City Council requires that every member of a board or commission meet the following qualifications:

- Appointee is not in default to the City.
- Appointee is a registered elector of the City.

Name in Full: Scott Michael Henman
Home Address: 245 Merrimack Dr, Howell, MI 48843 Phone: (734)730-1744
Place of Employment: Mich. Ins & Fin. Svcs. Title: Independent Ins. Agent
Business Address: 110 E Grand River Ave, Howell, MI 48843
Business Phone (517)947-1200  Business Fax: (517)947-1204
E-Mail Address: scott@miafs.com
Length of Residence in City: 2 Years Own or Rent: Own
Are you a U.S. Citizen?  ☒ Yes  ☐ No

Educational Background:
Bachelor of Arts, Michigan State University - 2005

Occupational Background:
Licensed Ins Producer in MI since 2005; AFLAC from 2005 -2009, Allstate from 2010 to 2014, Independent Agent at MIAFS since 2014 at MIAFS of Howell

Community Activities:
I am an Elder at our Church, and I teach the Middle School Youth Group on Sundays.

Board or Commission on which you are interested in serving:
1) Howell DDA Board of Directors  2)
Additional information on experience, qualifications, etc.

Have you ever attended the Howell Citizens Academy?  
☐ Yes  ☒ No  If yes, date attended:

Please comment briefly on why you wish to serve on a particular board or commission. Be specific as to your goals and ideas about how you wish to contribute to the work of the board or commission:

As a business owner in the community, my servant-mentality and skill of inspiring others to become involved and seek to add value to their surroundings is a good fit for serving on the board. I desire to be more actively involved in the community that I have only recently been able to call my home for my family and my business.

Are you, your spouse, or an immediate family member related to any City Official or Department Head?  
☐ Yes  ☒ No  If yes, please explain below.

Do you, your spouse, or an immediate family member currently have a business relationship with the City of Howell?  
☐ Yes  ☒ No  If yes, please explain below.

Have you ever been convicted of a crime, excluding misdemeanors and summary offenses, which has not been annulled or expunged or sealed by the Court?  
☐ Yes  ☒ No  If yes, please explain below.

References:

Name: Kevin McCarthy  
Relationship to you: Professional

Telephone: (616) 514-9976

Name: Spencer Field  
Relationship to you:

Professional

Telephone: (810)844-1245

I consent to the release of information concerning my ability and fitness for the position to which I seek appointment by my employer(s), school(s), law enforcement agencies, and other
individuals and organizations, subject to any restrictions, which I have included, to the City of Howell Office of the City Manager.

I, **Scott M Henman**, certify that the information provided in this application is, to the best of my knowledge, true and accurate.

**Signature:** __________________________  **Date:** 01/18/2016
MEMORANDUM

TO: HOWELL MAIN STREET DDA BOARD
FROM: DESIGN COMMITTEE
DATE: JANUARY 11, 2016
RE: 2FOGS PUB SIGN INCENTIVE

The Howell DDA Main Street Design Committee reviewed a Sign incentive application submitted by Mr. Joe Parker of 2FOGS Pub. Mr. Parker is requesting Main Street DDA Design Sign incentive funds be approved to help reimburse their business for a portion of their new signage funds.
The attached design, mounting hardware and location, as well as additional required information for a complete sign incentive is attached.

REQUESTED ACTION:
The Design Committee is seeking Board approval to award a Sign Incentive Grant in the amount of $1,000 to 2FOGS Pub, following the completion of their sign being installed and a receipt received.

Sincerely,

[Signature]

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

Business Name: FDG's Pub
Address of Proposed Sign Installation: 118A. 12. Head House (is physical location)
Name of Applicant: Joe Parker
Applicant is the ☑ building owner ☐ business owner
Contact Phone Number: 248-701-8039 Email: sparker@cmachinery.com

Sign Company Information
Name: Emage 360
Address: 215D Pless Dr., Suite 3-A, Brighton, MI 48114
Phone: 810-225-7441 Contact: John Nagel

Sign Costs
Total Estimated Total Cost of Sign: $9,759.00
Materials: $6,500.00
Design Services: $200.00
Installation: $1,900.00
Amount of Funding Requested: $4,000.00

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): Joe Parker
Date: 1/12/16

Date Received:
Date Reviewed: Approved Tabled Denied

04.2015
# Estimate

**Image 360 - Brighton**  
2150 Pless Dr. Suite 3A  
Brighton, MI 48114  
Phone: (810) 225-7448  
Fax: (810) 220-1202  
www.image360.com/brightonmi

**Customer Contact Information:**  
Office Phone: (517) 219-7875  
Office Fax: (610) 617-  
E-mail: courtney@heartofhowell.com  
Terms: Cash Customer

## Estimate Description: 2 Fogs Pub Custom Illuminated Blade Sign

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| Description: Double Sided Blade Sign -  
72" Tall x 48" Wide  
Aluminum Cabinet Countered Shape  
Aluminum Face  
1" Thick Push Through Acrylic Text, Logo and Arrow with High Performance Vinyl were needed.  
Low Intensity Light Bulbs - Exact Style and Color TBD.  
Square Aluminum Tubing for Mounting with Custom Brackets.  
UL Listed and Labeled.  
Price includes mounting Hardware - Price of Hardware may vary based on requirements from City/State.  
* (1) 72 in x 48 in Illuminated Blade Sign. |

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| Description: Design Custom Exterior Blade Sign.  
Provide Customer with Design choices and revisions.  
Provide Customer with Final Drawing.  
Provide Rendering and Detailed Drawings for Permit Process.  
Meet with City Official to Discuss Sign Options and Ordinances.  
* 361 min of Design time with a proof |

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| Description: Mount Blade sign on building between 1 and 2nd floor on flat section of brick face. Sign to be supported by 2 square tubes with 1/2" steel plate and guide wires. Price may vary depending on requirements for City/State.  
* Install Date: 12/18/2015  
* 1 Personnel. |

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| Description: Permits - $125.00 plus permit cost. If zoning board of appeals is required additional cost may apply.  
City of Howell - $50.00  
Livingston County BLD - $114.00  
* (1) Permits Permit(s). |

Imagine it... We can do it!
INTERIALLY ILLUMINATED WITH WHITE LED.
Baked Enamel Paint.
3" Steel Tube Painted Silver With

FOR "ALLEY" - TBD
APPROXIMATELY 5/8" WITH VINYL GRAPHICS
CUSTOM ROUTED WITH FLANGE TO PROJECT
ALLEY ARROW - YELLOW 1" THICK ACRYLIC
EXACT VINYL COLOR - TBD
OUT OF CABINET APPROXIMATELY 5/8"
CUSTOM ROUTED WITH FLANGE TO PROJECT
"Fog's Logo" - 1" THICK WHITE ACRYLIC
OUT OF CABINET APPROXIMATELY 5/8"
CUSTOM ROUTED WITH FLANGE TO PROJECT
"Fog's Pub" - 1" THICK WHITE ACRYLIC
ALUMINUM FACE CUSTOM ROUTED
LOW VOLTAGE / WATT YELLOW LIGHT BULBS
MEMORANDUM

TO: HOWELL MAIN STREET DDA BOARD
FROM: CATHLEEN EDGERLY
DATE: JANUARY 22, 2016
RE: RESOLUTION PLEDGING TAX INCREMENT REVENUES FOR CAPITAL IMPROVEMENT BONDS FOR PARKING & STREETSCAPE IMPROVEMENTS

The Howell Main Street DDA was presented with a Resolution from the City of Howell, prepared by City Bond Counsel Pat McGow. The attached resolution indicates that the Howell Main Street DDA is being asked to approve a resolution committing DDA TIF capture funds to pay to the City, the full amounts necessary to pay the principal and interest on a $1.5 million Capital Improvement Bond.

Currently, the Main Street DDA is paying the following to the City for Debt Service or City Services:

- $104,065 in Debt Service which covers Principal, Interest, and Paying agent fees for Parking Lot #1. This debt payment covers 26.2% of the DDA TIF Capture for 2015-2016.

- Transfers Out in the amount of $10,000 to cover City Administrative Services (City Manager, IT, and Finance Department assistance found in line item #248-966-999-013)

- Transfers Out in the amount of $15,000 for repayment to the City of Howell for DDA Capture for one Mil on roads. (Found in line item #248-966-999-013)

- Salary & Wages for Department of Public Services: $31,597. Plus, DPS Fringe Benefits Costs of $10,100. These payments account for 10.3% of the entire DDA TIF Capture.

- Also pay for Equipment use and hourly rental rate for the equipment necessary for downtown beautification (Which is an essential part of keeping our downtown attractive and inviting for visitors): $15,400.

REQUESTED ACTION:
Staff recommends that while the parking lot improvements are very important in the downtown, the resolution as it currently reads, over-commits the resources available to the DDA. It is the staff's recommendation that members of the Main Street DDA Board discuss an alternative solution with Council members that will allow the organization to help at a level that fits within the constraints of the budget.

Sincerely,

Cathleen Edgerly,
Howell Main Street DDA Director
CITY OF HOWELL
MEMORANDUM

TO:      MAYOR & CITY COUNCIL
FROM:    SHEA CHARLES, CITY MANAGER
DATE:    JANUARY 7, 2016
RE:      NOTICE OF INTENT - RESOLUTION # 16-01

In preparation of updating Parking Lot #4 and the corresponding alley as well as reconstruction of Parking Lot #2, attached is the Notice of Intent Resolution, No. 16-01, 2016 Capital Improvement Bonds. The resolution, prepared by City Bond Counsel Pat McGow, provides public notice that the City is considering issuing up to $1.5 Million in bonds for these projects. Pursuant to Michigan law the City will publish the Notice and will start the 45 day right of referendum period. During this time a petition can be submitted to the City to require a public vote on if the City can issue the bonds.

While the Notice provides for up to $1.5 million staff anticipates issuing less than $1 Million for both projects, but may change as we continue with design. It is the City’s practice to provide some buffer in the Notice of Intent in case unexpected issues arise. The final issuance amounts will not be determined until bids are received for the project. Adoption of the Resolution does not commit the City to the projects and only allows the debt issuance if the City chooses to proceed.

A reimbursement resolution is being developed for presentation to DDA/Main Street Board at their January 27th meeting. City Council has indicated that this project should ultimately be paid for by the DDA. The reimbursement resolution will commit the DDA to cover these costs once their revenues allow for it.

ACTION REQUESTED:

A motion to adopt Resolution 16-01 “Notice of Intent Resolution, 2016 Capital Improvement Bonds.”

Shea Charles
City Manager
10% of the registered electors of the City. The form of Notice of Intent is included in the Resolution on page 3. The Notice of Intent must be published as a display advertisement at least one-quarter (1/4) page in size in a newspaper of general circulation in the City.

Paragraph 4 of the Resolution contains language required by the Internal Revenue Code which authorizes the City to reimburse itself from Bond proceeds for certain costs relating to the project incurred prior to issuance of the Bonds. The language of the Resolution is taken from the IRS regulations and, not surprisingly, it therefore reads as tax jargon. This is intended to provide you with flexibility relating to the use of the Bond proceeds in the event the City incurs hard construction costs or land acquisition costs before the Bonds are actually issued.

If the Notice of Intent Resolution is approved by Council and the Notice of Intent is published shortly thereafter, the 45 day referendum period will expire in early March. The City Council would need to adopt a resolution to authorize the issuance of the Bonds after construction bids have been received and that resolution would determine the size of the Bond issue.

We would appreciate receiving three (3) certified copies of the Resolution upon its adoption as well as three (3) Affidavits of Publication from the newspaper in which the Notice of Intent is published. Please remind the newspaper that the Notice must be a quarter page ad.

If you have any questions, please do not hesitate to contact me.

Very truly yours,

MILLER, CANFIELD, PADDOCK AND STONE, P.L.C.

By: [Signature]

Patrick F. McGow

Enclosure

cc: Catherine Stanislawski, City Treasurer
    Jane Cartwright, City Clerk
    Ryan Bendzinski
    Dennis Perkins, Esq

25704188.1v088888-01572
2. The notice of intent shall be published as a display advertisement not less than one-quarter (1/4) page in size in substantially the form attached to this Resolution as Exhibit A.

3. The City Council does hereby determine that the foregoing form of Notice of Intent to Issue Bonds, and the manner of publication directed, is adequate notice to the taxpayers and electors of the City, and is the method best calculated to give them notice of the City’s intent to issue the Bonds, the purpose of the Bonds, the security for the Bonds, and the right of referendum of the electors with respect thereto, and that the provision of forty-five (45) days within which to file a referendum petition is adequate to insure that the City’s electors may exercise their legal rights of referendum, and the newspaper named for publication is hereby determined to reach the largest number of persons to whom the notice is directed.

4. The City makes the following declarations for the purpose of complying with the reimbursement rules of Treas. Reg. § 1.150-2 pursuant to the Internal Revenue Code of 1986, as amended:

   (a) The City reasonably expects to reimburse itself with proceeds of the Bonds for certain costs of the Project which were paid or will be paid from funds of the City subsequent to sixty (60) days prior to today.

   (b) The maximum principal amount of debt expected to be issued for the Project, including issuance costs, is $1,500,000.

   (c) A reimbursement allocation of the capital expenditures described above with the proceeds of the Bonds will occur not later than 18 months after the later of (i) the date on which the expenditure is paid, or (ii) the date the Project is placed in service or abandoned, but in no event more than three (3) years after the original expenditure is paid. A reimbursement allocation is an allocation in writing that evidences the City’s use of the proceeds of the Bonds to reimburse the City for a capital expenditure made pursuant to this resolution.

5. All resolutions and parts of resolutions insofar as they conflict with the provisions of this resolution are hereby rescinded.

AYES: Members ____________________________

NAYS: Members ____________________________

RESOLUTION DECLARED ADOPTED.

______________________________
Jane Cartwright
City Clerk
EXHIBIT A

NOTICE TO ELECTORS OF THE CITY OF LIVINGSTON OF INTENT TO ISSUE BONDS SECURED BY THE TAXES OF THE CITY AND OF RIGHT OF REFERENDUM

PLEASE TAKE NOTICE that the City Council of the City of Livingston, intends to authorize the issuance and sale of general obligation bonds pursuant to Act 34, Public Acts of Michigan, 2001, not to exceed the total principal amount of $1,500,000, for the purpose of paying all or part of the cost to acquire, construct, improve, and maintain capital improvements to streetscape improvements and utility improvements, together with all related appurtenant costs.

BOND DETAILS

The bonds will mature in annual installments not to exceed the maximum permitted by law on the unpaid balance from time to time said bonds.

SOURCE OF PAYMENT OF BONDS

THE PRINCIPAL OF AND INTEREST ON SAID BONDS, in the manner provided by law, will be paid out of general funds of the City lawfully available for such purposes, and within applicable constitutional, statutory, and charter provisions.

RIGHT OF REFERENDUM


THIS NOTICE is given pursuant to the requirements of Michigan, 2001, as amended.

Jane Carr
RESOLUTION PLEDGING TAX INCREMENT REVENUES FOR CAPITAL IMPROVEMENT BONDS FOR PARKING AND STREETSCAPE IMPROVEMENTS

Minutes of a special meeting of the Board of the Downtown Development Authority of the City of Howell, County of Livingston, State of Michigan, on the 27th day of January, 2016, at 6:30 o'clock p.m., Eastern Standard Time.

PRESENT: Members

ABSENT: Members

The following preamble and resolution were offered by Member ___________ and supported by Member ____________:

WHEREAS, the Board of the Downtown Development Authority of the City of Howell (the "DDA") pursuant to Act 197, Public Acts of Michigan, 1975, as amended, and pursuant to the provisions of the Development Plan and Tax Increment Financing Plan of the DDA, as amended (the "Plan"), approved by the City Council of the City of Howell (the "City"), has determined that it is necessary and expedient to pay all or part of the cost to acquire and construct parking lot improvements, streetscape improvements and utility improvements for the City, including site acquisition and burial of utility lines, together with all related appurtenances and attachments (the "Improvements") in the Development Area (the "Development Area"); and

WHEREAS, in order to obtain the lowest financing cost for the Improvements, it is necessary that the City issue its 2016 Capital Improvement Bonds (Limited Tax General Obligation) (the "Bonds") pursuant to Act 34, Public Acts of Michigan, 2001, as amended; and

WHEREAS, the DDA will pay the City for the debt service on the Bonds from its available Tax Increment Revenues.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. The DDA hereby requests the City to issue the Bonds in an amount sufficient to finance the Improvements for the benefit of the DDA, which is currently estimated to be $1,500,000, and the DDA hereby agrees to pay to the City from the Tax Increment Revenues received by the DDA the amounts necessary to pay principal of and interest on the Bonds attributable to the Improvements as they come due; provided, however, that to the extent the City determines that it is in the best interest of the City to redeem all or any portion of the Bonds.
prior to maturity the DDA may, but shall not be required to, prepay its portion of the obligations authorized herein.

In the event the Tax Increment Revenues and any other funds of the DDA are insufficient to pay the DDA’s share of principal of and interest on any Bonds as they become due, and the City pays such sums from its own funds, the DDA agrees to reimburse the City in whole for such payments from funds of the DDA as the same are received upon request of the City. The DDA further agrees to reimburse the City its share for any costs not financed from the proceeds of the Bonds, including, if necessary, the costs of issuance of the Bonds, any publication costs or other costs incurred by the City with respect to the Improvements.

2. The DDA hereby acknowledges that the City will issue its Bonds in reliance upon the agreement and promise of the DDA to pay to the City all of its available Tax Increment Revenues derived from the captured assessed value of the Development Area up to the amounts necessary to pay the principal of and interest on the Bonds attributable to the Improvements.

3. Within thirty (30) days after issuance of the Bonds, the Finance Director of the City shall provide the Secretary of the DDA with a schedule showing the DDA’s share of principal and interest coming due on the Bonds.

4. The Secretary of the DDA is hereby authorized and directed to deliver a certified copy of this resolution to the City Clerk.

5. All resolutions and parts of resolutions in conflict with the provisions of this resolution are hereby repealed or amended to the extent of such conflict.

AYES: Members

NAYS: Members

RESOLUTION DECLARED ADOPTED.

Secretary
I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of the Downtown Development Authority of the City of Howell, County of Livingston, State of Michigan, at a special meeting held on the 22nd day of March, 2010, and that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267, Public Acts of Michigan, 1976, and that the minutes of said meeting were kept and will be or have been made available as required by said Act.

Secretary

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