Members and other officials normally in attendance:

1. Nick Proctor
   Mayor
2. Brian Walker
   President
3. Marc Harlow
   Vice-President
4. Randy Greene
   Treasurer
5. Richard Lim
   Secretary
6. Mary Helfmann
7. Jonathan Myers
8. Cathleen Edgerly
   Director
9. Kate Litwin
   Outreach Coordinator

1. Meeting Called to Order

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

3. Approval of DDA Minutes - (Motion required to place minutes on file)
   - Minutes of Executive Committee meeting on April 8, 2019
   - Minutes of Regular February 27, 2019 Meeting

4. Correspondence

5. Reports
   - Director Report - Cathleen Edgerly
   - President’s Report — Brian Walker
   - Treasurer’s Report – Kathryn Tuck
     (Motion required to place reports on file)

6. Payment of Bills-Board
   - Motion to pay the bills in the amount of $169.81 plus payroll for the month of April and $561.31 for the month of March.

7. Discussion/Action Items:
   a. State Street & Grand River Construction Updates (Shea/Nick)
      Discussion
   b. Pre-Development Team Update
      Discussion
   c. Director Review
      Action Required
   d. Budget Updates
      Discussion

8. Business Updates:

9. Absences:

10. Action Items/New Business:

11. Motion to Adjourn
    (Motion Required for Adjournment)

**Next Board Meetings: May 22, 2019**

**WELCOME!**

Visitors are cordially invited to attend all meetings of the 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.
HOWELL DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING
WEDNESDAY, FEBRUARY 27, 2019
CITY COUNCIL CHAMBER

MISSION STATEMENT:
The Howell DDA is a volunteer-led organization focused on creating a vibrant, strong, and economically viable downtown. Our mission is accomplished throughout our commitment to historic preservation, infrastructure improvements, quality events, and promoting downtown Howell as the heart and hub of the community.

Members in Attendance: Brian Walker, Marc Harlow, Richard Lim, Kathryn Tuck, Mayor Nick Proctor, Mary Helfmann
Not Present: Jonathan Myers
Staff: Cathleen Edgerly, Kate Litwin

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

CITIZENS COMMENTS: None

APPROVAL OF MEETING MINUTES:

MOTION by M. Harlow, SUPPORT from K. Tuck to approve the Executive Meeting minutes from February 11, 2019. MOTION CARRIED.

MOTION by Mayor Proctor, SUPPORT from M. Helfmann to approve Regular Meeting Minutes from January 23, 2019. MOTION CARRIED.

MOTION by Mayor Proctor, SUPPORT from M. Helfmann to approve the Budget Session Minutes from January 23, 2019. MOTION CARRIED.

CORRESPONDENCE: None

DIRECTOR’S REPORT: C. Edgerly

Director Edgerly and City Manager Charles will meet next Friday to discuss the DDA Budget. If there are any changes, C. Edgerly will return to the Board for discussion. Goal is to get the budget finalized and turned into the city ASAP. The next DDA meeting, and newly required Informational Session, will be held April 24, due to staff and board members attending the National Main Street Conference in Seattle at the end of March. Lastly, the Applause Awards are scheduled for Thursday, April 25 at Block Brewing, 5:30 p.m. on the 2nd floor.

President’s Report: B. Walker

President Walker advised all of the members present to RSVP to the Applause Awards to celebrate all of our downtown accomplishments, volunteers, and stakeholders.
Treasurer’s Report:  K. Tuck

K. Tuck reported that she and C. Edgerly recently sat down with the City Treasurer, Catherine Stanislawski, to determine budget amendments. These are in the packet and will be addressed later in the agenda. Otherwise, there was nothing unusual in the bill packet for the month.

MOTION by M. Helfmann, SUPPORT from Mayor Proctor to put Officers’ Reports on file. MOTION CARRIED.

MOTION by Mayor Proctor, SUPPORT from K. Tuck to pay bills in the amount of One Thousand Twenty Eight Dollars and Twenty Five Cents ($1028.25) plus payroll for February, 2019. MOTION CARRIED.

Discussion/Action Items:

State Street/Grand River Construction Updates: Mayor Proctor

Mayor Proctor reported that City Council set a date of March 11 for the public hearing for the State Street Reconstruction Project, which is required by the state of Michigan grant protocol. He thanked staff members for their Outreach efforts with regard to the project. In order to begin work, the weather has to cooperate and freeze warning has to be lifted. Lastly, Mayor Proctor mentioned that S. Charles is working with the Chamber of Commerce on relocating the Farmers’ Market for the season, to be located further down Clinton Street and in the County Annex parking lot.

DDA Future of Downtown Development: C. Edgerly

Future of Downtown Development Services, provided by the Michigan Main Street Center, wrapped up on February 11, which was a big day for Howell and the State of Michigan as the city also received RRC certification on this day as well. The ‘Futures’ service and RRC go hand-in-hand for moving development forward in our downtown. C. Edgerly will also meet with the RRC team to determine how to marry together both components. A newly developed ‘Pre-development’ planning team will work on priorities and next steps for DDA and Main Street, as well as work on ways to smooth and streamline processes for developers. This team will meet on Monday, March 11 at 9:00 am and is comprised of 7 members of the community, plus staff. Lastly, website adjustments have been made as a result of feedback from the ‘Futures’ service, to provide easier access to information for developers and future business owners.

Parking Time Limit NW quadrant: C. Edgerly

Director Edgerly reported that a property owner recently approached Council and requested analysis of parking in the NW quadrant of the city, with regard to the two hour parking limit in one of the lots. Staff recommends survey of businesses to see if they prefer two or four hour limits. Mayor Proctor feels that the time limits should be consistent and the other side of town was already bumped to 4 hour parking at the request of Casa de Bella. Mayor Proctor also reported that Council finally approved lighting for the Depot parking lot and hope that this will lead to increased safety and security for patrons of that lot.

Budget Amendment: K. Tuck

K. Tuck reported that there were two documents in the packet to review and discuss. There are changes to four categories reducing some, increasing some expenses, all addressed in Resolution 19-01.
MOTION by Mayor Proctor, SUPPORT from M. Helfmann to APPROVE Resolution 19-01 and authorize signature by the President. MOTION CARRIED.

Summer Activities in Downtown Howell:  C. Edgerly

Though it seems like winter is a quiet time for staff, many preparations have taken place to bring events to downtown Howell this summer.

The 2019 Howell Art Project will be a week-long celebration of art to include large murals, sidewalk chalk art classes, crosswalk art, and a community mural, art painted on site during Food Truck Tuesdays, and more, completed the week of May 13-18, with a possible surprise wrap-up in September. Sponsorship is still required to fully complete the project, including the surprise component.

Food Truck Tuesdays will take place the SECOND Tuesday of each month, May through September, during the lunch hour. Due to planned construction on Grand River Ave., FTT will move to Center Street for July and August, but all other months will remain the same in front of the historic courthouse. The Food Truck Rally will take place on May 18 and features extended hours this year from 11:00 a.m.-4:00 p.m. Rock the Block will be held on June 5, July 10, and August 7, with music for the full 3 hours (6:00-9:00 p.m.) at both venues. One venue is Center Street, near Aberrant Ales, and the other is N. Walnut Street, between McPherson Oil and the 204 W. building.

Reappointment of Marc Harlow:  B. Walker

MOTION by M. Helfmann, SUPPORT from B. Walker to reappoint Marc Harlow to the Downtown Development Authority Board of Directors. MOTION CARRIED.

Mayor Proctor thanked M. Harlow for his years of service, both past and future.

Business Updates:  C. Edgerly

At this time there are no firm dates for openings of new businesses. Alterations by Rozi has been closed for a few months for renovations, but will be reopening on March 19. Jenna Kator Collection has started interviewing. Black Iron Coffee Roasters was on the road to opening, but the owner became injured which delayed opening. State Street Studios is moving to Brighton, but their 2nd floor tenant will move into the 1st floor space. Staff is working to market our limited available properties. The Rental Subsidy Assistance Team approved the application of Silverstone Jewelers and looks forward to the next application as there are enough funds for two businesses per year. Lastly, Yax Jewelers will be closing as Tom Cunningham is retiring.

Absences:  B. Walker

J. Myers was absent from the meeting, though he was expected per an e-mail conversation.

Action Items/New Business:

C. Edgerly reported that HMS was recently approached for grant opportunities. The Michigan Realtors Association will help write a grant to update a community part space that needs some love and attention. The goal is to beautify the space for use by young and old, incorporating seating, interactive play, possible use for Rock the Block and Food Truck events, etc. HMS, the Howell Library, and HAPRA are exploring a Kaboom Play Everywhere grant to create an interactive walking trail that joins the downtown area to Howell City Park while incorporating history, folklore, and fun facts about
Howell. Lastly, staff is exploring mini pop-up retail shops and entered conversation with First National Bank for possible use of a vacant lot of theirs for this project. Pop-up concept was briefly discussed with the group including rent requirements, maintenance, etc.

Mayor Proctor informed the members that the City will hold a budget workshop next Monday and all options to balance the budget will be presented. There has been some rumbling about the idea of eliminating HMS or the DDA, or both, however Mayor Proctor and other Council members are actively opposed to these options. There was also discussion about reducing the DDA footprint, however there probably won’t be enough of an impact to warrant that change. Mayor Proctor explained that Council is doing due diligence but that boards for both organizations can rest assured that elimination is not on most Council members’ radar at this time.

MOTION by B. Walker, SUPPORT from M. Harlow to adjourn the meeting at 7:15 p.m. MOTION CARRIED.

Minutes Approved,

Richard Lim, Secretary
Downtown Updates:

Future of Downtown Development: As a result of some Pre-Development Team discussions, and in an effort to formally adopt the Future of Downtown Development plan, City Council will be presented with the final report and 4 page summary sheet at their April 22nd meeting. Following discussion at a Council and Planning Commission level, Mayor Proctor would like to have the Future of Downtown Development plan formally adopted as part of the City’s Master Plan.

After the City received their RRC certification, C. Edgerly and the City Community Developer Director were pleased to meet with the all new Redevelopment Services Team from the State of Michigan. This team has representatives from SHPO, the CAT team, Michigan Main Street etc. to help us as a community, package priority sites in the downtown. The Futures of Downtown Development report was an excellent catalyst for many of the discussions, and puts Howell ahead of where communities typically are by the time of this first RRC meeting. After meeting with this team, C. Edgerly and Tim Schmitt revised the development priority sites to include Holkins block, the block where our office is situated, as well as the Press & Argus property block. Currently staff is working on completing a marketing form for the Redevelopment Services team, and then they will begin to package the priority sites and discuss next steps.

Brownfield Site: C. Edgerly has been sitting in on a number of Brownfield meetings for The Pearl property to discuss the needs of this project, and gaps that may exist, and possible funding assistance options. At this point, City staff is working on final administrative numbers, while The Pearl contractors are also working on final calculations for the project. Based on the last 2 meetings, C. Edgerly expects that The Pearl will be asking the DDA Board to consider a local match, which will allow our organization to support this redevelopment project by foregoing any additional tax revenue capture over the next 20-30 years that could be generated from the improvements made to this property. The Board should be prepared for a formal request in May. I’d be happy to discuss and questions or concerns that you may have so I can share these with the property owners.

State Street Construction: After putting the project out to bid, the City of Howell needed to make some changes to the construction timeline anticipated for the State Street construction project. Some of these updates have been shared with C. Edgerly and will include a longer construction timeline, with the project completion date expected sometime in October. An updated proposal was given to the City based on this revised timeline, and C. Edgerly is coordinating a property/business owner meeting with the Alley District for Tuesday, April 30. This onsite meeting will include updates from the selected construction company, HRC, City staff, and Cathleen.

National Main Street Conference: Both C. Edgerly and K. Litwin, as well as some DDA/Main Street Board members attended the National Main Street Conference March 23-28 in Seattle, WA. This year’s conference focused on not only Main Street program topics, but also included municipality discussion, and leadership development opportunities. Cathleen and Kate had an opportunity to
present to a packed room full of Main Street professionals, city leaders, and volunteers about the valuable role that Communication plays in a successful community. Due to the room being over-capacity, and the high ratings given by conference attendees for the presentation, Cathleen and Kate will once again share their presentation via webinar May 1.

**DDA Informational Meetings:** Special thanks to all who helped prepare for this month’s Informational Meeting including Marc, Brian, Catherine Stanislawski, and others.

**Important Upcoming Dates:**
Jenna Kator Opening: April 18 at 4:30 p.m.
Applause Awards: April 25 at 6:00 p.m.
Black Iron Coffee Roasters Grand Opening: April 26th at 12:00 p.m.
Art Week: May 13-18
Food Truck Rally: Saturday, May 18 11:00 a.m.-4:00 p.m
### Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND

#### Revenues

**Dept 728 - ECONOMIC DEVELOPMENT ACTIVITY**

- **248-728-404.000** CAPTURED REAL PROPERTY TAX  
  - Original Budget: 377,023.00  
  - Amended Budget: 408,978.00  
  - YTD Balance: 408,977.58  
  - Activity for Month: 223,977.58  
  - % BDGT: 0.42  
  - Used: 100.00%

- **248-728-404.100** PPT REIMBURSEMENT  
  - Original Budget: 20,560.00  
  - Amended Budget: 8,605.00  
  - YTD Balance: 8,631.41  
  - Activity for Month: 0.00  
  - % BDGT: (26.41)%  
  - Used: 100.31%

- **248-728-667.000** RENTAL INCOME  
  - Original Budget: 17,950.00  
  - Amended Budget: 17,950.00  
  - YTD Balance: 15,550.00  
  - Activity for Month: 3,500.00  
  - % BDGT: 0.00  
  - Used: 86.63%

**Total Dept 728 - ECONOMIC DEVELOPMENT ACTIVITY**

- **248-728-404.000** CAPTURED REAL PROPERTY TAX  
  - Original Budget: 377,023.00  
  - Amended Budget: 408,978.00  
  - YTD Balance: 408,973.99  
  - Activity for Month: 227,477.58  
  - % BDGT: 99.45%

**TOTAL REVENUES**

- **Original Budget** 415,533.00  
- **Amended Budget** 435,533.00  
- **YTD Balance** 433,158.99  
- **Activity for Month** 227,477.58  
- **% BDGT** 99.45%

#### Expenditures

**Dept 728 - ECONOMIC DEVELOPMENT ACTIVITY**

- **248-728-702.001** SAL & WAGES ADMINISTRATION  
  - Original Budget: 65,000.00  
  - Amended Budget: 65,000.00  
  - YTD Balance: 45,106.65  
  - Activity for Month: 4,750.70  
  - % BDGT: 19,893.35  
  - Used: 69.39%

- **248-728-702.004** SAL & WAGES DPS  
  - Original Budget: 37,332.00  
  - Amended Budget: 37,332.00  
  - YTD Balance: 24,897.73  
  - Activity for Month: 520.34  
  - % BDGT: 12,434.27  
  - Used: 66.69%

- **248-728-713.000** EMPLOYER SHARE FICA  
  - Original Budget: 4,814.00  
  - Amended Budget: 4,814.00  
  - YTD Balance: 3,450.67  
  - Activity for Month: 363.43  
  - % BDGT: 1,363.33  
  - Used: 71.68%

- **248-728-714.000** EMPLOYEE MEDICAL INSURANCE  
  - Original Budget: 9,000.00  
  - Amended Budget: 9,000.00  
  - YTD Balance: 6,761.22  
  - Activity for Month: 0.00  
  - % BDGT: 2,238.78  
  - Used: 75.12%

- **248-728-714.002** EMP DISABILITY LIFE INSURANCE  
  - Original Budget: 700.00  
  - Amended Budget: 700.00  
  - YTD Balance: 667.05  
  - Activity for Month: 76.10  
  - % BDGT: 32.95  
  - Used: 95.29%

- **248-728-714.003** WORKER COMPENSATION PREM  
  - Original Budget: 500.00  
  - Amended Budget: 600.00  
  - YTD Balance: 540.21  
  - Activity for Month: 0.00  
  - % BDGT: 59.79  
  - Used: 90.04%

**Total Dept 728 - ECONOMIC DEVELOPMENT ACTIVITY**

- **Original Budget** 415,533.00  
- **Amended Budget** 435,533.00  
- **YTD Balance** 433,158.99  
- **Activity for Month** 227,477.58  
- **% BDGT** 99.45%

**TOTAL EXPENDITURES**

- **Original Budget** 429,397.00  
- **Amended Budget** 441,797.00  
- **YTD Balance** 354,762.29  
- **Activity for Month** 9,188.59  
- **% BDGT** 78.94%
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TOTAL $561.31

BALANCE FORWARD $561.31

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- CLEAR RATE: 28.52
- FLAGSTAR: 92.19
- KLEEN SWEE: 80.00

**TOTAL:** 222.07
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VENDOR TOTAL: 80.00

VENDOR TOTAL: 76.10

TOTAL - ALL VENDORS: 561.31
### CITY OF HOWELL DDA

#### 4/25/2019

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**Total:** 87.40
### INVOICE APPROVAL BY INVOICE REPORT FOR CITY OF HOWELL

**EXP CHECK RUN DATES 04/25/2019 - 04/25/2019**

**BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID**

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**TOTAL - ALL VENDORS:** 169.81
EMPLOYEE INPUT SHEET

Describe any special training or educational accomplishments during the past year.
Describe any special projects or job assignments that have been accomplished during the past year.
List areas identified in last evaluation as Key Performance Indicators and/or areas that need improvement.

LAST YEAR’s KPI

1.) Work with City of Howell staff to monitor and move forward planned infrastructure projects including the Peanut Row Alley Project and State Street, developing communication pieces that will be sent out to affected downtown businesses/property owners.
City of Howell and Council passed the resolution to approve grant funding for the State Street construction project (Which includes Peanut Row Alley) on Monday, April 8. Over the last year, Cathleen has coordinated multiple meetings and site visits with city staff, property owners, and businesses to review the scope of the project, review electrical and water hook-ups, as well as sharing renderings of the project. Pending all easements being signed and turned in on time, as well as weather improvements, we anticipate construction beginning in May and wrapping up by November 1.

2.) Report/Communicate with city council minimum 6 times/year – provide timely updates regarding DDA projects, and, in capacity as COO of Howell Main Street, provide relevant updates regarding activities that impact the DDA.
Cathleen is a regular at City Council meetings, attending whenever downtown-related business, infrastructure, or other reports are being discussed. Updates are then shared at the next DDA Board meeting with Cathleen or Nick Proctor reporting on what was discussed. Cathleen has exceeded the 6 meeting requirement over the last year, attending at least 3 meetings in the last 2 months in an effort to positively position the organization as a leader in the community, as well as monitor budget changes/discussions.

3.) CIP Funds: Work with the DDA Board Treasurer, to outline a 3 year budget plan outlining the most effective and prudent use of available CIP funds. Present recommendations to the Board during Budget discussions.
Instead of just working with the Board Treasurer, Cathleen led a CIP discussion with the Board during our annual budgeting process, to discuss any potential CIP Projects that the organization is interested in doing. While the DDA Budget is limited, current CIP projected projects include the following: State Street re-construction project (Includes Peanut Row Alley), Parking lot maintenance work, Trash compactor enclosure for the Diamonds block. MDOT is also planning on a complete Grand River reconstruction project for FY 2020-2021, which DDA will be heavily involved in for communications and potential funding support.

4.) Lead efforts with local stakeholders to develop informational pieces for business recruitment and retention efforts to help support a diverse business mix.
During this past fiscal year, the Business and Promotions team completely revamped the Business recruitment and retention packets in an effort to provide useful tools and information to prospective businesses. This new and improved packet now also includes a streamlined “How to Open a Business in Howell” informational sheet that was made in conjunction with the Chamber of Commerce and City input. Following the ‘Future of Downtown Development’ technical service, these packets include the most recent Market study summary information, as well as a 4 page development sheet that we are proud to share with any investors/developers.
5.) Work with community partners to outline ways to market and leverage Howell’s Great American Main Street award. Report on these efforts to the DDA board 4 times/year: 
In monthly Director reports, C. Edgerly has shared with the Board the following activities that further marketed and leveraged Howell’s GAMSA win:

- Worked with National Main Street and the Michigan Main Street Center to secure a brand new technical service focused on the Future of Downtown Development. We completed this service with the community in February, 2019.
- Worked with local printer and all DDA Businesses to produce and distribute a window decal so all businesses in the district could celebrate their role in a Great American Main Street Award-winning community. Volunteers distributed these decals to all downtown businesses.
- Following Howell’s GAMSA win, the State of Michigan approached Cathleen and the City of Howell to discuss available funding they had to support our community as a GAMSA winner. Cathleen and City staff met with MEDC shared “shovel-ready” projects that were a priority for the city and as a result, the City of Howell received a 1.5 million dollar grant to reconstruct State Street as a barrier-free street, while also reconstructing the Peanut Row alley.
- As part of the Business and Promotions team, any recruitment efforts include marketing Howell’s Great American Main Street status.
- Market through the Convention and Visitors Bureau Howell being an award-winning downtown.
- All printed promo materials for the organization show the GAMSA logo.
- Ran a video and photo social media campaign celebrating the award 2 weeks following our return from National Main Street.

6.) In consideration of new DDA / Howell Mail Street structure, update Board role descriptions and training materials to be specific to DDA objectives and present to the DDA Board for review/adoptation.
New materials were produced to be DDA more DDA specific as Main Street Inc. was created. These materials are shared with new Board members, and Director Edgerly meets one-on-one with prospective new Board members to discuss their role, etc.
Continued Professional Development:

Performance Objectives and Major Responsibilities: The DDA Director works under the direction of the DDA Board and in partnership with the City of Howell to develop, implement, and coordinate downtown development and activities of the Main Street Program. The DDA Director carries out the policies and programs formulated by the Downtown Development Authority and is responsible for the supervision and management of all the services, work, employees, volunteers and undertakings of the DDA. Major responsibilities of the DDA Director include, but are not limited to, the following:

- Manages and supervises Downtown Development Authority as well as Howell Main Street Inc. operations to achieve goals within available resources; plans and organizes workloads and staff assignments; trains, motivates and evaluates assigned staff; reviews progress and directs changes as needed.

- Provides professional planning and development advice to supervisors and other officials; makes private and public presentations to supervisors, boards, commissions, civic groups and the general public.

- Leads, in coordination with the City’s Community Development Director, the Redevelopment Services and Pre-Development efforts for downtown.

- Monitors inter-governmental decisions and legislative affecting DDA operations and takes appropriate action.

- Develops and manages annual budget of the DDA and ensures that all spending is in accordance with the duly adopted budget; performs periodic budget analyses.

- Coordinates the development of monthly agendas and packets for DDA Board meetings; advises the DDA on all upcoming business and budgetary items.

- Establishes and implements short and long range organizational goals and policies; monitors and evaluates program effectiveness; effects changes required for improvement.

- Designs, establishes, and maintains organizational structure and staffing to effectively accomplish goals and policies;

- Plans, organizes, establishes priorities and delegates work to employees; recruits, trains, supervises, and evaluates employees.

- Oversees the writing, editing, and production of publications and other promotional and informational materials; directs preparation of materials for media.

- Represents DDA to various institutions, as well as externally to the media, City government, funding agencies, and the general public/community to positively position and promote the downtown and DDA.

- Plans, develops, and implements economic development programs and strategies.

- Recommends and participates in the development of City policies and goals; may serve on City and
community committees including the Placemaking team, Headlee advisory team, and crisis management situations.

• Provides technical assistance to business owners, property owners, and developers in the areas of business development, finance, relations with public agencies, and other types of assistance needed for downtown development and project development.

• Acts as project manager of all DDA projects and promotions.

• Researches, analyzes and makes recommendations on issues and problems confronting the DDA, developers, and City staff.

• Monitors, manages and reports on all DDA programs.

• Maintains excellent public relations through communications with public and other City departments, with Council, and community organizations.

• Develops and adapts organization systems, procedures; and improves work methods.

• Operates and interacts as a team member within the organization.

• Develops and executes marketing plans and programs, both short and long range, to ensure the viability of the DDA.

• Researches, analyzes, and monitors financial, technological, and demographic factors so that market opportunities may be capitalized on and the effects of competitive activity may be minimized.

**Potential KPI for 2019-2020:**

• Hold 2 informational DDA meetings per new TIF legislation, and coordinate with the DDA Board to prepare for these informational sessions.

• Work with City staff to ensure all new DDA TIF reporting elements are submitted to the state prior to the deadline and report back to the Board of Directors.

• Work with the State’s Redevelopment Services Team to package 3 priority sites in the downtown, and coordinate marketing/listing efforts on the downtown Howell website, as well as with the City and Chamber of Commerce – to be completed by March, 2020.
Call to Order

Volunteer to take minutes

Approval of March meeting minutes

Board & Committee Updates (Brian)

Newsletters & Social Media: (Kate)
- Ideas for May e-news & volunteers to help with articles
- Social media statistics
- Volunteer of the Month nomination
- Ideas for merchant newsletter

Applause Awards, April 25 updates: Committee

Outreach Campaign Spring/Summer Events: (Project leader?)

New Business

Action Items

Volunteer Hours (Do you have your punch card?)

Motion to Adjourn

Next Meeting, Monday, May 13, 2018 at 5:30 p.m. at Howell Main Street/DDA Office
MEETING MINUTES – Monday, March 11, 2019
Time: 5:30 p.m.
Members Present: B. Walker, M. Helfmann, M. Tambasco
Staff: C. Edgerly and K. Litwin
Call to Order: Meeting was called to order at 5:30 p.m.
Volunteer to Take Minutes: M. Tambasco
Approval of Minutes: MOTION by B. Walker, SUPPORT from M. Tambasco to approve the January 2019 meeting minutes. MOTION CARRIED.
Board & Committee Updates:
Board: MLCC paperwork for summer events has been approved by the Board and will be filed with the commission soon.
Promotions & Business Development: The Food Trucks Events are being arranged but coming together nicely. The FTT and Art Project events are scheduled to be brought before City Council on March 25, while staff is away attending the National Main Street Conference in Seattle.
Design: $30,000 for the Art Project sponsorship/donations has been raised and the muralists have been selected.
Newsletters & Social Media:
Ideas for April eNews – Ideas for April include: Call for Volunteers announcement along with a brief description of the incentive program, a summary of the Food Truck Rally (with photo!) with a focus on vendors that are new for 2019, an announcement for the Art Project and muralist and something for the Rock the Block bands. The location change for the Farmer’s Market can also be announced. The Applause Awards will also be highlighted.
Social Media: The social media growth is fairly static. Facebook followers is getting close to 10,000 so there may be a push and follow up celebration of some sort once this number is reached.
Volunteer of the Month – Geof Greeneisen for design, Art Project, and Future of Downtown Development work, Placemaking Committee involvement
Ideas for Merchant Newsletter: Content would include an update on State St/Grand River construction, with a focus on how this will change events and what the road closures will look like. In addition, there would be a description of/announcement for the Rent Subsidy. Movement of the Farmer’s Market could also be described here and how it would affect vendors and the local businesses. A note on the Applause Awards may also be included.
Applause Awards: The awards have been ordered (and look great). Food is still being worked on, with the chicken wings likely being replaced by pulled chicken. The dessert cap is $120 which should cover 4 varieties of brownies from 4 different vendors. M. Helfmann will work on the flowers with Country Lane as well as mood ring/peace beads and similar table decorations/giveaways. Fund raising games are also being considered and will be decided on at a later date. The awards will be named to coincide with the theme:
Outta Sight/Far Out/Volunteer of the Year: TBD (nominees M. Tambasco, K. Esper, J. Humphries)
Funky Town Downtown Hero: Clark Gill
Wicked Main Streeter: Amanda Myers
Dream On Award: Patrick Financial Group
Lifetime Award (Peace out? Kept on Truckin? Later Alligator? Catch you on the Flipside?): Tom Cunningham
Action Items: Work on Applause Award action plan (finalize awards, flowers, centerpieces, skits, etc.), eNews articles, find ways to recruit more committee members (Mary has 2 potential members that could attend the next meeting)
Volunteer Hours: 22 volunteer hours reported

MOTION by B. Walker, SUPPORT from M. Tambasco to adjourn the meeting at 6:24 p.m. MOTION CARRIED

Next meeting: Monday, April 8th, 2019, 5:30 p.m. at 118 W. Clinton Street
1. Call to Order
   - Volunteer to take meeting minutes

2. Review March Meeting Minutes (*Motion Required*)

3. Board/Committee Updates (Cathleen)

4. Pre-Development Team (Geof/Cathleen)

5. Art Project Update (Sara)

6. Flower Pots (Kevin/Cathleen)

7. Volunteer Hours:

Next Committee Meeting: May 2019 at 5:00 p.m.
March 2019 Design Committee Minutes
Present: Jeff H., Geof G., Sharon F., Annette, Wilma Atkinson
Staff: Cathleen Edgerly, Kate Litwin

1. Meeting Called to Order: Jeff called the meeting to order at 5:00 p.m. J. Humphries taking minutes

2. Review of February Meeting Minutes: Motion by Sharon to approve. Second by A. Moeller  MOTION PASSED.

3. Board/Committee Updates:
   J. Humphries shared that Board is working on Budget. Organization

4. Future of Downtown Development: G. Greeneisen shared concerns that were discussed by the team regarding city assessments, land pricing on city owned property. Main Street and DDA are taking the lead.

5. Art Project: S. Fisher shared that mural applications were submitted and will be selected. Chalk Artist is secured. The projected illuminated show is in the works with county discussions to still take place. S. Fisher did ask for consideration to be given to the Opera House. Street art with the crosswalks is being completed by high school art students.

6. Sign Application: Group reviewed and discussed the preliminary designs for the Chocolate Boutique’s new sign. At this point, the committee decided to defer until an actual application was received.

7. Historic Preservation & Design Awards: Committee discussed potential candidates including M. Street Bakery. However long-time committee members reminded newer members of past issues with the family property owners that make them ineligible for funding. Other projects included Dragonfly Emporium and Silverstone, however work was not completed in the previous year.

8. Action Items: J. Humphries will talk with staff about Dragonfly.

9. Volunteer Hours: 12

10. Motion to Adjourn: Motion by J. Humphries to adjourn at 5:40 p.m., 2nd by S. Fisher. MOTION PASSED
Promotions & Business Team Meeting  
Thursday, April 18, 2019  
Time: 9:15 am  
Frontal Lobe Co-Working

1. Meeting Called to Order:

2. Review of March 21 Meeting Minutes:

3. Board & Committee Updates:

4. Rental Subsidy Program Update (Cathleen)

5. Pre=Development Team Update (Janelle)

6. Rock the Block (Kate & Cathleen)

7. Food Truck Rally & FTT (Brandi & Richard)

8. Downtown Guides (Staff)

9. Business of the Month (BOM) & Available Property  
   April: The Stitchery  
   May: Black Iron Coffee Roasters  
   June: ?

10. Action Items

11. New Business:

12. Volunteer Hours:

13. Motion to Adjourn:

Next meeting scheduled for May 15, 2019, 9:15am, Frontal Lobe Co-Working.
Promotions & Business Team Meeting
Thursday, March 21, 2019
Time: 9:15 am
Frontal Lobe Co-Working
Present: David, Gina, Janelle, Kim, Andrea, Richard

1. **Meeting Called to Order:** Meeting called to order by R. Lim at 9:09 a.m.

2. **Review of February 21 Meeting Minutes:** Committee reviewed minutes. Motion by K. Esper. 2nd by A. Dahline. Motion Passed. C. Edgerly to take meeting minutes for committee.

3. **Board & Committee Updates:** Budget season is here, and next Council budget meeting is in April when staff returns from the National Main Street conference. Applause Awards is Thursday, April, 25 please RSVP. Design is selecting muralists and working on details for the Howell Art Project. Art Week will be May 13-18 ending with the Food Truck Rally.

4. **Rental Subsidy Program Update:** Silverstone Jewelers was awarded the first Rental Subsidy assistance and we were pleased to receive 2 additional applications. Staff is working with the applicants to ensure all paperwork is included, with Lake Trust and Janelle receiving information hopefully later today.

5. **Downtown Development Potential Projects:** (Staff/Marc)
   - **Review & Suggestions for websites:** All committee members were asked to review the website and provide any feedback on additional updates.
   - **Sharing Top Prospects info with downtown businesses:** Committee discussed City’s RRC certification and different ways to attract new developers that haven’t done projects in the downtown or city yet, site tours, and possibly even scheduling out conversations each month at different breweries/restaurants to lead conversations about parking, construction, business types, etc.
   - **Bring back postcards:** Committee discussed and while the postcards were a good idea in the past, they feel that with updated communication modes, etc. postcards don’t really work anymore.

6. **Rock the Block:** K. Litwin shared that bands are selected, food vendors are all confirmed except for 1 open space, and that the website is updated. Sponsorship is covered and volunteer roles will be released in April. We look forward to announcing bands, etc. also in April/early May.

7. **Food Truck Rally & FTT:** Richard shared that we have 12 trucks confirmed for the Food Truck Rally and staff has worked with the City, library, etc on moving Food Truck Tuesdays for the months of July and August due to MDOT construction along Grand River. Sponsorships are confirmed, and we are looking to have no more than 14 trucks this year to keep variety, as well as introduce new trucks. Mark your calendars for May 18th. Kate will share volunteer openings in April.

8. **Business of the Month (BOM) & Available Property**
   - **April:** The Stitchery
   - **May:** Black Iron Coffee Roasters /Handmade in Howell (as back-up)
   - **June:** Dana Kors Salon/Golden House
   - **July:** Black Iron if we don’t cover them in May.

9. **Action Items:** Richard and Brandi to finalize food trucks
    Gina helping with volunteering at Rock the Block and Community Mural
    All committee members to review downtownhowell.org Business resource pages
10. **New Business:** A. Dahline reported that she did talk to Hometown Bikes about their business incubator site and they are interested in working with us, but don’t have everything quite tightened up yet. She’ll continue to update committee.

11. **Volunteer Hours:** 40

12. **Motion to Adjourn:** K. Esper motion to Adjourn at 10:09 a.m. 2nd by Dave. Motion Passed

Next meeting scheduled for April 18, 2019, 9:15am, Frontal Lobe Co-Working.