

Three Rivers Downtown Development Authority Agenda
Friday November 1, 2013, 8:00 AM

- 1. Call to order**
- 2. Roll Call**
- 3. Approval of Agenda**
- 4. Approval of October 4, 2013 Minutes and Committee Minutes**
- 5. Accept Financial Report**
- 6. Citizen Comments**
- 7. Director's Comments**
- 8. Discussion Items**
 - a. Fundraising Efforts
 - b. Michigan Main Street Application
 - c. Letters of Interest from Board Members & Committee Members
- 9. Action Items**
 - a. Resolution to proceed to Select Level
- 10. Miscellaneous**
- 12. Next Meeting – December 6, 2013**
- 14. Adjournment**

Meeting Minutes
Three Rivers Downtown Development Authority
October 4, 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

Donna Grubbs

Jeff Zimont

Tricia Meyer

Tom Miles

Nancy Boyce

Joe Bippus

Danielle Moreland, Angel Johnston, and Paul Shingledecker were absent.

3. Approval of Agenda

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

4. Approval of the September 6, 2013 Minutes

5. Financial Report

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

6. Citizen Comments

None

7. Director's Comments

Director Trammell stated that the Chamber had a new student intern helping in the offices.

- a. Heritage Walk - Meyer provided an update on the event noting that approximately 30 people participated in the event with 8-10 stops. It was a quality event with lots of positive feedback. The event will continue next year.
- b. Brick Award - Director Trammell stated that the DDA had received a brick award for the Mural Mall renovations.
- c. New Business Downtown - It was noted that there were several new business in the business district including Victoria's Cottage, Bali Salon, Circuit Board, and BYR Auto.
- d. Volunteers - Director Trammell also stated that the light posts were being painted by a group of volunteers from Home Depot.

Grubbs inquired about the old Taco Bell sign. City Manager Bippus stated that there were no plans at this time.

8. Discussion Items

- a. Fundraising Efforts - Chair Zimont stated that DDA members were tasked with distribution of the brochures and donation cards.

Meyer stated that some businesses were not aware that they were even in the district. Personal delivery of the brochures provided businesses with an opportunity for some to voice their concerns.

Zimont also stated that follow up fundraising efforts should be done by all board members. A Consistent message needed to be established. This approach should be used for soliciting annual donations.

Zimont also stated that in the future brochure distribution efforts needed to reach outside of the DDA district.

- b. Michigan Main - Zimont stated that a community gathering would take place on October 10th at the Riviera Theater. Social media would be used to advertise to the public and 10 personal invitations by all board members were encouraged.
- c. Michigan Main Street Application - Zimont provided an update and breakdown on the application stating that a steering committee was in the formation process and will begin meeting soon. They will be the driving force to get the application completed.

Mitchell suggested contacting the Bendure family as an asset to the committee.

Zimont stated that drafts of the application will be distributed to the DDA Board regularly.

Meyer stated the need for a videographer. A video production would be part of the application process with a presentation on February 5, 2014 in Lansing.

Zimont also stated that a large piece of the application process included expanding the revenue and support for the program. Approximately \$50,000 would be needed annually in a multiyear commitment. Zimont noted the need to begin identifying a top 25 list of donors who would be approached on a personal level.

Meyer commented on the presentation process as a whole including broad based community support and suggested establishing a slogan and theme, "We're All In This Together," playing off Disney's High School Musical.

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

Bippus commented on the presentation noting Three Rivers as diverse community, a place of acceptance, and collaboration.

Grubbs noted the musical history and talent in Three Rivers.

9. Miscellaneous

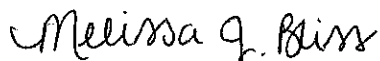
None

10. Next Meeting – November 1, 2013

11. Adjournment

By Board consent, Chair Zimont adjourned the meeting at 9:22 a.m.

Respectfully submitted,



Melissa Bliss
City Clerk

Three Rivers DDA/Main Street
Design Committee Minutes

September 10, 2013 11am

Present: Nancy Boyce, Anna Smith, Georgina Shafer, Teresa Cytlak, Christy Trammell
Absent: James Sherman

Business

Committee appointed Nancy Boyce to serve as Chair

Approved Rebate for Sign to Bali Salon up to \$230 (ended up coming in at \$190)

Discussed Mural status – awarded \$5,000 from TR Community Foundation, still waiting to hear from the Arts Endowment Grant application. Discussed Community meeting which will allow for the Mural Artist to talk about themes and designs with the community and receive input from the community.

Discussed Banners that were scheduled in this year's budget for the new light poles, Considered colors and themes and location, Anna will take the lead on the project.

Discussed Christmas decorations – new lighted holispheres were ordered

Discussed Main Street and the DDA Board's decision to move forward with the Select Level

Postponed walking tour until next meeting due to excessive heat – will attempt next month

Next meeting: October 8, 2013, 11:00 am at the Chamber Office.

DDA Design Committee Special Meeting
September 24th 11am

Present: Nancy Boyce, Teresa Cytlak, Georgina Shafer, Anna Smith and Christy Trammell

Corey Rolfe - A representative from Kalamazoo Banner Works was present to educate us on banners. He discussed the different types of materials, color and printing options. He will email proposals and the committee will make the decision at the October meeting for the Winter Banners for this year.

Three Rivers DDA/Main Street
Design Committee Minutes

October 8, 2013 11am

Present: Nancy Boyce, Teresa Cytlak, Georgina Shafer, Anna Smith, Christy Trammell
Absent: James Sherman

Business

Discussed Mural status- Due to Government shut down, we have heard nothing about the Arts Endowment Grant application

Discussed Banners - Confirmed style, wording (Discover Downtown) color (Mediterranean Blue) with white snowflakes. Discussed the idea of budgeting to money in next year's budget to purchase 2 banners to be placed on the southeast side and the northwest side of Main Street "Thank you for visiting Downtown", using the same logo as the city is using now

Discussed trees for empty grates- Georgina will take the lead on doing research on types of trees that will benefit and grow in downtown. Considering the right type of root and top growth for the area we would be planting them.

Discussed Christmas decorations- Holispheres arrived for the Christmas tree. Will add these to the existing decorations we already have accumulated. Red Bows, white lights and the lighted holisphere on Christmas tree, wrap tree trunks with white lights, and winter pots in downtown. Work days will be Wednesday November 13, 10:00 am with a weather date of November 14 at 10:00 if necessary.

Walking tour of downtown was moved to the spring.

Next meeting November 12th @ 11:00 Chamber Office

THREE RIVERS DDA/MAIN STREET

Promotions Committee Minutes

Wednesday, October 9, 2013

1. Call to Order:

The meeting was called to order by Chair Meyer at 8:04 a.m.

2. Roll Call:

The following members were present: Christy Trammell, Brandi DeRuiter, Tricia Meyer, Melissa Bliss, Deb Herring, Heather Martell, and Doug Mitchell.

Others: Cathy Lawson and Lindsay Oswald

Angel Johnston was absent.

3. Approval of Agenda & Minutes:

By consent the agenda and minutes were approved.

4. Citizen Comment:

There were no citizen comments to report.

5. New Business:

- DDA Billboard – Mitchell stated that a vendor had not been secured for printing. Suggested vendors included Bison Graphics and Sturgis Trophy House. Secretary Bliss would proceed with a billboard design.

- Community Gathering – Chair Meyer stated that an evening event was planned for October 10th. The purpose of the event was to inform and gather community support. Meyer also stated that the DDA Board had given the approval for a slogan and theme to approach the application process, “We’re All In This Together,” playing off Disney’s movie High School Musical.

Director Trammell reminded the committee that part of the application process included visits to other Main Street committees.

- Upcoming Events

- a. Christmas Around Town – Mitchell and Martell provided an update on the planning for Christmas Around Town stating that they received an estimate for reindeer, TRAM would be available to wrap presents, carriage rides were still being explored and it had not been determined whether or not the high school choir was available to attend the Tree Lighting if it moved to Friday.

Further discussion included a \$2500-\$2000 budget with less emphasis on broadcast marketing and more focus on activities to attract community members. City Finance Director Lawson and Secretary Bliss stated concern for the large percentage of the budget that was being allocated on advertising. Director Trammell stated that advertising in Sturgis conflicted with an event that they were hosting. By consent, advertising would be directed towards the TR Commercial News, WLKM, social media and email marketing. By consent, \$300 would be spent for Santa’s time.

Bliss inquired about the number of patrons for the entire weekend and suggested concentrating CAT activities and Santa into a smaller time allotment in an effort to decrease volunteer time and money spent on a 3 day event. It was determined that this year the committee would need to track the number of people coming down for CAT and reviewed for next year.

Lawson and Bliss stated that City Staff volunteered to host a “Santa’s Workshop” that would include face painting, a photo booth, kids crafts, a hot chocolate/coffee bar, and other activities for minimal cost. Chair Meyer suggested using 3 N. Main Street for the activities.

- b. Winter Chill Out – DeRuiter and Herring stated that the event was planned for January 25th, 2014, with many ideas for the day that would appeal to both children and adults of all ages. Discussion included the high expense of a tent rental and other locations were being explored.

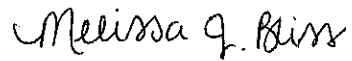
- Other Business

- a. Recap Heritage Walk – Chair Meyer provided an update on the event, stating that it turned out to be a quality event of about 30 people with the average age range of 55+, positive feedback was received.

6. Next Meeting – Special meeting would be held on October 30th at 8 a.m.

7. Adjournment – Chair Meyer adjourned the meeting at 10 a.m.

Respectfully Submitted,



Melissa J. Bliss

Secretary

Three Rivers DDA Organizational Committee

Minutes of October 8, 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, Cathy Lawson, Christy Trammell, Joe Bippus, Lindsay Oswald, and Melissa Bliss (guest). Donna Grubbs was absent.

2. Approval of Agenda

The agenda was approved by consent.

3. Citizen Comments

There were no citizen comments.

4. Sub-committee, Reaching out to the Greater Footprint

Tom Miles would be a good representative for the South Main portion of the DDA. For the Michigan Avenue section, maybe someone from Preferred Insurance would want to volunteer.

5. Michigan Main Street Application

Resolutions were needed from the DDA and City Commission. The steering committee was in place, and the DDA had chosen the theme "We're All in this Together." The top 25 concept would be a good way to request support from the community, and each member should personally invite at least 10 people to the community meeting.

6. Fundraising Efforts

Neighboring townships may want to be part of the process since they are part of the community.

7. Adjournment

Zimont adjourned the meeting at 10:35 a.m.

Respectfully submitted,

Lindsay Oswald
Secretary

THREE RIVERS DDA/MAIN STREET

Steering Committee Minutes

Wednesday, September 17, 2013

1. Call to Order:

The meeting was called to order by Chair Meyer at 8:06 a.m.

2. Roll Call:

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

Lindsay Oswald was absent.

3. Approval of Agenda

By consent the agenda was approved.

5. Business:

Zimont stated that the City Commission had approved the resolution to support the Main Street program.

a. Primary point of contact is Christy Trammell.

b. Divide up sections of the application:

- Applicant Profile/Background - Done
- Proposed MSA - Maps needed from GIS Technician Adam Weeks. Discussion included defining the proposed area and not including particular areas so as to not restrict particular areas from redevelopment. Determine what MMS is looking for. Consensus is to mimic the National Historical Registry footprint while including the East and West parking lot. There is the ability to add other properties over the next 5 years.
- Business Mix - Section to be divided up among members; City Assessor will be able to assist with completing. Zimont offered to develop a quick TR Main Street pitch for a consistent message, approach with MMS welcome packet. Bippus, Green and DeRuiter will gather information that's not obtained from the City Assessor.
- Budget - Lawson provided some insight to the approach and suggested a zero base budget. Discussion included possibly increasing the DDA Mills, starting with MMS requirement for full time director, in-kind services, etc. Suggested the creation of a subcommittee to develop an approach, Lawson, Zimont and Sills.

Zimont clarified the difference between sponsorships vs. pledges.
Budget subcommittee can determine an approach to be used for pledges as well.
- Physical Characteristics of MSA - Update inventory list from HDC, Bliss would input data, photos will be coordinated by Trammell and Sills.
- Organizational Structure - Discussion included a clear direction for moving forward and how did they arrive at the decision to move forward, to be completed by Oswald and Meyer.

- Statement of Community Support – DeRuiter, Bliss, Meyer and Oswald will organize.
 - c. Budget and Top Donor List - Zimont provided a quick list of potential "Top Donor" list.
 - d. Letters of Support – Oswald will reach out to local municipalities and organizations.
 - e. Municipal Resolution – Bliss will provide.
 - f. Vision and Mission statement - Meyer will work on developing a more specific vision. Mission statement will be same as DDA mission statement.
 - g. Demonstration of Need/Want - What efforts have already been done?
 - h. Discussion included the production of "Three Rivers Main Street Musical." How are we going to involve the community? Trammell will arrange visits to other MMS communities.
6. Next meeting - October 31st, 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
Steering Committee
SUB COMMITTEES

APPLICANT PROFILE -- done

BACKGROUND QUESTIONS -- done

PROPOSED MAIN STREET AREA (MSA) -- maps from Adam, the rest is done

BUSINESS MIX -- City staff (Dale, Cathy, Melissa); Joe, Brandi & Pat will visit business to inquire about employment

BUDGET -- Cathy, Jeff & Bob

PHYSICAL CHARACTERISTICS OF MSA -- Bob and Christy

ORGANIZATIONAL STRUCTURE -- Tricia and Lindsay

STATEMENT OF COMMUNITY SUPPORT -- Melissa, Tricia and Brandi

REVENUE AND EXPENDITURE REPORT FOR CITY OF THREE RIVERS
 PERIOD ENDING 09/30/2013

GL NUMBER	DESCRIPTION	2013-14		YTD BALANCE 09/30/2013	ACTIVITY FOR MONTH 09/30/2013	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BOST USED
		ORIGINAL BUDGET	AMENDED BUDGET					
Fund 214 - DOWNTOWN DEVELOPMENT AUTHORITY								
	TOTAL REVENUES	121,927.00	121,927.00	5,273.80	2,081.76	0.00	116,653.20	4.33
	TOTAL EXPENDITURES	137,416.00	137,416.00	24,568.07	1,154.20	5,847.01	107,000.92	22.13
	NET OF REVENUES & EXPENDITURES	(15,489.00)	(15,489.00)	(19,294.27)	927.56	(5,847.01)	9,652.28	162.32

Fund 214 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
214-000-001.00	CASH	75,788.27	55,416.33
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
Total Assets		126,135.09	102,532.58
*** 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
Total Liabilities		35,116.67	30,808.43
*** 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
Total Fund Balance		107,333.46	107,333.46
Beginning Fund Balance - 12-13			107,333.46
Net of Revenues VS Expenditures - 12-13			(16,315.04)
*12-13 End FB/13-14 Beg FB		91,018.42	
Net of Revenues VS Expenditures - Current Year			(19,294.27)
Ending Fund Balance			71,724.15
Total Liabilities And Fund Balance			102,532.58

* Year Not Closed