



Three Rivers DDA/Main Street February 6, 2015 City Hall @ 8:00 a.m.

1. Call to order
2. Approval of Agenda
3. Approval of Minutes – December 5, 2014
4. Financial Report – November 30, 2014 & December 31, 2014
 - a. 2015-2016 Budget Timeline
 - b. 2015-2016 Preliminary Budget Review
5. Citizen Comments
6. Director Comments
7. Committee Updates
 - a. Organization Committee
 - b. Economic Restructuring Committee
 - c. Design Committee
 - d. Promotions Committee
8. Action Items
 - a. Market Analysis Resolution
 - b. Work Plans
 - i. Winterfest
 - ii. 100 Friends of Main Street
 - iii. Pledge Growth & Collection Plan
 - c. Board Member Acknowledgement (handout)
9. Next Regular Board Meeting: March 6, 2015
10. Adjournment



Three Rivers DDA/Main Street December 5, 2014 City Hall @ 8:00 a.m.

Members Present: Danielle Moreland, Doug Mitchell, Nancy Boyce, Sharon Bachinski, Joe Bippus, and Tom Miles
Staff/Other: Brian Persky (Executive Director) & Melissa Bliss (City Clerk)

1. Call to order: 8:00 AM by Moreland
2. Approval of Agenda: w/ additions of Exec Comm. minutes, England discussion Item, Resolution for MMS Communication Application & Wilson recommendation. Motion by Boyce, support by Miles & passed unanimously.
3. Approval of Minutes: Motion by Mitchell, support by Boyce & passed unanimously
 - a. DDA Board – November 7, 2014
 - b. Organization Committee – November 11, 2014
 - c. Promotion Committee – November 12, 2014
 - d. Econ. Rest, Committee – November 20, 2014
 - e. Executive Committee – November 20, 2014
4. Financial Report – October 31, 2014
 - a. Budget Amendment – Christmas decoration donations were earmarked for Design. Motion by Mitchell, support by Miles & passed unanimously.
5. Citizen Comments: Melissa Bliss reviewed Giving Tuesday on behalf of the TRACF.
6. Director Comments: CAT thank you's, CAT window display update, tree lighting review, Giving Tuesday review, ERC training upcoming.
7. Discussion Items
 - a. Street Cleanup: leaves and debris shall be cleaned up
 - b. Project Work Plans
 - i. Winterfest - Promotions: WP was returned to committee for more details
 - ii. Angled Parking - ERC: WP was pulled from consideration for committee review
 - c. Barb England's name withdraw: Time concerns were noted
8. Action Items
 - d. Board Member Acknowledgement: Motion by Mitchell, support by Bippus & passed unanimously.
 - e. Resolution for MMS Communication Application: Motion by Mitchell, support by Miles. Roll call vote & passed unanimously.

- f. Recommendation of Scott Wilson to Bippus for board: Motion by Mitchell, support by Bachinski & passed unanimously.
9. Next Regular Board Meeting: January 9, 2015
10. Adjournment: 8:50 AM

**MEETING MINUTES
THREE RIVERS DDA/MICHIGAN MAIN STREET
PROMOTIONS COMMITTEE
DECEMBER 11, 2014
8:30 AM
VOYAGER'S INN BED & BREAKFAST**

1. CALL TO ORDER

For lack of an official chair, the meeting was called to order by the Caryn at 8:30 AM.

2. ROLL CALL

Present: Heather Martell, Caryn Wilson, April Kibby, Terra Miller and Peggy Deames

3. APPROVAL OF AGENDA

The agenda was reviewed and approved.

4. CITIZEN COMMENTS

None

5. CURRENT BUSINESS

Winterfest

First, it was noted that none of the communities that have participated in the snowman contest in the past are holding the event, nor could any information be located on-line about such a contest being held anywhere. Saline is holding a Winterfest on January 24 with many activities, none of which is a snowman contest.

Caryn prepared a draft letter to be sent to businesses and organization, as well as a draft poster, so as to get the discussion started. Modifications to the letter were proposed. The poster will be simplified for now so as to get it into store windows and various other locations. Peggy, after reviewing the activities scheduled in Saline, provided a list of possible activities to be included in Three Rivers Winterfest.

TR Winterfest will be held on Saturday, January 24, from Noon – 4 PM, which is consistent with Christmas Around Town hours.

Activities to be included are as follows:

Snowman Contest: individuals, families and teams are invited to build snowmen, and are encouraged to be creative. Snowmen can represent individual interests or business/organization products and services. There will be “people’s choice” voting for most representative of a business/organization, funniest and most unique. It was proposed that individual winners receive \$25 downtown dollars to spend at local merchants, but this depends on merchant group participation. Business/organization winners will receive a framed certificate, and Meijer will be contacted about providing a cookie tray as a prize. There will be a bonfire with marshmallows to toast. It must be emphasized that this is the ONLY event that will NOT be held if there is no snow.

Chili Cook Off: The local CINO group (*culture is not optional) will be asked to be the sponsor of the Chili Cook Off. Businesses and organizations will be asked to make chili, which will be located in participating merchant locations. The price of a spoon (to be sold at Winterfest Headquarters) will be \$3.50 per person, with a \$10 max for a family. Those preparing chili must have a list of their ingredients available. There will also be a people's choice vote for chili (first, second, third). Prizes are to be determined.

Turkey Bowling: This will be held on the walk-through. Two "alleys" will be prepared, and Cornish hens will be used for children. Participants get a piece of candy.

Winterfest Headquarters: the location will be a vacant building, to be determined. Activities here include:

Registration for Snowman Contest

Purchase of Chili Cook Off Spoon

Craft for kids (snowman out of paint strips)

Pin the Nose on the Snowman

Last Snowman Standing Game (simple board/dice game for families)

Snowflake Making (from simple cut and snip to large 3-D varieties)(TR Commercial to be asked to donate paper)

Hot Cocoa

"Ice" a cookie

Donation locations for "white" items, such as tissue, toilet tissue, paper towels, etc. to go to the homeless shelter at the Methodist Church, and a box for food to go to the Food Pantry. Anyone bringing a donation will receive a ticket, and will be entered in a drawing for a prize. Theresa at Ridgeway Floral will be asked to donate a prize.

Photo Booth: a backdrop through which heads can poke has been purchased, and photos will be taken. Photos can be posted to Facebook, and after liking the page, they can download their photo. Having someone dress up as Olaf and roam the street for photo opportunities was discussed.

Lowry's will be asked to host "Celebrity Readers" (police chief, fire chief, city manager, etc.) throughout the day, reading books about ice, cold, snow, penguins, etc.) Depending on the schedule that may already be set, The Riviera will be asked to show a "winter" movie, such as Cool Running, and the bar will be asked to create a special Winterfest drink.

Paisano's will be asked to host a Polar Party on the Patio, with special warm drinks. It was suggested that Sherwin Williams might have a sale on white paint.

Marcia Blackman will be contacted to display her penguin collection.

To decorate the street, balloons will be filled with water and food coloring and then frozen. These will be located at Headquarters and in front of participating merchants.

The Merchant Group will be asked to participate at a cost of \$25, and to offer specials. The idea of purchasing a "button" at Headquarters which would offer the person some other special deal was discussed, but will need agreement from the merchants. This money would go to the Main Street Program.

A "Winter Walk on Main Street" map of participating merchants and the various activities will be prepared.

Having an ice sculptor was also discussed. Businesses such as Safety Glass USA, Armstrong or Southern Michigan Bank were considered as options. Tommy Tool at Belle Epoque was mentioned as someone who might be aware of sculptors.

A Facebook Event page needs to be created.

A list, attached to this document, details who is assigned to the various tasks.

Knowing that 1,500 fliers need to be printed for the elementary schools alone led to a discussion about the inadequacy of a \$300 budget.

CHRISTMAS AROUND TOWN

There was a brief wrap-up discussion. Traffic at Santa's Workshop was slow. Some merchants did extremely well, while others found business down from previous years. The amount collected from donations is not known at this time, nor is the count of visitors to Santa. It is estimated that there were at least 100 people at the tree lighting, and about 50 cups of cocoa were served. It was suggested that in order to clarify that the event actually starts at 6:15, it should be listed as "tree lighting ceremony begins at 6:15." About \$150 Santa Bucks were spent, with the most at Lowry's (@\$90), others @\$20, and the least at UniQ (\$4). The slips with demographic info will be given to Brian to establish a database.

6. NEXT MEETING

The next meeting is scheduled for Thursday, January 8, 2015 (8:30 AM) at Voyager's Inn Bed and Breakfast.

7. ADJOURNMENT: 10:45 AM

Minutes Taken and Submitted by:



Caryn Wilson

Three Rivers DDA/Main Street
Organization Committee Minutes

Tuesday, December 16, 2014 8:00am
City Hall Conference Room

1. Call to Order

Moreland called the meeting to order at 8:03 a.m.

2. Roll Call

Danielle Moreland, Cathy Lawson, and Lindsay Oswald were present. Tom Miles and Donna Grubbs were absent. Also present was Brian Persky.

3. Approval of Agenda - Agenda was approved by consent.

4. Citizen Comments - None

5. 100 Friends of Main Street

Cathy reported that the program was about ready to get marketing materials out. The volunteer database was needed. Cathy would print and mail, and Brian would share over social media.

6. Volunteer Database

Online tool for responses would be helpful, but planning to use Excel rather than purchase a volunteer management software. Need to know number of volunteers necessary for the Chill Out.

7. Communications Planning MMS Service

Service was worth \$8,000 that would need to be paid back if 5-year Main Street commitment not met. Lindsay volunteered as project contact.

8. Miscellaneous

Next board meeting on January 13, 2015.

Discussed need for February strategic planning to be on track for April budget deadlines.

Discussed need to request contribution from City Commission in the amount of \$26,000.

9. The meeting adjourned at 9:25 a.m.

Respectfully submitted,

Lindsay Oswald

Design Committee Meeting Minutes
Three Rivers DDA/Main Street
Wednesday, December 17, 2014 @ 8:30 a.m.

Members present: Nancy Boyce, Peggy Deames, Larry-Michael Hackenburg, Mary Miholer-O'Connor, Georgina Shafer, Alyce Bode, Ana Smith and Teresa Cytlak

Members absent: Curt Penny, Jim Sherman, Dave Stewart

Staff/Other: Brian Persky was absent

- I. Call to Order:
Meeting was called to order at 8:40 AM by Nancy Boyce

- II. Approval of agenda: Agenda was revised to include the approval of signage and paint for Northside Beverage then was approved.

- III. Rebate Program: A motion passed 4 to 3 to approve the signage and paint in the amount of \$459.16 for the Pin-up Salon and Northside Beverage but questioned why we were approving something that had already been done. We feel frustrated with the lack of communication and overlap between the city and different committees on "who is in charge of what". A letter was drafted to send to Brian for clarification. We also decided that it would be a good idea to invite Glenn to one of our meetings.

- IV. Window Decorations: Nancy will be in charge of taking down the window decorations. Many thanks for Mary and Ana and helpers for all their hard work. Their ornaments, lights, etc. will be stored in the newly organized basement, thanks to Ana. We will shop now for supplies for next year and keep it on our agenda until we have everything we need to decorate 19 lamp posts (including Nancy's missing one), find a way to light up better the spheres with white lights instead of the blue ones, purchase more extension cords, and extend the decorations to Portage Street. A motion passed to purchase these needed supplies (\$300) and to reimburse Ridgeway floral \$241.50. That leaves us with \$450.

- V. Winter Decorations: Brian and Rick will coordinate the removal of the street decorations.

- VI. Spring Flowers: Mary will work on a work plan for the spring flowers possibly having the Centreville FFA grow what we need. Suggestions were made on how to organize the plantings.

- VII. Adjournment: The meeting was adjourned at 10 AM.

Respectfully submitted by Alyce Bode, secretary.

Economic Restructuring Committee Meeting Minutes

Three Rivers City Hall Conference Room
Thursday, December 18, 2014 @ 8:00 a.m.

Attendance:

Present: Sharon Bachinski, Paul Shingledecker, Bob Sills, Joe Bippus, April Kibby

Absent: Dave Allen, Tom Meyer, Dave Casterline, Rob Vander-Giessen-Rietsma V-Chair

Guest: Amy Roth, DPS Director for City of Three Rivers

Discussion:

I. New Business/New Building Owner Database:

Rob was not feeling well so he was unable to attend the meeting. No discussion on this item.

II. New Business Information Packet:

Bob presented his research from the community of Grand Haven. He felt their new business packet was somewhat cumbersome and that it could be cut down to a more manageable size. We discussed the need to have a simple handout that provided direction and a starting point for gathering information on how to start a business and then direct them to a more complete document on the city website.

The group felt it would be important to educate banks, chamber of commerce, EDC Personnel, building owners and realtors on the process so they could provide the right information to people who contact them about starting a business in town.

III. Traffic Calming Project:

April Kibby discovered that MDOT would only allow back-in angle parking on a state trunk line road. She updated her maps to comply with the regulation. The group discussed possible configurations and preferred angle parking on the east side of the road only. April expressed concern that people might hit the light poles when parking because they were only 30 to 40 inches from the curb.

Amy discussed the problems that angle parking would cause for snow removal. The group discussed alternative ways to plow snow, different equipment to use and nothing seemed like an appropriate solution. The group wants to review options for enhancing the crosswalks and take more time to consider angle parking.

IV. Market Analysis Application:

Michigan Main Street is taking applications for a market analysis study. The ERC agreed to work on the application process and see this project through if Three Rivers is selected.

V. Redevelopment Ready Community:

The group discussed the concept of a redevelopment ready community and is interested in hearing more about it. They felt Brian could brief the group after he attends training on the program.

VI. Business Assistance:

The ERC recognizes that businesses have come and gone in the downtown area. The group had concerns that some businesses were not taking advantage of help in the area. We discussed the possibility of offering more direct assistance with researching rules,

applications, or loan options or other practical help if possible. More discussion will be needed.

Adjournment:

9:40am

Three Rivers DDA/Main Street
Organization Committee Minutes

Tuesday, January 13, 2015 8:00am
City Hall Conference Room

10. Call to Order

Moreland called the meeting to order at 8:02 a.m.

11. Roll Call

Danielle Moreland, Cathy Lawson, Tom Miles, and Lindsay Oswald were present. Also present was Brian Persky.

12. Approval of Agenda - Agenda was approved by consent.

13. Citizen Comments - None

14. 100 Friends of Main Street

The committee discussed the work plan and updated the timeline.

15. Long Term Volunteer Development

The committee discussed that volunteers would be needed for February 14th's Chill Out, but the number was unknown. The number of volunteers was unknown for TR Pride Day as well. Persky would work with the event coordinator and DPS director to develop a list of activities for Pride Day.

The committee discussed updating websites and social pages to build excitement for volunteering and the various events. Mail chimp provided a link that could be used to sign up for a newsletter, but it would be nice to have a signup through the TR Main Street website.

16. Work Plans

Work plans should be for July 1, 2015 through June 30, 2016 to coincide with the budget year.

The committee discussed the need for more events, specifically fundraising ones to sustain the program.

Persky would look at quotes for contracting services.

With the current proposed budget, there was \$6,000 for flowers and spreading to committees. The budget included a City contribution to support the program in the amount of \$26,000.

17. Miscellaneous

By consent, April Kibby and Terra Miller were appointed to the Promotions Committee.

18. The meeting adjourned at 9:30 a.m.

Respectfully submitted,

Lindsay Oswald

Main Street Economic Restructuring Committee

Meeting Minutes

January 15, 2015

8:00am

City Hall Conference Room

Attendance:

Present: Sharon Bachinski, Paul Shingledecker, Bob Sills, Joe Bippus, April Kibby,

Absent: Dave Allen, Tom Meyer, Dave Casterline, Rob Vander-Giessen-Rietsma V-Chair

Guest: Darryl Harden MDOT, Brian Persky DDA Director

Discussion:

New Business/New Building Owner Database:

Rob was working in Grand Rapids and unable to attend the meeting. No discussion on this item.

New Business Information Packet:

Bob suggested taking the City's two page "Starting a Business" sheet and condensing it to a 2 sided flyer and giving it a friendlier appeal. April Kibby agreed and offered to work with Bob to prepare a draft document. This paperwork should lead people to other pertinent sources of information.

The group felt it would be important to educate banks, chamber of commerce, EDC Personnel, building owners and realtors on the process so they could provide the right information to people who contact them about starting a business in town.

Traffic Calming Project:

Darryl Harden from MDOT came and we had a lengthy discussion on MDOT's current philosophy about place making, ideas for slowing traffic and improving visibility of our crosswalks for pedestrian safety.

Daryl said that bike lanes might have the effect of narrowing the roadway and thus slowing traffic. He also said that MDOT is allowing creativity within crosswalks for designs. You could not use green, red, yellow or white colors because they are used in other traffic markings. Decorated and creative crosswalks would draw attention to the area and make it safer for pedestrians. It may also slow traffic.

The ERC committee wanted to seek design ideas from the school, Carnegie Center and the Main Street Design Committee and present ideas to MDOT. Brian would notify them of our intent.

Darryl also said we could consider signage to move the truck route off of N. Main Street in downtown. It would be a suggestion for trucks to go around the downtown but would not prohibit them. There were other traffic problems and factors to consider before making the decision.

Darryl said he would ask the others at MDOT about a trial period of allowing right turns on red at the main four intersection for eastbound traffic wanting to turn south on to Main Street.

Market Analysis Application:

Michigan Main Street is taking applications for a market analysis study. The ERC agreed to work on the application process and see this project through if Three Rivers is selected. The application was completed by Joe and Brian and submitted.

Business Assistance:

The ERC recognizes that businesses have come and gone in the downtown area. The group had concerns that some businesses were not taking advantage of help in the area. We discussed the possibility of offering more direct assistance with researching rules, applications, or loan options or other practical help if possible. More discussion will be needed.

Adjournment:

10:00 am

2015-2016 Budget Review Timeline

Date

Tuesday, January 13th, 2015

City provides baseline budget to DDA

Setting

Organization Committee

Friday, February 6th, 2015

2014-2015 Fiscal Review/Discussion

DDA Board

City Hall

Friday, February 20th, 2015

Annual Board Retreat

2015-2016 Budget / Baseline Assessment Review

DDA Board

DDA Board Room

Friday, March 6th, 2015

Review Draft 2015-2016 Budget / Comment

DDA Board

City Hall

Friday, April 3rd, 2015

Approve Draft 2015-2016 Budget

DDA Board

City Hall

Tuesday, May 2nd, 2015

Budget Presentation to City Commission

City Commission

City Hall

Tuesday, June 2nd, 2015

City Commission Approval of 2015-2016 Budget

City Commission

City Hall

Friday, June 5th, 2015

Final Approval of 2015-2016 Budget

DDA Board

City Hall

Director's Report

On Monday December 8th and Tuesday, December 9th, I attended a quarterly training hosted by the Michigan Main Street Center in Niles, MI. The topic was "Economic Restructuring" and the following groups made presentations to discuss available resources and grant programs: MEDC, MSHDA, DEQ, SHPO, and MDOT. Three members of the ER Committee joined me for day two (Danielle Moreland, Joe Bippus, and Rob Vander Giessen-Ritsema).

On Wednesday, December 17th and Thursday, December 18th, I attended a Redevelopment Ready Communities (RRC) training session in Kalamazoo, MI. I was encouraged to attend these meetings from the Michigan Main Street Center and MEDC in order to begin positioning downtown Three Rivers as a destination for development projects. I participated in a series of six intensive training sessions named "Best Practice Methods". The RRC certification process is long (1-2 years), but this particular certification is the first step in getting the ball rolling in our community. The goal is to eventually have the Economic Restructuring Committee take the lead on the certification process.

On Monday, January 5th and Tuesday, January 5th and Tuesday, January 6th, I attended the New Managers Training at the Michigan Main Street Center in Lansing, MI. This training is required for all new Main Street managers and I received training on reporting, program implementation, foundational documents, my role as the Director, how to meet accreditation standards, and access to additional MMS support.

In January, I've been very busy helping to plan Winterfest, initiate our "100 Friends of Main Street" campaign, and have begun to plan for Community Pride Day this upcoming May. The Design Committee awarded two sign grants (\$200 to Northside Beverage and \$259.16 to PinUp Salon). Our 100 Friends of Main Street campaign and two sign grants were featured in a recent Second Wave Media article.

Also this past month, we've created a "Mail Chimp" account (online newsletter/database) which will allow us to better communicate notices, special events, and media releases online to potential volunteers and community members. In the past couple weeks, and upcoming weeks to follow, I will be spending a majority of my time putting emphasis on fundraising, 2015-2016 budget planning, and our strategic meeting.

Downtown Development Authority of the City of Three Rivers
Resolution _____
Resolution of Support for the Michigan Main Street Program
Market Analysis Services

WHEREAS, the Main Street approach to economic development was created by the National Trust for Historic Preservation thirty-five years ago in order to ensure the preservation of traditional downtown business districts, the historic buildings that comprise these districts, and the local businesses that operate within them; and

WHEREAS, the Main Street approach to downtown revitalization focuses on Design, Promotion, Economic Restructuring, and Organization; and

WHEREAS, the Main Street Market Analysis is imperative to building a foundation for successful downtown revitalization; and

WHEREAS, the market study will identify the current and future business, cluster mix of the downtown; and

WHEREAS, the market study will aid in the business retention and recruitment efforts of the downtown and community overall; and

WHEREAS, the market research and analysis utilizes the unique nature of the downtown commercial district, builds on its assets, and works to identify market-driven opportunities to reshape downtown Three Rivers as a great place to live, work, shop, play and invest; and

WHEREAS, the service is a part of a menu of services provided to downtown Three Rivers as a Select Main Street Community.

NOW THEREFORE, BE IT RESOLVED that the City of Three Rivers Downtown Development Authority agrees to the commitment and support for the Michigan Main Street Program Market Analysis Services. Resolution approved and adopted this ____ day of January 2015.

ATTEST:

Melissa J. Bliss, City Clerk