



Three Rivers DDA/Main Street

April 10, 2015

City Hall @ 8:00 a.m.

1. Call to order
2. Approval of Agenda
3. Approval of Minutes – March 6, 2014
4. Financial Report – February 28, 2015
5. Citizen Comments
6. Director Report
7. Public Hearing on the 2015 budget
 - a. Adopt 2015 Draft Budget
 - b. Resolution to Levy One Mil
 - c. Resolution to Send 2015 Draft Budget to City Commission
8. Action Items
 - a. Board Appointments: Nancy Boyce, Sara Herrmann, and Bobbi Schoon
 - b. Officer Nominations: Nancy Boyce, Vice Chair
9. Committee Updates
 - a. Organization Committee
 - b. Economic Restructuring Committee
 - c. Design Committee
 - d. Promotions Committee
10. Discussion Items
 - a. Work Plans
 - i. Community Cleanup Day – Promotions
 - ii. Property Inventory – ERC
11. Next Regular Board Meeting: May 2, 2015
12. Adjournment



Three Rivers DDA/Main Street

March 6, 2015

Three Rivers City Hall @ 8:00 a.m.

Members Present: Bachinski, Boyce, Miles & Moreland
Staff/Other: Persky

1. Call to order: 8:00 AM by Moreland
2. Approval of Agenda: Motioned by Miles, 2nd by Bachinski & Approved Unanimously
3. Approval of Minutes – February 6, 2014: Motioned by Bachinski, 2nd by Boyce & Approved Unanimously
4. Financial Report – January 31, 2015: Motioned by Miles, 2nd by Bachinski & Approved Unanimously
5. Citizen Comments: Diana Clay addresses the board regarding Harmony Fest assistance
6. Director Report: Fundraising campaign update, Community Pride update, reminder National Main Street is upcoming, & Yummy Creations has joined the block.
7. Action Items
 - a. Adopt Resolution to Call a Public Hearing on April 10, 2015: Roll call vote-unanimously approved
 - b. Board Appointment: Motioned by Miles, 2nd by Bachinski, Approved unanimously
 - i. Brian McDaniel: HR at American Axle. Approved unanimously
 - c. Officer Nominations: Motioned by Miles, 2nd by Bachinski, Approved unanimously
 - i. Chair: Danielle Moreland
 - ii. Vice Chair: vacant
 - iii. Secretary: Joe Bippus
 - iv. Treasurer: Doug Mitchell
8. Committee Updates
 - a. Organization Committee: Fundraising & Volunteer Appreciation
 - b. Economic Restructuring Committee: Business Brochure, Traffic Calming & Market Study
 - c. Design Committee: Flowers & Traffic Calming
 - d. Promotions Committee: TR Pride
9. Discussion Items
 - b. FY 2015-2016 DDA Budget (DRAFT): Motioned by Miles, 2nd by Bachinski, Approved unanimously
 - c. Work Plans
 - i. Community Pride Day: Motioned by Bachinski, 2nd by Boyce, Approved unanimously
10. Next Regular Board Meeting: **April 10th, 2015***
11. Adjournment

Three Rivers DDA/Main Street
Organization Committee Minutes

Tuesday, March 10, 2015 8:00 AM

City Hall Conference Room

1. Call to Order at 8:07 a.m.
2. Roll Call
Present were Danielle Moreland, Cathy Lawson, Tom Miles, and Lindsay Oswald.
Also present were Brian Persky, Alan Lockwood, and Tricia Meyer.
3. Approval of Agenda – Approved by consent.
4. Citizen Comments – There were none.
5. Appoint Volunteers to Committees
Alan Lockwood was appointed to the Organizational Committee; Patricia Green was appointed to the Design Committee; Jody Cooley was appointed to the Design Committee; Constance Curio was appointed to the Promotion Committee; and Kara Schroer was appointed to the Economic Restructuring Committee.
6. 100 Friends Of Main Street Fundraising WP Update
The effort needed a push. The committee set a deadline so that they would have most of the friends by the time of the May 12th City Commission budget hearings.
7. TR Pride needs for May 9th Update
Date moved to May 16th. Cleanup starts at 7 a.m. Carnegie will not be available that day. Riviera will have breakfast and be open to volunteers at 8 a.m. Lunch will be at noon. A list of activities had been created and needed to be narrowed for the expected number of volunteers.
8. Review Volunteer Appreciation WP
Certificates would include dirtiest job from that day and most hours for the year. Brian would check with committee chairs regarding a few overachiever awards as well.
9. Sponsorship Brochure & Pledge Drive Strategy Discussion
Budget planning was underway, and it would be helpful to approve work plans at the same time. It was necessary to find ways to get revenue from the events. 50% was a recommended revenue stream level per event. A sponsorship type program needed to be developed for items including flowers (\$2,400), Christmas around Town (\$1,500), Sass in the City (\$500), Fall Fest (\$1,250), holiday decorations, and Pride Day. Lindsay volunteered to complete the work plan for a sponsorship program tied in with the pledge program.
10. Next Regular Board Meeting: April 14, 2015 @ 8 AM
11. Adjournment – The Committee adjourned at 9:20 a.m.

Three Rivers DDA/Main Street
Design Committee Meeting
Wednesday, March 18, 2015

Members present: Nancy Boyce, Larry-Michael Hackenberg, Peggy Deames, Pat Green, Jody Cooley, Anna Smith

Members absent: Mary Miholer O'Conner, Teresa Cytlak

Staff/Others present: Brian Persky, Deb Johnson MMS Design Specialist

- I. Call to order at 8:30 a.m.
Agenda with addition of crosswalks as per Larry's request was approved. (Moved by Larry, seconded by Anna.)
- II. February 18, 2015 minutes approved. (Moved by Larry, seconded by Nancy.)
- III. No citizens present.
- IV. Welcomed new members - Jody Cooley and Pat Green
- V. Deb Johnson MMS Design Specialist presented information, overview and clearer definition of her MMS involvement with TR DDA/Design Committee.

Three Rivers has one of the finest examples of Italianate Commercial style of architecture in the State of Michigan. (Popular from the 1850's into the 1880's). A hand out was presented showing an example and giving the characteristics. Work Plan benefits were discussed such as the importance of managing benchmarks, motivation volunteers and donations. Of the four committees, the Design Committee is most important as they deal with the buildings which are the most important asset of the downtown in terms of business and housing. Work plan helps the four committees (Design, Economics, Promotion and Organization work better together.

Design and Historic Preservation - Celebrate May - National Historic Preservation Month. Ideas: Architectural Treasure Hunt, Photo or Video of Business owner in front of building, local design awards.

Collaborate with City

Ideas: Signage, participate in master planning process, rehab tax credits/income producing, retail merchandising and signage.

Newspaper/Website/Facebook

Ideas: Historic pictures/articles of construction of buildings, vent at historic building, person assisting at historic building.

Walking tours

Ideas: Create pamphlet, participate in person, pod cast.

Design Historic Preservation covers downtown. Facades and storefronts, rear facades and parking lots. There should be no adverse effect on building.

Information on incentives, grants, loans in community, for facades, sign, etc. by City, Michigan Main Street and State of Michigan can be obtained from Brian. DDA Board sets the goals, Committee suggests and plans the projects, Board reviews and finances, committee carries out the projects.

Work on 2015-2016 Goals - Build relationships with shareholders and begin now.
Ideas: Brian will contact other communities on whatever project we are planning to see how they attained their goal, brochures are sponsorship opportunities, liaison from different organization. Work plans should be reviewed monthly. Do few projects well. Project with volunteer help.

Photo Project Community Event for downtown planning;

- 1) Historic photos of buildings gathered and scanned via newspaper ad, personal contact with Suzie Warner's cousin, Butch Dehn, Elks Club, Ed Knapp's granddaughter (Pat Green will contact), Dan Tomlinson, others.
- 2) Catalog photos with HDC - building inventory
- 3) Building Basics Webinar needs to be seen by Design Committee.
- 4) Deb Johnson of MMS will help with a community event to show community "Building Basics" with scanning of pictures at same time.

VI. Review Design Assistance Applications

John Wolgamood application - graded with 37 of 40 points - approved, all in favor.

Nancy and Mike Russell application - graded with 35 of 40 points - approved, all in favor.

VII. 2015-16 Budget

DDA Board lowered the amounts Design Committee asked for as per their budget.

VIII. Pride Day

May 16, breakfast 8:30, 9am clean up, Noon Volunteer Appreciation - lunch and awards.

Announced that name was changed to "Community Clean Up Day". Planning will be done at April meeting. Pots delivered to greenhouse. Mary helping with flowers.

Crosswalks will be discussed next meeting.

IX. Meeting adjourned at 10:02.

Respectfully submitted,
Anna Smith

Main Street Economic Restructuring Committee

Meeting Minutes

March 19, 2015

8:00am

City Hall Conference Room

Attendance:

Present: Sharon Bachinski, Bob Sills, Joe Bippus, Rob Vander-Giessen-Rietsma V-Chair, Dave Casterline, Paul Shingledecker, April Kibby, Kara Schroer

Absent: Dave Allen, Tom Meyer

Guest: Brian Persky DDA Director, Darrel Harden MDOT Planner

Discussion:

New Business/New Building Owner Database:

Rob reported that he has reviewed some computer programs to use as a searchable database but hasn't found one that he would recommend. He likes the assessor's information but the program he uses won't work for our needs.

New Business Information Packet:

Bob has been working with April to develop concepts for the new business flyer. He shared a draft flyer and the group gave feedback on potential changes.

Traffic Calming Project:

April showed some bike lane concepts and Darrel liked the plan because it showed connectivity to other areas and he would be willing to share it with MDOT engineers when we are ready. Darrel mentioned we could use "lane sharing" signs at the intersections or in areas where the road was not wide enough for a bike lane. Lane Sharing still counted as a continuous bike system for travel.

Market Study Analysis Grant:

Brian shared that we were awarded the market study grant and that we need to form a subcommittee to spend time working on the grant. Kara Shroer, Rob Vander-Giessen-Rietsma, and Bob Sills volunteered from the ERC committee.

Adjournment:

10:00 am

**MEETING MINUTES
THREE RIVERS DDA/MICHIGAN MAIN STREET
PROMOTIONS COMMITTEE
MARCH 12, 2015
8:30 AM
VOYAGER'S INN BED & BREAKFAST**

1. CALL TO ORDER

The meeting was called to order by Brian Persky at 8:30 AM.

2. ROLL CALL

Present: Caryn Wilson, Terra Miller, Brian Persky and Doug Mitchell

3. APPROVAL OF AGENDA

The agenda was reviewed and approved.

4. APPROVAL OF MINUTES

The minutes of the last meeting were reviewed and approved.

5. CITIZEN COMMENTS

None

6. UPCOMING EVENTS

The group first discussed "Community Pride Day" and suggested that the name be changed to Three Rivers Community Clean-up Day. The list of volunteers from last year is needed. Various groups, such as CINO, the Red Hat Club, the Women's Club, and building owners and residents will be contacted. While the DDA did not favor obtaining t-shirts, this will still be explored.

The plan is for firefighters to be downtown at 7 AM. There will be a volunteer breakfast at 8:30, and activities will get under way by 9. Paisano's will be asked about providing pizza for a volunteer lunch.

Two dates for Sass in the City were discussed: July 10 or 17. Doug suggested that community organizations, such as TRAM, the Historic District Commission, the Domestic Assault Shelter, United Way, DECA, the high school band and choir, Michigan Main Street and the Petting Zoo have displays and provide information. Things like live music, cotton candy, snow cones and a chair massage were also discussed. Doug will work with Brian to establish a work plan.

7. DISCUSSION ITEMS

- a. The Winterfest summary that Caryn prepared was reviewed. The committee was disappointed to hear that the DDA Board eliminated this activity for 2016, particularly since the first quarter of the year is an extremely difficult time for downtown merchants.
- b. The DDA/MS priorities established by the Board were reviewed and discussed.
- c. Caryn will serve as Secretary. A Chair and Vice Chair were not selected.

8. The next meeting is scheduled for Thursday, April 9, 2015 (8:30 AM) at Voyager's Inn.

9. ADJOURNMENT: 9:45 AM

Submitted by:



Caryn Wilson, Secretary

Director's Report

- Executive Director Brian Persky attended the National Main Streets Conference in Atlanta, GA last week. Visit our “Storify” website for detailed accounts of sessions attended and other various event-related activities:
<https://storify.com/Downtown3Rivers>

Here are a few major topics we learned about and sessions we attended:

- Messaging and Communications Strategies
 - Sponsorship recruitment and retention
 - Relevant social media platforms and strategies
 - Providing localized incentives and which ones are effective
 - Place-making and pedestrian-friendly spaces
 - Staying up to date on best practices and national trends
- We received word from Lansing that we were awarded the Market Analysis service. Please visit our website to see the full press release on the service. A group has been formed comprised of ERC members (4), and one other member from each DDA/Main Street committee for a total of 7 members. The group met earlier this week for an introduction, briefing and timeline of the study. MMS and the consultant will visit Three Rivers on April 21st for an orientation.
 - A “Traffic Calming Task Force” was created by members of ERC and Design to address short-term and long-term traffic calming measures in the downtown area. The task force met for the first time earlier this week to discuss scope of work and priorities. The conversation was directed primarily around some short-term solutions for improved crosswalks and pavement markings.
 - Two Design Services have been awarded to property owners at the Design Committee’s last meeting. Both properties are located in the Main Street footprint.
 - We are still in the midst of searching for a DDA Maintenance person replacement. Interviews were conducted the last week in March, and we are currently doing due diligence on a few potential candidates.
 - We’ve reached out to various community groups and local businesses to organize groups and activities for Community Cleanup Day. So far, we are finding that the date change has not been a major obstacle.

**DOWNTOWN DEVELOPMENT AUTHORITY
CITY OF THREE RIVERS
RESOLUTION _____**

A RESOLUTION REQUESTING THE CITY OF THREE RIVERS TO LEVY NOT MORE THAN ONE MIL OF TAX ON ALL REAL AND TANGIBLE PERSONAL PROPERTY NOT EXEMPT BY LAW AND AS FINALLY EQUALIZED IN THE DOWNTOWN DEVELOPMENT DISTRICT PURSUANT TO ACT NO. 197 OF THE PUBLIC ACTS OF 1975.

WHEREAS, the Downtown Development Authority Act, being Act No. 197 of the Public Acts of 1975 as amended, authorizes the downtown development authority to levy not more than two mils of tax on the real and tangible personal property not exempt by law and as finally equalized in the downtown district; and

WHEREAS, the Downtown Development Authority of the City of Three Rivers hereby finds and determines that the levying of such tax is necessary to carry out the purposes for which it was created; and

WHEREAS, the City of Three Rivers has approved the levy of such a tax for the years immediately preceding to halt property value deterioration and increase property valuation where possible in the Downtown District and to eliminate the cause of that deterioration and to promote economic growth.

NOW, THEREFORE, BE IT RESOLVED, that the Downtown Development Authority of the City of Three Rivers approves the levying of not more than one mil of tax on all real and tangible personal property not exempt by law and as finally equalized in the Downtown District.

BE IT FURTHER RESOLVED, that the Downtown Development Authority of the City of Three Rivers requests the approval of the City Commission of Three Rivers to levy the tax for the year 2015.

BE IT FURTHER RESOLVED, that all officials and employees of the Downtown Development Authority of the City of Three Rivers are hereby directed and authorized to take whatever action is necessary and proper to obtain the approval of the City Commission to levy not more than one mil for a one-year period.

The above Resolution was offered by Director _____.

Supported by Director _____.

AYES, Directors:

NAYS, Directors:

ABSTENTIONS, Directors:

RESOLUTION DECLARED ADOPTED: _____.

CERTIFICATE

I hereby certify that the foregoing is a true and complete copy of a Resolution adopted by the Downtown Development Authority of the City of Three Rivers at a regular meeting held on April 10, 2015, and that said meeting was conducted and a public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act No. 267 of the Public Acts of 1976, and the minutes of said meeting were kept and will be and have been made available as required by said Act.

, Secretary

**Downtown Development Authority
City of Three Rivers, Michigan
Resolution No. 2-2015**

A Resolution approving submission of the downtown development authority of the City of Three Rivers budget for 2015, including the TIF budget to the City Commission.

WHEREAS, the Downtown Development Authority Act permits the Three Rivers Downtown Development Authority (DDA) to adopt a budget for its operation for the ensuing fiscal year; and

WHEREAS, Section 2-14 of the Code of the City of Three Rivers establishing the Downtown Development Authority of the City of Three Rivers provides in pertinent part that the DDA board shall prepare a budget and submit it to the City Commission of Three Rivers by the same date that the proposed budget for the City is submitted to the Commission; and

WHEREAS, the DDA board has prepared a budget for 2015, which includes the TIF budget.

NOW, THEREFORE, BE IT RESOLVED that the proposed 2015 budget is approved for submission to the City Commission for its review and approval.

Director _____ moved acceptance of the Resolution to approve submission of the proposed budget for 2015 to the City Commission for review and approval.

Director _____ supported.

AYES, Directors:

NAYS, Directors:

ABSTENTIONS, Directors:

Resolution declared adopted this _____ day of _____ 2015.

CERTIFICATE

I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the Downtown Development Authority of the City of Three Rivers at a public meeting held _____, and that said meeting was conducted and public notice of said meeting was given pursuant to an in full compliance with the Open Meetings Act, being 267 of 1976, and the minutes of said meeting were kept and will be made available as required by said Act.

Melissa J. Bliss, City Clerk

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 10th, 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