

**Three Rivers Downtown Development Authority Agenda**  
**Friday December 6, 2013, 8:00 AM**

- 1. Call to order**
- 2. Roll Call**
- 3. Approval of Agenda**
- 4. Approval of November 1, 2013 Minutes and Committee Minutes**
- 5. Accept Financial Report**
- 6. Citizen Comments**
- 7. Director's Comments**
- 8. Discussion Items**
  - a. Christmas Around Town Recap
  - b. Fundraising Efforts
  - c. Michigan Main Street Application
  - d. Review Committee List
  - e. February presentation
- 9. Miscellaneous**
- 12. Next Meeting – January 10, 2014**
- 14. Adjournment**

Meeting Minutes  
Three Rivers Downtown Development Authority  
November 1, 2013

1. Call to Order

The meeting was called to order by Chair Zimont at 8:04 a.m. in the Commission Chambers of City Hall.

2. Roll Call

The following members were present at roll call:

Doug Mitchell	Paul Shingledecker
Jeff Zimont	Tricia Meyer
Tom Miles	Nancy Boyce
Danielle Moreland	Angel Johnston

Donna Grubbs and Joe Bippus were absent.

3. Approval of Agenda

It was moved by Johnston and seconded by Shingledecker to approve the agenda. Motion passed 8-0.

4. Approval of the October 4, 2013 Minutes & Committee Minutes

5. Financial Report

It was moved by Meyer and seconded by Johnston to approve the minutes and financial report as presented. Motion passed 8-0.

6. Citizen Comments

Chair Zimont opened the floor to public comment at 8:10 a.m.

Caryn Wilson expressed her support for the Main Street program and noted her concerns including the lack of merchant support, process for promotions, and a disconnect between the DDA and merchants.

Chair Zimont closed the floor to public comment at 8:14 a.m.

7. Director's Comments

Visits to other communities - Visit on 10/30/13 to Otsego's MMS Director Molly weaver met with a group of TR committee members and provided ideas, information and perspective on the process and approach. Another visit will include a trip to Niles on 11/1/13. Mitchell offered to share an email list of shoppers that have been collected over the years. Outreach suggestions included approaching multiple organizations and attendance at local events.

8. Discussion Items

a) Fundraising Efforts - \$5000 goal for 2013; Zimont inquired about follow up visits with solicitations. Johnston stated that she did not distribute her portion of brochures and solicitation cards. Meyer commented on her positive experience with her business follow up. Zimont directed Board members to email Christy follow up information for tracking purposes.

b) CAT Update - Boyce inquired about events and whether or not they were booked. Meyer stated that carriage rides were not taking place due to cost. Boyce inquired about the budget and stated that a \$2000 budget was half the budget that was used in prior years. Mitchell clarified the locations and events that are taking place. Blise stated that

flyers would be available that afternoon. Shingledecker inquired about advertising flyers at the larger box stores and Harding's. Moreland inquired about photos with Walgreens. Zimont requested to have electronic flyers distributed to all DDA Board members. Boyce stated further concerns over the budget and the event.

- c) Main Street Application - Gathering was a success, good representation of community, and a thank you to the Riviera for hosting the location. Collection of feedback was included. MSA area was proposed to be the HDC boundaries, including the West Parking Lot. Meyer provided an update on the division process of the application. Moreland inquired about the timing of the board based community support. Lawson clarified the budget process and stated how the city of Otsego approached their fundraisers, and gained broad based community support. Mitchell noted concern over pledges versus actual income. Zimont stated that this was a fluid process and would need to be addressed yearly. Trammell stated that the positive energy within the City of Otsego had already increased their new businesses as well.

Moreland inquired about a working application. Zimont stated that the application form was not user friendly for distribution but information would be compiled and sent to Board members.

Mitchell left the meeting at 9:07 a.m.

Moreland inquired about the DDA boundary district. L. Krisov provided an answer to address the DDA district in conjunction with the MSA. Johnston also confirmed that at the Community Gathering Brittney stated it was not a conflict for our community to serve the entire area.

Zimont commented on previous discussions that addressed functioning as an entire DDA district and not just the downtown block. Mills encouraged educating the rest of the community on the service area of the DDA.

Johnston inquired about businesses outside of the MSA and what services are they receiving by supporting the MMS approach. Discussion included what areas would receive certain MMS benefits.

Shingledecker inquired about CAT area merchants and who were included in the events.

Zimont stated that as a DDA Board they have made significant progress but still have much work to be done. Meyer stated that this is a new "approach." It is a process to get to revitalization but still responsible for getting to where we want to be. Zimont stated that the City Commissions had unanimous support for the MMS approach by resolution that was adopted at their commission meeting.

Johnston inquired about the number of communities that have not been able to sustain their MMS level.

Meyer and Shingledecker commented on the community's desire and vision to revitalize Three Rivers.

Boyce inquired about the amount of funding needed for operation. Lawson stated that the goal was \$50K.

Boyce inquired about the use of the Experience TR movie in the production. Meyer stated that we were entered into a contest with Kzoom for \$10K in services. Johnston inquired about funding for the production. Meyer stated that outreach with current talent was being explored.

d) Letters of Interest from Board Members and Committee Members - Trammell stated that as part of the application process they needed signed commitments.

9. Action Items

Resolution to proceed to Select Level - Zimont presented a resolution for formal support. It was moved by Shingledecker and seconded by Mills to adopt the resolution. Discussion included clarification of support. Motion passed 8-0.

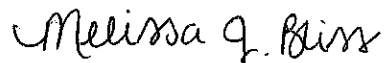
Zimont noted support by committees.

10. Next Meeting – December 6, 2013

11. Adjournment

By Board consent, Chair Zimont adjourned the meeting at 9:45 a.m.

Respectfully submitted,



Melissa Bliss  
City Clerk

**Michigan Main Street – Selected Level**

**Steering Committee Agenda**

**Thursday, October 31, 2013 at 8 a.m. in the Three Rivers Area Chamber Office**

**Call to Order**

Chair Meyer called the committee to order at 8 a.m.

**Roll Call**

Present: Brandi DeRuiter, Jeff Zimont, Tricia Meyer, Pat Green, Cathy Lawson, Melissa Bliss, Christy Trammell, Joe Bippus, Lindsay Oswald

Absent: Bob Sills

M. Bliss left the meeting at 8:30 a.m.

Meyer noted that Richard Johnson and Kathy Brueck were interested in volunteering with the application process.

**Approval of the Agenda**

The agenda was approved by consent.

**Business**

*Updates from Sub-Committees*

Adam Weeks had submitted the maps for the application to Trammell.

Green had visited most of the businesses for the inventory, and most businesses were very receptive to the program and willing to share information. Meyer noted the flyer may be updated for the corporate businesses since the current one was geared toward informing small business owners.

Meyer and Oswald had a draft letter of support. They would meet and begin requesting letters from townships and service organizations.

The committee reviewed the draft vision statement and discussed that the ideas came from community input through studies such as the Charrette in 2006.

The committee discussed the visit to Otsego and confirmed attendance for Niles.

**Miscellaneous**

The committee discussed the main goals for the Main Street program and discussed implementing revitalization that is sustainable.

The committee discussed video and presentation ideas. The Riviera Theater may be a good location since it would be cold during the time of filming.

**Next Meeting:** November 19, 2013 at 8 a.m. in the Three Rivers Area Chamber Office.

**Adjournment:** The meeting adjourned at 10:11 a.m.

Respectfully submitted,

Lindsay Oswald  
Acting Secretary

## THREE RIVERS DDA/MAIN STREET

Steering Committee Minutes

Tuesday, November 19, 2013

1. Call to Order:

The meeting was called to order by Chair Meyer at 8:10 a.m.

2. Roll Call:

The following members were present: Christy Trammell, Brandi DeRuiter, Tricia Meyer, Melissa Bliss, Joe Bippus, Pat Green, Cathy Lawson, Lindsay Oswald and Jeff Zimont.

3. Approval of Agenda

By consent the agenda was approved.

5. Business:

Updates from Subcommittees

- Proposed MSA - Done
- Business Mix – Green had done personal visits to individual business noting “not enough traffic downtown.”
- Budget – Finance Director Lawson drafted a potential 5 year budget to reflect the full time Director position, without any fundraising however, it did include a partnership for services outside of the City to fill the position. Zimont stated that he spoke with the Chamber regarding a potential agreement for providing services. Feedback was positive and would continue the structure in the same way. Zimont stated that specific negotiations were not necessary for the application.

Zimont also stated that updated pledge forms were now available on the DDA’s website and were encouraged to return them before the end of the month. Zimont also provided an update on the pledge activity.

- Physical Characteristics of MSA – Trammell stated that she would begin videotaping local residents and include 15-20 photos.
- Organizational Structure – Meyer stated that a Vision statement was not necessary at this time and that professional services will be provided after the approval of the select level to assist with developing a vision statement.
- Statement of Community Support – Oswald stated that letters of support were coming from surrounding townships, the River Country Recreational Authority, TRACF and a few others to be received.

Feedback from Niles: Lawson stated that Niles had similar a budget level with a large downtown. Trammell also stated that they budgeted for a particular event and the event brings in large revenue. Trammell also commented on the quality of the events over quantity.

DeRuiter stated that Niles had similar challenges and struggles.

Sills commented on the membership program that Niles promotes on their calendar of events.

- Misc:

1. Five most important goals to be completed by City Manager Bippus
  2. Main Street Musical – Trammell stated that she spoke with DECA coordinator Scott Muffley at TRHS and he has committed to assisting with the project. Meyer also suggested producing a calendar of all MMS communities as a token for the Main Street application panel.
  3. Feedback from Merchant meeting – Meyer stated that the Merchant Group had concerns over communication and the changes that were being made by the DDA and committees.
6. Next meeting – December 3, 2013, 8 a.m., Chamber
  7. Adjournment – Chair Meyer adjourned the meeting.

Respectfully Submitted,

*Melissa J. Bliss*

Melissa J. Bliss

Secretary

## THREE RIVERS DDA/MAIN STREET

Promotions Committee Minutes

Wednesday, November 13, 2013

1. Call to Order:

The meeting was called to order by Chair Meyer at 8:09 a.m.

2. Roll Call:

The following members were present: Christy Trammell, Brandi DeRuiter, Tricia Meyer, and Doug Mitchell.

Heather Martell, Deb Herring and Angel Johnston were absent.

Others in attendance: Cathy Lawson

3. Approval of Agenda & Minutes:

By consent the agenda and minutes were approved.

4. Citizen Comment:

There were no citizen comments to report.

5. Business:

- Upcoming Events

Heather Martell joined the meeting at 8:16am.

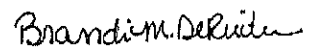
- Christmas Around Town (CAT) – Mitchell updated CAT flier distribution. Digital billboard design will be ready to be advertised Tuesday, November 19th for \$20 per day. Other methods of advertising discussed were WLKM radio; by consent Mitchell will coordinate 60 15sec spots.
- Advertising through the DDA Facebook page will be provided by Bliss. Lawson will coordinate yard signs.
- Tree Lighting Ceremony- Trammell will coordinate the Aristocrats for the tree lighting ceremony. Trammell also reported Santa and the Fire Department are prepared for the event.
- Reindeer- Martell provided an update on the reindeer to be present at CAT. GG Reindeer Farm will provide a reindeer at a cost of \$820 for four hours.
- Santa's Workshop- Cathy Lawson provided an update on Santa's Workshop. Holiday Hunt will begin at this location. Crafts will consist of an ornament and coloring book. Set-up is planned for Wednesday November 27 at 5 N. Main. Windows will be painted on Friday November 22. Proposed coffee cans for collecting pledge cards to win a DDA T-shirt.
- Other events and their sponsors include: TRAM will provide gift wrapping services at Lowry's and Riviera. Cookie decorating at World Faire, candid photos/videos, pet photos with the Grinch at Downtown Dog, and Riverside Church to perform their production downtown.
- Chill Out, Winterfest – Herring via text message and DeRuiter provided a list of activities to occur on January 25, 2014. Activities to include a chili cook-off and craft activities at Belle Epoque. Snowman making competition, snowman fashion show and camp fires to be held in the west parking lot. By consent the committee agreed to provide the Chill Out event with a budget of no more than \$1200.
- MMS- Chair Meyer provided an update of the pledges and sponsorships and proposed a get-together scheduled for Monday, December 2, 2013 at the Riviera Theater. The focus is a festive holiday gathering for the DDA Board, committees, and merchants coming together and getting to know one another.
- Volunteer Appreciation Event- Organizational Committee to coordinate.
- New Businesses in town- Economic Restructuring committee to provide future outreach.
- Other business- Trammell proposed an urban camping event with Airstream trailers camping in downtown Three Rivers June 19-22, 2014. Trammell reported the event has been successful in other communities and presented it as a promotions committee event.

6. Next Meeting – December 11, 2013



7. Adjournment – Chair Meyer adjourned the meeting at 9:53am

Respectfully Submitted,

A handwritten signature in cursive script that reads "Brandi M. DeRuiter".

Brandi M. DeRuiter

Secretary

## Three Rivers DDA Organizational Committee

Minutes of November 12, 2013

1. Call to Order

Zimont called the meeting to order in the Three Rivers City Hall conference room at 8:05 a.m. Present were Jeff Zimont, Tom Miles, Cathy Lawson, Christy Trammell, and Lindsay Oswald. Joe Bippus joined the meeting at 8:30 a.m. Donna Grubbs was absent.

2. Approval of Agenda

The agenda was approved by consent.

3. Citizen Comments

There were no citizen comments.

4. Approval of New Volunteers

It was moved by Lawson and seconded by Oswald to appoint Marry O'Connor and Larry-Michael Hackenberg to the Design Committee. Motion passed unanimously.

5. Michigan Main Street Application

The Main Street pledge drive was ongoing. An application for an implementation grant had been submitted, but the award would not be announced until February of 2014. Trammell would be printing a hard copy of the application to keep on file.

6. Trash Service Status

Locks would be changed on December 1<sup>st</sup> and everyone had been notified multiple times.

7. Board Member Financial Commitment

The Committee discussed person board pledges since members were going out to the community asking for money. It was a good way to lead by example.

8. Fundraising Efforts

Several businesses had not yet been contacted. Funding was still needed for the current fiscal year.

9. Adjournment

Zimont adjourned the meeting at 9:30 a.m.

Respectfully submitted,

Lindsay Oswald  
Secretary

REVENUE AND EXPENDITURE REPORT FOR CITY OF THREE RIVERS  
 PERIOD ENDING 10/31/2013

GL NUMBER	DESCRIPTION	2013-14	2013-14	ACTIVITY FOR		UNENCUMBERED BALANCE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	MONTH 10/31/2013	YEAR-TO-DATE		
<b>Fund 214 - DOWNTOWN DEVELOPMENT AUTHORITY</b>							
<b>Dept 000</b>							
214-000-403.00	CURRENT PROPERTY TAXES	11,732.00	11,732.00	7,557.29	0.00	1,220.32	89.60
214-000-403.01	TAX INCREMENT FINANCING-PLAN	20,140.00	20,140.00	13,508.54	0.00	6,631.46	67.07
214-000-403.02	TAX INCREMENT FINANCING-Plan	6,261.00	6,261.00	47,080.75	0.00	(40,819.75)	751.97
214-000-403.03	TAX CAPTURE - BENTWATERS ONLY	74,448.00	74,448.00	5,737.11	0.00	68,710.89	7.71
214-000-407.00	DELINQUENT PERSONAL PROPERTY	200.00	200.00	11.54	0.00	86.76	56.62
214-000-437.00	PROPERTY TAX - IFT	146.00	146.00	93.86	0.00	52.14	64.29
214-000-445.00	PENALTIES - TAXES	50.00	50.00	29.99	0.00	(16.54)	133.08
214-000-665.00	INTEREST ON INVESTMENTS	2,000.00	2,000.00	0.00	0.00	1,731.72	13.41
214-000-676.16	CONTRIBUTION FROM PRIVATE SOU	1,200.00	1,200.00	0.00	0.00	1,200.00	0.00
214-000-677.00	REIMBURSEMENTS	0.00	0.00	0.00	0.00	(640.00)	100.00
214-000-688.05	MISC REVENUE - FUNDRAISING	5,750.00	5,750.00	350.00	0.00	5,035.00	12.43
214-000-688.06	MISCELLANEOUS REVENUE - PAINT THE TO	0.00	0.00	0.00	0.00	(155.00)	100.00
214-000-694.00	OTHER REVENUES	0.00	0.00	26.22	0.00	(949.09)	100.00
<b>Net - Dept 000</b>		<b>121,927.00</b>	<b>121,927.00</b>	<b>74,395.30</b>	<b>0.00</b>	<b>42,087.91</b>	

<b>Dept 543-GENERAL ADMINISTRATIVE</b>							
214-543-701.00	SALARIES/WAGES FULLTIME EMPLO	0.00	0.00	4.99	0.00	(292.74)	100.00
214-543-702.00	SALARIES/WAGES - PART TIME EM	13,000.00	13,000.00	3,597.79	0.00	9,402.21	27.68
214-543-715.00	FICA - EMPLOYERS SHARE	995.00	995.00	297.64	0.00	697.36	29.91
214-543-720.00	WORKERS COMPENSATION	438.00	438.00	0.00	0.00	438.00	0.00
214-543-725.00	PHYSICAL EXAMINATIONS	200.00	200.00	0.00	(91.00)	291.00	(45.50)
214-543-729.00	PRINTING	0.00	0.00	793.26	0.00	(793.26)	100.00
214-543-740.00	GENERAL PLANT SUPPLIES	3,000.00	3,000.00	358.88	1,093.75	1,547.37	48.42
214-543-740.40	SUPPLIES - DESIGN COMMITTEE	3,550.00	3,550.00	0.00	0.00	3,550.00	0.00
214-543-741.00	FUEL - GAS & OIL	500.00	500.00	314.37	0.00	185.63	62.87
214-543-781.00	EQUIP MAINT SUPPLIES/PARTS	500.00	500.00	69.19	130.81	300.00	40.00
214-543-801.00	PROFESSIONAL FEES	1,000.00	1,000.00	400.00	5,000.00	(4,400.00)	540.00
214-543-803.00	DUES AND MEMBERSHIPS	550.00	550.00	350.00	0.00	200.00	63.64
214-543-886.00	COMMUNITY PROMOTIONS	6,326.00	6,326.00	473.26	0.00	5,852.74	7.48
214-543-901.00	ADVERTISING	200.00	200.00	172.88	0.00	27.12	86.44
214-543-921.00	ELECTRIC	700.00	700.00	91.10	0.00	608.90	13.01
214-543-936.00	CONTRACTUAL SERVICES	25,300.00	25,300.00	3,698.93	112.50	4,342.43	82.84
214-543-941.00	LEASE OF MOTOR VEHICLES	100.00	100.00	0.00	0.00	100.00	0.00
214-543-954.00	FINANCIAL SERVICES	6,869.00	6,869.00	1,144.00	0.00	4,581.00	33.31
214-543-959.00	TRAINING AND TUITION	3,400.00	3,400.00	16.76	0.00	3,383.24	0.49
214-543-964.00	REFUNDS AND REBATES	2,400.00	2,400.00	190.84	0.00	2,209.16	7.95
<b>Net - Dept 543-GENERAL ADMINISTRATIVE</b>		<b>(69,028.00)</b>	<b>(69,028.00)</b>	<b>(5,583.71)</b>	<b>(6,246.06)</b>	<b>(32,230.16)</b>	

<b>Dept 905-DEBT SERVICE</b>							
214-905-991.00	PRINCIPAL PAYMENTS	44,876.00	44,876.00	29,076.00	0.00	15,800.00	64.79
214-905-995.00	INTEREST EXPENSE	23,392.00	23,392.00	516.10	0.00	18,208.48	22.16
214-905-998.00	PAYING AGENT FEES	120.00	120.00	0.00	0.00	120.00	0.00
<b>Net - Dept 905-DEBT SERVICE</b>		<b>(68,388.00)</b>	<b>(68,388.00)</b>	<b>(29,592.10)</b>	<b>0.00</b>	<b>(34,128.48)</b>	

<b>Fund 214:</b>							
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REVENUE AND EXPENDITURE REPORT FOR CITY OF THREE RIVERS

PERIOD ENDING 10/31/2013

GL NUMBER	DESCRIPTION	2013-14		2013-14		YTD BALANCE 10/31/2013	ACTIVITY FOR MONTH 10/31/2013	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	AMENDED BUDGET	10/31/2013					
<b>Fund 214 - DOWNTOWN DEVELOPMENT AUTHORITY</b>										
<b>TOTAL REVENUES</b>		121,927.00	121,927.00	79,839.09	74,395.30	0.00	42,087.91	65.48		
<b>TOTAL EXPENDITURES</b>		137,416.00	137,416.00	64,811.30	35,175.81	6,246.06	66,338.64	51.71		
<b>NET OF REVENUES &amp; EXPENDITURES</b>		(15,489.00)	(15,489.00)	15,027.79	39,219.49	(6,246.06)	(24,270.73)	56.70		

Fund 214 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
214-000-001.00	CASH	75,788.27	89,738.39
214-000-003.00	CASH EQUIVALENT INVESTMENTS	42,590.86	42,648.09
214-000-003.10	UNREALIZED GAIN OR LOSS	(955.15)	(955.15)
214-000-040.00	ACCOUNTS RECEIVABLE	0.00	0.00
214-000-040.06	ACCOUNTS RECEIVABLE - OTHER	3,287.80	0.00
214-000-040.07	ACCOUNTS RECEIVABLE-REV LOAN	5,323.78	5,323.78
214-000-056.00	ACCRUED INTEREST RECEIVABLE	99.53	99.53
214-000-067.00	DUE FROM OTHER SOURCES	0.00	0.00
214-000-067.01	DUE FROM GENERAL FUND	0.00	0.00
214-000-067.32	DUE FROM TAX SETTLEMENT	0.00	0.00
214-000-123.00	PREPAID EXPENSES	0.00	0.00
214-000-134.00	PROPERTY CONTROL	0.00	0.00
214-000-135.00	DEPRECIATION RESERVE	0.00	0.00
<b>Total Assets</b>		<b>126,135.09</b>	<b>136,854.64</b>
*** Liabilities ***			
214-000-202.00	ACCOUNTS PAYABLE	3,588.86	0.00
214-000-202.10	ENCUMBRANCE PAYABLE	0.00	0.00
214-000-214.00	DUE TO OTHER FUNDS	30,408.00	30,408.00
214-000-214.01	DUE TO GENERAL FUND	0.43	0.43
214-000-214.07	DUE TO LIBRARY OPERATIONS	0.00	0.00
214-000-214.08	DUE TO DOWNTOWN LOT PROJECT	0.00	0.00
214-000-214.10	DUE TO SOLID WASTE	0.00	0.00
214-000-214.34	DUE TO INSURANCE FUND	0.00	0.00
214-000-222.00	DUE TO COUNTY	0.00	0.00
214-000-257.00	WAGES PAYABLE	719.38	0.00
214-000-259.00	ACCRUED EXPENSE	0.00	0.00
214-000-267.00	NOTES PAYABLE	0.00	0.00
214-000-285.00	DEPOSITS - CUSTOMER	0.00	0.00
214-000-288.00	DEFERRED REVENUE	0.00	0.00
214-000-289.00	UNEARNED REVENUES	400.00	400.00
<b>Total Liabilities</b>		<b>35,116.67</b>	<b>30,808.43</b>
*** Fund Balance ***			
214-000-365.00	RESERVE FOR ENCUMBRANCES	0.00	0.00
214-000-389.40	RESERVE-REVOLVING LOAN	43,899.83	43,899.83
214-000-390.00	Fund Balance	63,433.63	63,433.63
<b>Total Fund Balance</b>		<b>107,333.46</b>	<b>107,333.46</b>
<b>Beginning Fund Balance - 12-13</b>			<b>107,333.46</b>
<b>Net of Revenues VS Expenditures - 12-13</b>			<b>(16,315.04)</b>
<b>*12-13 End FB/13-14 Beg FB</b>		<b>91,018.42</b>	
<b>Net of Revenues VS Expenditures - Current Year</b>			<b>15,027.79</b>
<b>Ending Fund Balance</b>			<b>106,046.21</b>
<b>Total Liabilities And Fund Balance</b>			<b>136,854.64</b>

\* Year Not Closed