



# Three Rivers DDA/Main Street August 1, 2014 City Hall @ 8:00 a.m.

1. Call to order
2. Approval of Agenda
3. Approval of Minutes
  - a. DDA Board – July 11, 2014
  - b. Design Committee – July 2, 2014
  - c. Organization Committee – July 8, 2014
  - d. Promotions Committee – July 10, 2014
  - e. E.R. Committee – July 17, 2014
4. Financial Report – June 30, 2014
5. Citizen Comments
6. Director Comments
7. Discussion Items
  - a. Community Reception, August 14th – Introduction of Brian Persky
  - b. Alignment of Roles – Treasurer & Secretary
  - c. Work Plans and timeline
8. Action Items
  - a. Adopt Vision Statement
  - b. Adopt Mission Statement
  - c. Approve First Year Expectations of Executive Director
9. Presentation – Three Rivers Baseline Assessment
  - a. Brittney Hoszkiw, Organization Specialist  
Michigan Main Street Center
10. Next Regular Board Meeting: September 5, 2014
11. Adjournment

**Three Rivers DDA/Main Street  
Meeting Minutes  
City Hall  
Friday, July 11<sup>th</sup>, 2014 @ 8:00 a.m.**

1. Call to Order

The meeting was called to order by Chair Zimont at 8:00 a.m. in the Commission Chambers of City Hall.

2. Roll Call

The following members were present at roll call:

Joe Bippus

Danielle Moreland

Donna Grubbs

Tricia Meyer

Tom Miles

Jeff Zimont

Nancy Boyce, Paul Shingledecker and Doug Mitchell were absent.

3. Approval of the Agenda

It was moved by Moreland and seconded by Bippus to approve the agenda. Motion passed 6-0.

4. Accept the Financial Report

It was moved by Moreland and seconded by Grubb to approve the financial report as presented. Motion passed 6-0.

5. Citizen Comments

None

6. Executive Director Comments

New Director Brian Persky introduced himself and stated that he was looking forward to working in the community and with the new Main Street program.

7. Discussion Items

a. Executive Director first year expectations

Moreland would like to see the Director bring all of the committees back together in a process that works for this community.

Bippus noted familiarizing the Director with the current activities and keep some consistency with the current duties.

Donna stated that communication is key to relationships, image, and is an essential tool and educator.

Meyer noted having purposeful relationships that result in collaboration, also keeping the Board and committees on task through the tools that Main Street has provided.

Miles stated that communication and education about the program are essential and noted that Main Street is not the same old program.

b. Press Release/Community Reception

By consent Meyer and Moreland will work on planning the reception and selecting the date. Bippus suggested multiple events during one day to meet a wide variety of individuals.

c. Baseline Summary

Zimont noted that the summary would be presented at the next DDA meeting, a member of the Org. Committee will be working on communicating this with the general public and made available.

O'Connor reminded the Board about the annual reports available to the State.

Persky stated that Main Street also requires monthly reporting.

d. Committee Work Plans

Zimont clarified the process for approving work plans; Board is presented with work plans by the committees and the Board ultimately approves/disapproves the work that the committees are proposing. Zimont noted the timing and transition of the process.

Meyer noted a Master Work Plan for the Board and each committee will have which align with the Boards' goals. Persky stated the need for the Executive Committee to meet and discuss the details of a work plan template.

9. Action Items

a. Appointment of the Executive Committee to serve as Nominating Committee

It was moved by Moreland and seconded by Meyer to appoint the Executive Committee plus Joe as the Nominating Committee for filling board vacancies. Meyer inquired about volunteer recruitment as well. Motion passed 6-0.

10. Miscellaneous

Discussion included committee responsibilities, open meetings act, minutes, posting, etc.

Moreland stated that Diamond Creek closed their doors.

Jeff and Brian will update the absent Chairs on activity that took place.

It was noted that "Sass in the City" was an annual event being held tonight.

11. Next Meeting – August 1st, 8 a.m.

12. Adjournment

By Board consent, Chair Zimont adjourned the meeting at 9:01 a.m.

Respectfully submitted,



Melissa Bliss  
City Clerk

**Design Committee Meeting Minutes**  
**Three Rivers DDA**  
**Wednesday, July 2th, 2014 @ 9:00 a.m.**

**Members present:** Nancy Boyce, Anna Smith, Peggy Deames, Larry-Michael Hackenburg, Mary O'Connor, Georgina Shafer, and Alyce Bode  
**Members absent:** Teresa Cylak, Curt Penny, David Stewart, and Jim Sherman  
**Staff/Other:** Brian Persky

**I. CALL TO ORDER**

Director Boyce called then meeting to order at 9:05 a.m.

**II. APPROVAL OF AGENDA**

The agenda was approved.

**III. OLD BUSINESS**

**A. Christmas Decorations**

It was decided that we need more lights with more punch on the corners and perhaps use bough wraps. We'll check with Teresa to see if she can recommend anything new.

**B. Water Festival Windows**

The windows were beautiful thanks to Larry-Michael, Nancy, Georgina, etc. It would be a good idea to have something similar all year around.

**C. DDA Obligations**

Nancy will contact the Chamber of Commerce to get a list of DDA obligations to avoid confusion on "who is in charge of...". There is also confusion on what the City Commission is doing and we would like to invite J. Bippus to bring his list and compare.

**IV. NEW BUSINESS**

**A. DDA Director Introduction**

Brian gave a review of his background and work with the Kalamazoo DDA and his goals for Three Rivers. He noted façade, signage, landscape and maintenance, trail systems, signs on 1-31 and entrances into town. He asked questions and there was much discussion on ways to slow down traffic downtown, getting rid of truck traffic, possible use of angled parking and medium strips, the desirability of properly planted trees, etc. He mentioned a 50/50 match for downtown signage that was done in Kalamazoo. We also discussed the landscape plan for the corner with Lynn's garage and some findings from the charette done, and the need to address the condition of the house on the south end of town. Georgina is procuring detailed maps for the DDA to have and Larry-Michael suggested that we e-mail the proper people when we have questions. We discussed how to get our meeting's information to other groups and the need for more communication and co-operation. There was discussion on the Main Street presentation last month and our need to have more concrete ideas for work plans. The group was disappointed in the presentation as we were looking for better suggestions and planning procedures.

**V. ADJOURNMENT**

The meeting was adjourned at 10:35 a.m.

**Organization Committee Meeting Minutes**  
**Three Rivers DDA**  
**Tuesday, July 8<sup>th</sup>, 2014 @ 8:00 a.m.**

**Members present:** Jeff Zimont, Cathy Lawson, Donna Grubbs, Joe Bippus, Tom Miles, and Lindsay Oswald

**Members absent:**

**Staff/Other:** Brian Persky, Brittney Hoszkiw (MMS)

**I. CALL TO ORDER**

Director Zimont called the meeting to order at 8:05 a.m.

**II. APPROVAL OF AGENDA**

Agenda was approved.

**III. WORK PLANS**

**A. Training**

Brittney conducted a training regarding the responsibilities of the organizational committee in the Main Street program:

- Funding and financial management;
- Policy;
- Oversight;
- Planning;
- Advocacy;
- Evaluation; and
- Personnel.

**B. Work Plan Assignments**

- Volunteer appreciation – Joe;
- Friends of group – Cathy;
- Invoices – Cathy;
- Visitation – Jeff;
- Executive summary and distribution – Lindsay;
- Volunteer database – Lindsay;
- Thank you cards – Lindsay.

**IV. ADJOURNMENT**

The meeting was adjourned at 11:00 a.m.

Respectfully submitted,  
Lindsay Oswald  
Secretary

**Promotions Committee Meeting Minutes**  
**Meyer Ventures Office**  
**Thursday, July 10<sup>th</sup>, 2014 @ 8:00 a.m.**

**Members Present:** Tricia Meyer, Doug Mitchell, and Caryn Wilson  
**Members Absent:** Heather Martell  
**Staff/Other:** Brian Persky

**I. CALL TO ORDER**

Director Meyer called the meeting to order at 8:00 a.m.

**II. APPROVAL OF AGENDA**

The agenda was reviewed and approved.

**III. CITIZEN COMMENTS**

There were none.

**IV. BUSINESS**

**A. DDA Director Introduction**

Brian Persky is the newly-hired Michigan Main Street Manager, and committee members welcomed him to the community

**B. Committee Membership**

Several individuals have been identified as possible Promotions Committee members. The official process for recruitment of members was unclear (i.e., should this be handled by the Organization Committee, by Brian, or by a committee chair); Brian will look into this.

**C. Budget**

The budget for the Promotions Committee, which was established previously by the DDA, was distributed and reviewed. It was noted that all events and activities must fall within the established goals (building relationships, improved communication, educational and awareness efforts and use of a comprehensive approach) as noted on pages 22-24 of the baseline report.

**D. Heritage Walk**

Caryn and Tricia will meet soon to put together the work plan for the upcoming Heritage Walk. Tricia will contact individuals who were interested in participating last year, but who could not be involved due to scheduling conflicts. Brian suggested using a vacant building as a starting point for the event. A reception in the Voyager's Inn Wine Cellar will conclude the event.

**E. Image/Branding Campaign**

Tricia presented her suggestions for an initial image/branding campaign. Committee members favored "Downtown Three Rivers...More than Meets the Eye!" Various ideas focused on the concept of "meeting" in downtown were also discussed (i.e., Meet Me at the Market; Meet, Eat, Greet, etc.). Tricia will present this to the DDA at their board meeting on July 11.

**F. Handbook**

Development of a "handbook" for committee members was discussed.

**G. Next Meeting**

The next meeting will be at 8 AM on August 13, 2014 at the DDA Office.

**V. ADJOURNMENT**

The meeting was adjourned at 9:35 a.m.

**Economic Restructuring Committee Meeting Minutes**  
**Three Rivers DDA**  
**Thursday, July 17<sup>th</sup>, 2014 @ 8:00 a.m.**

**Members present:** Danielle Moreland and Paul Shingledecker  
**Members absent:** Rob Vander Giessen-Reitsema, Bob Sills, Tom Meyer, and Diana DeGraaf  
**Staff/Others:** Brian Persky

**I. CALL TO ORDER**

Director Moreland called the meeting to order at 8:05 a.m.

**II. APPROVAL OF AGENDA**

Agenda was approved.

**III. CITIZEN COMMENTS**

There were none.

**IV. DISCUSSION ITEMS**

**A. MMS Assessment Packet Review**

**B. Creating Work Project Wish List w/ 4 pt perspective**

1. Education

- Business Info/Resources Packet
- Seminars/Workshops for business owners
- Leverage social media
- Business Incubator/start-up support

2. Build Relationships

- Build Economic Restructuring Committee Membership
- Talk to local realtors to gain interest in downtown
- Build the relationship of trust with downtown business owners

3. Communication

- Dress up store fronts
- Business Directory
- Develop Master Property Database: Available Space, Property
- Property Owners & Business Owners

4. Comprehensive Approach

- Traffic Calming on Main Street
- Market Analysis

**C. ERC Volunteer Applicant Recruitment Discussion**

**V. MISCELLANEOUS**

Next meeting is scheduled for August 21, 2014 at 8:00 a.m.

**VI. ADJOURNMENT**

Director Moreland adjourned the meeting at 9:45 a.m.

Minutes submitted by: Danielle Moreland

## Vision for Downtown Three Rivers

Downtown Three Rivers is a vital and welcoming historic community that is connected to our natural resources for families, visitors, and future generations to live, work, and play. Through good stewardship we maintain and enhance the integrity of our architecture and natural resources for our community to enjoy.

Downtown Three Rivers is a unique social destination where people of all ages experience a vibrant arts, entertainment, and shopping district with community pride that runs as deep as our three rivers.

Downtown Three Rivers offers a vibrant and welcoming destination for distinctive businesses. Resources strengthen business relations giving us a full and healthy business district and offer an exciting downtown living environment.

The success of downtown Three Rivers is driven by thoughtful vision, consistent open communication nurtured with pride in a cohesive environment through the efforts of our fellow business community, volunteers, and partners.

## Three Rivers DDA Mission

The Three Rivers Downtown Development Authority exists to create an environment within the District to inspire public and private investment; to attract and provide local residents a vibrant space to explore; and to foster and strengthen connections between city government and local businesses to boost commerce in the District. The DDA further seeks to maintain our distinctive sense of community while enhancing our Main Street atmosphere.

# First Year Expectations of the Executive Director

1. Create DDA office which establishes a separate and distinct identity, apart from the Chamber of Commerce.
2. Meet with stakeholders to establish working relationships and to establish a more open transparent line of communication with;
  - Board Members
  - Committee Members
  - City Commission
  - Business Owners and Merchants
  - Property Owners
  - Community Leaders
  - Organizations and Non-For-Profit groups
3. Increase awareness through education of the DDA Vision, Mission and Michigan Main Street.
4. Work with each committee to fully develop and implement work plans.