



Three Rivers DDA/Main Street November 7, 2014 City Hall @ 8:00 a.m.

1. Call to order
2. Approval of Agenda
3. Approval of Minutes
 - a. DDA Board – October 3, 2014
 - b. Promotions Committee – October 8, 2014
 - c. Organization Committee – October 14, 2014
 - d. Design Committee – October 15, 2014
4. Financial Report – September 30, 2014
5. Citizen Comments
6. Director Comments
7. Discussion Items
 - a. Board Member Acknowledgement
 - b. Michigan Main Street Services
 - c. Project Work Plans
8. Action Items
 - a. Nominating Committee Report
 - b. Project Work Plans
 - i. Christmas Around Town – Promotions
 - ii. Winter Decorations – Design Committee
 - iii. Window Decorations – Design Committee
 - iv. Friends of Main Street – Organization
9. Next Regular Board Meeting: December 5, 2014
10. Adjournment

Meeting Minutes
Three Rivers Downtown Development Authority
October 3, 2014

1. Call to Order

The meeting was called to order by Chair Zimont at 8:02 a.m. in the Commission Chambers of City Hall.

2. Roll Call

The following members were present at roll call:

Jeff Zimont Tom Miles Doug Mitchell Donna Grubbs

Danielle Moreland Tricia Meyer Joe Bippus

Nancy Boyce was absent

3. Approval of the Agenda

It was moved by Moreland and seconded by Bippus to approve the agenda. Motion passed 7-0.

4. Approval of the Minutes of September 5th Meeting and Committee Minutes

It was moved by Bippus and seconded by Moreland to accept the minutes. Motion passed 7-0.

5. Accept the Financial Report

It was moved by Moreland and seconded by Bippus to approve and accept the financial report as presented. Motion passed 7-0.

Citizen Comments

None

6. DDA Transition

Chair Zimont submitted his resignation and Vice Chair Moreland presented Zimont with a Certificate of Appreciation. Meyer also presented a basket with appreciation gifts. It was moved by Mitchell and seconded by Bippus to appoint Vice Chair Moreland as Chair. Motion passed 5-0. A small break was taken to enjoy refreshments and thank Zimont and his wife for his time and service.

7. Executive Director Comments

Brian Persky shared feedback on the Michigan Main Street Retreat that he attended - great networking experience with other Main Street Communities and their Managers and the Main Street Staff. A press release will be provided to the paper covering some of the highlights of the retreat. Persky shared that Three Rivers is eligible to apply for Design Services from the MMS - we are allowed up to three per year. Southwest Michigan Second Wave Media will be featuring Three Rivers on their website after a recent visit. Persky had great meeting with Carrie Balk, High School Principal about getting students more involved downtown. Coordination efforts are underway with DPS in regards to putting up Christmas decorations for Christmas Around Town and winter season. Persky also met with stakeholders on unfinished portion of East Parking lot in regards to feedback on best use of space. At last Executive Board meeting Persky worked on set of Board Values. On December 2, 2014 the Three Rivers Community Foundation will be hosting a "Giving Tuesday". Melissa Bliss with the Foundation explained further the concept of the online giving and that Three Rivers DDA is eligible to apply to take part in efforts to raise money. This is a twelve hour phone in. There is a \$100.00 fee to sign up and an agreement would need to be signed with the Foundation in order to take part.

8. Action Items

Giving Tuesday

It was moved by Bippus and seconded by Meyer to sign Agreement with Foundation to take part in event. Motion passed 7-0.

Nominating Committee Procedures and Process

It was moved by Meyer and seconded by Grubbs to accept the Nominating Committee Procedures and Process. Motion passed 7-0.

Processing DDA Invoices and Expenses

It was moved by Mitchell and seconded by Bippus to accept the Processing DDA Invoices and Expenses. Motion passed 7-0.

Compensation Package Adjustment

It was moved by Meyer and seconded by Mitchell to accept the Adjustment to the Compensation Package. Motion passed 7-0.

Committee Work Plans

It was moved by Mitchell and seconded by Grubbs to accept the Committee Work Plans with the only addition being the Community Pride Day be included and shown on the Promotion Committee Work Plan. Motion passed 7-0.

Project Work Plans

It was moved by Mitchell and seconded by Grubbs to accept the *Holiday Decorations Workplan* with further specifications to be made on the future purchase of snowflakes and use of budget. Motion passed 7-0.

Christmas Around Town Workplan was not presented for final approval as there were some questions that needed to be further looked into. It was suggested that in the future Project Managers attend the DDA meetings to answer questions in regards to the workplan.

It was moved by Mitchell and seconded by Miles to accept the *Image Branding Campaign Workplan* and to accept the logo based on the minor edits that were presented. It was agreed that Jessy Lawrence from MMS would be asked to make final adjustments prior to her departure. Motion passed 7-0.

11. Next Meeting – November 7, 2014

12. Adjournment

By Board consent, Chair Moreland adjourned the meeting at 9:57 a.m.

Respectfully submitted,

Tricia Meyer

Tricia Meyer

Acting Secretary, Three Rivers DDA

Nominating & Executive Committee Meeting Minutes
Three Rivers DDA
Friday, October 31, 2014 @ 9:00 a.m.

Members present: Danielle Moreland, Doug Mitchell
Members absent: Joe Bippus
Staff/Other: Brian Persky

I. CALL TO ORDER

Moreland called the meeting to order at 9:02 a.m.

II. APPROVAL OF AGENDA

The agenda was approved.

III. Nominating Updates & Recommendations

Updates on individuals contacted

New names & assigned a board member to reach out to individuals

IV. OLD BUSINESS

Board Member Pledges

Agreed to review at Full Board for adoption

V. NEW BUSINESS

Work Plan Development

The need to have the Committee Chairs make the reports at the full board meetings. Discussed working out the details & review the work plans at a committee meeting before presenting it to the full board.

Design: Windows WP received & Flowers still needed

Promo: CAT received, Winterfest & TR Pride needed

Org: Friends of Main Street received, Volunteer Recruitment needed

ERC: New Owner Packets & New Business Packets needed

Revised Budget

Discussed the desire for a simpler budget for board members as well as the need to regulate the part time maintenance workers hours to be more even throughout the year.

MMS Services & Applications

Discussed the importance of each service offered and narrowed down to top 5 for board to review. Persky was going to double check that we were available for each service.

Paternity Leave for Brian

VI. ADJOURNMENT

The meeting was adjourned at 10:00 a.m.

Three Rivers DDA/Main Street
Organization Committee Minutes

Tuesday, October 14, 2014 8:00am
City Hall Conference Room

1. Call to Order

Secretary Oswald called the meeting to order at 8:00 a.m.

2. Roll Call

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

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

4. Citizen Comments - None

5. Email Distribution List

Persky had a list of email addresses. The list could be merged with the volunteer database to be used for future events and information.

6. Giving Tuesday / Other Fundraising

Persky reviewed the strategy for Giving Tuesday donations including Facebook posts throughout the day. Persky will organize talking to employers about jeans day for donations and would ask Trammell for assistance through the Chamber contacts. Prizes for the most raised could include dinner and a movie or a pizza party for the business. There would be a mass mailing with a brochure sent by the Foundation. Gifts for donations could increase giving. Christmas around Town funds could be saved for giving on that day. Persky would also follow up with businesses that only gave one year for the Main Street program to see about additional donations now that the program was implemented.

7. Work Plans Update

Work plans needed to be approved at Nov 7th meeting. It was important to discuss work plans so other people are involved. They should be completed and submitted to Persky by October 24th. Lawson was working with Kristina Coakley for brochures and t-shirts. She would work on the work plan for 100 friends. Lawson reminded the committee that they needed to work toward next fiscal year also since budgets would begin soon.

8. Chair Appointment

Moreland was appointed to chair of the organization committee, and Oswald was appointed vice chair / secretary. Bippus was appointed to chair the economic restructuring committee.

9. Secretary Oswald adjourned the meeting at 9:15 a.m.

Respectfully submitted,

Lindsay Oswald

Three Rivers DDA/Main Street
Design Committee Minutes

Wednesday, October 15, 2014 8:30 a.m.

DDA Conference Room

Present: Nancy Boyce, Peggy Deames, Georgina Shafer, Mary Miholer, Teresa Cytlak, Anna Smith and Brian Persky.

Absent: Dave Stewart, Jim Sherman, Alyce Bode, and Larry Michael Hackenberg

10. Call to order: 8:40am

11. Approval of Agenda:

Mary moved, Teresa seconded. Passed.

12. Approval of minutes:

Mary moved, Teresa seconded. Passed.

13. Citizen Comments - None

14. Design Services

Introduction of Debra Johnson, MMS Design Specialist and Emily Pantera ERC Specialist. Debra explained the various aspects of her job and how our committee and downtown can benefit by all that Michigan Main Street has available. Façade design assistance, applications (with historic photographs needed for applications) were discussed. No limit to the number of consultation calls on facades.

Rehabbing old buildings for modern use with an emphasis on hiring professional contractors to work on resurfacing and cleaning bricks. There are National Guidelines that should be used -

"The Secretary of the Interior Standards for Rehab". Everyone should get copy of MMS Standards for Rehab. Approval of submitted application approval process explained.

ERC works with the inside of buildings - Emily can provide retail merchandising services. Main Street Three Rivers should look at starting a 501(c)3 for fund raising as TIF may get restructured. Grant for revolving loan fund - "Grant Station" could be funded by 501(c)3 - example: a 60/40 grant with repaid money available for next grant, etc. One empty façade equals a loss of \$18,000 yearly to the downtown. Rental of apartments on upper levels is a gain of \$9,000 a year to downtown in money spent by renters. Rental rebate grants are available.

Discussion of need for local brochure to hand out to all building owners and need to build relationships. Bob Sills is working in brochures - "Doing Business Guide". Guide needs to be not a "what to do but a how to do" guideline.

15. Budget

Budget was discussed as to rebates on two new sign applications with cost now coming out of Design Committee budget. Mary made motion to allocate \$500 out of budget for rebate program. The amount would covered PinUp Salon request and Broadway North request. Nancy seconded. Passed.

16. Broadway North Signage

The Design Committee approved signage for Broadway North (max of \$200). Discussion - Newspaper and photo opportunity when signs go up as "Sponsored by TR Main Street".

17. Window Decorations

Mary and Brian will conference call or meet with Georgina Friday morning. Nancy and others are contacting artists. Social media, Face Book were discussed.

18. Winter Decorations

Anna reported they are progressing.

19. Adjournment

Meeting adjourned at 10:45.

**MEETING MINUTES
THREE RIVERS DDA/MICHIGAN MAIN STREET
PROMOTIONS COMMITTEE
OCTOBER 8, 2014
8:00 AM
DDA/CHAMBER OF COMMERCE BOARD ROOM**

1. CALL TO ORDER

The meeting was called to order by the Chair at 8:00 AM.

2. ROLL CALL

Members Present: Tricia Meyer (Chair), Heather Martell, Caryn Wilson
Others Present: Brian Persky (Main Street Manager), Danielle Moreland (DDA), Peggy Deames (Christmas Around Town Committee)

3. APPROVAL OF AGENDA

The agenda was reviewed and approved.

4. CITIZEN COMMENTS

None

5. CURRENT BUSINESS

Christmas Around Town: the approved work plan was reviewed, completed tasks were noted, and outstanding tasks were discussed. Overall, the event is well organized and those who volunteered for certain tasks are on target for completion. It appears that the E.J. Buys building will be the location for Santa's Workshop. The location for merchant displays (Riviera vs. Workshop) was discussed but not finalized.

The issue of hanging a banner across Main Street was discussed. Brian will check whether this is possible.

The holiday movie that will be showing at the Riviera during Christmas Around Town is Merry Friggin' Christmas with Robin Williams. Concern was expressed about the implications of the title of this movie. It was agreed that "holiday movie" will be noted in the flier instead of the title.

There was some confusion over the price of the advertisement (\$700 vs. \$1,200) for Shoreline, which is being split with the Merchant Group. Brian will clarify this with Doug Mitchell.

6. NEXT MEETING

The next meeting is scheduled for November 12, 2014 (8 AM).

7. ADJOURNMENT: 10 AM

Minutes Taken and Submitted by:



Caryn Wilson

Board Member Acknowledgement

As a member of the Three Rivers Downtown Development Authority (DDA)/Michigan Main Street (MMS) Board of Directors, I, _____, hereby acknowledge that I am expected to abide by the following standards of conduct during and, when appropriate, after my tenure as a Board member:

I will act as an advocate for downtown Three Rivers and promote the DDA/MMS role in an enthusiastic manner.

I will be respectful and cooperative with my fellow Board and committee members, city employees, members of City Council, downtown business owners and residents, volunteers, community organization representatives to ensure the DDA/MMS programs and services appropriately address community and constituent needs.

I will be a member of at least one DDA/MMS committee (Organization, Design, Economic Restructuring, and/or Promotions) and will participate in it fully.

I will support and lend my expertise to the promotion and development of business retention and attraction strategies in the area served by the DDA/MMS. I will actively participate in DDA/MMS fundraising activities based on my skills and background.

I will, to the best of my ability, attend all Board meetings and special events sponsored by the DDA/MMS. I will give advance notice to the chairperson if I am unable to attend a meeting to avoid creating quorum issues; and I understand that if I'm absent from two consecutive Board meetings without just cause, I may be removed as a member of the Board. In addition, I will give _____ to _____ hours per month of my time to DDA/MMS activities. This time may include attending training programs and workshops conducted by MMS/MSHDA and the National Trust Main Street Center.

I will offer my opinions honestly, without reservation and in a constructive manner. I will stay informed about the Board's and the DDA/MMS activities. I will ask questions and request information when appropriate. I will participate in and take responsibility for making decisions on issues, policies, and other Board matters.

I will promote unity within the DDA/MMS and support, both publicly and privately, the Board's decisions even if I have opposed some of them prior to a vote on the matter.

I will be supportive of the DDA/MMS executive director, fellow Board members and volunteer committee members and encourage them to give their candid opinions on matters under consideration by the Board.

I will do my best to help ensure the financial accountability of the DDA/MMS.

I will not divulge to any unauthorized person confidential information acquired in the course of my service on the Board in advance of the time prescribed by the Board for the release of this information to the public.

I will not participate in any discussion or action regarding a matter before the Board in which I have a direct business, financial, or personal interest without first disclosing that interest in writing to the Board; and I understand that such disclosure shall become part of the record of the

DDA/MMS's official proceedings. In addition, I will abstain from voting on such matters without the consent of the other members of the Board. I understand that, as a member of a public entity, I will be held to a high standard of conduct; and I shall at all times conduct myself when representing the DDA/MMS so as to avoid even the appearance of impropriety.

During the term of my appointment, I will endeavor to recruit new candidates for membership on the Board and/or one of its committees; and during the last year of my term, unless I'm eligible to and intend to serve an additional four years, I will help the Chief Executive Officer of the City of Three Rivers find a replacement.

In turn, the DDA/MMS will provide information and other assistance to enable me to meet my obligations as a Board member, including the following:

I will regularly be provided with up-to-date reports on the finances and activities of the DDA/MMS; and I will have access, at mutually convenient times, to the Board's chairperson, director and other Board members and volunteer committee members to discuss the organization's programs, goals, and activities.

Signed this _____ day of _____, 20__

Member, Board of Directors, Three Rivers DDA/Main Street

Chair, Board of Directors, Three Rivers DDA/Main Street

Michigan Main Street Services

2015-2016 Program/Fiscal Year

Application(s) due date: January 9, 2015

Market Study

Researching and understanding the commercial district's market is an essential step in developing appropriate, effective strategies to revitalize traditional business districts. Market research should be the driving force behind business development projects, marketing efforts and even physical improvements. MMSC staff and consultants will assist the community in creating a comprehensive market study including housing for their downtown.

Third party value: \$22,000

Communications Planning

A communication plan identifies how to reach target audiences using marketing communication channels such as advertising, public relations, or direct mail. It is concerned with deciding who to target, when, with what message and how. It addresses the six basic elements of communications: communicator, message, communication channel, feedback mechanism, receiver/audience, and time frame.

Third party value: \$8,000

Branding

Telling the story of a community's downtown – its past and its future – is crucial to promoting it as a place for people to live, work, and prosper. With this branding service, each selected community will be given the tools to market its program in a professional manner to local citizens, government entities and potential visitors. A professional designed will walk each community through the steps of decided who they are and what they want to be. Communities will receive logos for the program and Main Street area, for each committee, and for up to four events. A new website, instructions for updating and modifying the website and brand guidelines are included.

Third party value: \$13,000