



Three Rivers DDA/Main Street September 5, 2014 City Hall @ 8:00 a.m.

1. Call to order
2. Approval of Agenda
3. Approval of Minutes
 - a. DDA Board – August 1, 2014
 - b. Design Committee – August 6, 2014
 - c. Organization Committee – August 12, 2014
 - d. Promotions Committee – August 13, 2014
 - e. E.R. Committee – August 21, 2014
4. Financial Report – July 31, 2014
5. Citizen Comments
6. Director Comments
7. Presentation – Downtown Three Rivers Image
 - a. Jessy Lawrence, Promotions Specialist
Michigan Main Street Center
8. Discussion Items
 - a. Nominating procedure and process
 - b. Procedure for processing DDA expenses
 - c. Work Plan progress and approval timing
 - i. Committee Wish Lists
 - ii. Committee Work Plans
 - iii. Project Work Plans
9. Next Regular Board Meeting: October 3, 2014
10. Adjournment

Meeting Minutes
Three Rivers Downtown Development Authority
August 1, 2014

1. Call to Order

The meeting was called to order by Chair Zimont at 8:03 a.m. in the Commission Chambers of City Hall.

2. Roll Call

The following members were present at roll call:

Nancy Boyce Tricia Meyer

Jeff Zimont Danielle Moreland

Doug Mitchell Joe Bippus

Paul Shingledecker and Donna Grubbs were absent

Tom Miles joined the meeting at 8:45 a.m.

Staff Present: Brian Persky

Public: Brittney Hoszkiw (Michigan Main Street Center), Rick Cordes (Three Rivers Commercial-News), Teresa Cytlak (Ridgeway Floral)

3. Approval of the Agenda

It was moved by Bippus and seconded by Mitchell to approve the agenda. Motion passed 5-0.

4. Approval of the Minutes of July 11th, 2014 and Committee Minutes

Moreland made revision to ERC Minutes added Dave Allen as not being present at meeting.

Moreland made motion to accept minutes as revised and Mitchell supported. Motion passed 5-0.

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 5-0.

6. Citizen Comments

None

7. Executive Direction Comments

Persky reported on first four weeks and shared that he has visited about 75% of the businesses in the DDA District. Great visits but lots of questions from business owners in regards to DDA in general. Focus has been on Building Relationships. Visit was made with MSHDA and MEDC to the Whitehouse Building, old Hospital and Riverfront for potential grant projects. Work has been done on Master Calendar for Board and All Committees. First report to MMS due August 10th.

8. Discussion Items

- a. Update on Community Reception by Meyer and Moreland – to be held in collaboration with Merchant’s Thrive n Jive on August 14th at EJ Buys – 34 N. Main – “CLUED IN” Meet n Greet.
- b. Alignment of Roles for Secretary and Treasurer – Meyer suggested a training on the Roberts Rules of Order and Open Meetings Act for Board.
- c. Work Plans and timeline – Drafts from Board and Four Committees for Master Work Plan and for Projects will be presented at September meeting with final approval at October meeting of Board. All work plans to take approved Budget into consideration when drafting.

9. Action Items

- a. It was moved by Moreland and seconded by Boyce to accept the Vision Statement and Mission Statement as presented. Motion carried 6-0.
- b. Moreland added “downtown residents” to the list of “relationships” to build on “First Year Expectations of Director”. It was moved by Mitchell and seconded by Moreland to accept the “First Year Expectations of Director” as revised.

9. Presentation

Brittney Hoszkiw, Organization Specialist from MMS gave presentation of Summary of Baseline Assessment from April Visioning Session.

10. Miscellaneous

- a. Letter of Resignation was submitted by Board Member Paul Shingledecker. Nominating Committee will meet to discuss the vacancy.
- b. Mural Mall issues with concrete was discussed. Persky will follow up with engineer to look into issues and also work with maintenance to discuss weeds and trash issue.

11. Next Meeting – September 5th at 8 a.m.

12. Adjournment

By Board consent, Vice Chair Moreland adjourned the meeting at 10:12 a.m.

Respectfully submitted,

Tricia Meyer

Acting Secretary, Three Rivers DDA

Organization Committee Meeting Minutes
Three Rivers City Hall
Tuesday, August 12th, 2014 @ 8:00 a.m.

Members Present: Jeff Zimont, Cathy Lawson, Lindsay Oswald, Tom Miles
Members Absent: Donna Grubbs, Joe Bippus
Staff/Other: Brian Persky (DDA), Brittney Hoszkiw (MMS)

I. **CALL TO ORDER**

Director Zimont called the meeting to order at 8:10 a.m.

II. **APPROVAL OF AGENDA**

It was moved by Miles and seconded by Lawson to approve the agenda. Motion passed 4-0.

III. **CITIZEN COMMENTS**

There were no comments.

IV. **WORK PLANS**

The Committee discussed needing to review work plans. Everyone should email their drafts to Persky before the next meeting.

V. **PLEDGE INVOICE AND LETTERS**

Hoszkiw stressed the importance of getting the invoices out by the end of the week.

VI. **DATABASE STATUS**

Database was available in Excel. A database software would be helpful and should be considered as a work plan.

VII. **COMMITTEE MEMBERS & STRUCTURE**

Code of conduct development was necessary and should be drafted by the Organizational Committee for review by the Main Street / DDA Board. The Organizational Committee also needed to collect job description drafts to be submitted for board approval. Persky was updating the volunteer form.

VIII. **VOLUNTEER APPRECIATION**

An ice cream social was being planned for August 28th at 4:30 p.m. in Scidmore Park. The cost was \$400, which was within the amount approved by the Main Street / DDA Board.

IX. **ADJOURNMENT**

Director Zimont adjourned the meeting at 9:24 a.m.

Design Committee Meeting Minutes
Three Rivers DDA/Main Street
Wednesday, August 6th, 2014 @ 9:00 a.m.

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

I. CALL TO ORDER

Meeting was called to order at 9:00 AM by Nancy Boyce and the agenda approved.

II. APPROVAL OF AGENDA

Agenda was approved.

III. MEETING TIMES

There was discussion and a motion approved that the future meetings will be held on the 3rd Wednesday of the month at 8:30 a.m. The time change was more accommodating to several Design Committee members, the timeline for grant approvals in relation to HDC is more business-friendly, and this helps to improve flow for the DDA and the Main Street program.

IV. FAÇADE GRANT REQUEST

The façade and grant request for the Pin-Up Salon was discussed. There was a question as to why the money came from the DDA committee's budget. There was also discussion as to the appropriateness of the new sign and if we were given its final colors, etc. A motion was approved for the sign subject to the colors proposed and clarification of how large the pin-up picture would be.

V. WORK PLANS

Brian showed and explained the use of work plans and ideas were discussed. There still is much confusion on "who is doing what" in the various committees and needs to be coordinated. The Design Committee felt that we need more leadership from Brian on how to effectively work with the Main Street and other committees. It was decided that the Design Committee would meet again on August 20th at which time we will do a work plan on the Christmas decorations for the "Miracle on Main Street" this year. Trisha Meyer will be invited.

VI. ADJOURNMENT

The meeting was adjourned at 10:25 AM.

Economic Restructuring Committee Meeting Minutes
Three Rivers DDA/Main Street
Thursday, August 21st, 2014 @ 8:00 a.m.

Members present: Rob Vander Giessen-Rietsma, Paul Shingledecker, Bob Sills, Diana Degraaf, Danielle Moreland
Members absent: Tom Meyer, Dave Allen
Staff/Other: Brian Persky (DDA) & Emily Pantera (MMS)

I. CALL TO ORDER

Director Moreland called then meeting to order at 8:00 a.m.

II. APPROVAL OF AGENDA

The agenda was approved.

III. OLD BUSINESS

A. Volunteer Recruitment

Discussion on importance of building up the committee and getting more members to fill identified gaps.

IV. NEW BUSINESS

A. Work Plan Development

As a group we reviewed the ERC project wish list to assign managers for the tasks and proceeded to draw up a committee work plan for the following:

- Develop seminars/workshops for business owners
- Traffic calming research and initiatives on Main Street
- Business Start-up/Incubator Program
- Develop master business/resident database
- Market Analysis preparation

The committee agreed to push the project work plans deadline back one month. Committee members were asked to create project work plans to review as a committee at the next meeting, and submit on time (September 24th) for the next DDA board meeting.

V. ADJOURNMENT

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

**Promotions Committee Meeting Minutes
Three Rivers DDA/Main Street
Wednesday, August 13th @ 8:00a.m.**

Members present: Tricia Meyer, Heather Martell, Doug Mitchell, Caryn Wilson
Members absent: None
Staff/Other: Brian Persky (DDA), Jessy Lawrence (MMS)

I. CALL TO ORDER

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

II. APPROVAL OF AGENDA

The agenda was approved.

III. CITIZEN COMMENTS

There were none.

IV. BUSINESS

A. Downtown Image

Ms. Lawrence presented suggestions for a logo for an “image branding campaign” that she developed. The image was black and white; she will be working on colors in the near future. The basic image, however, will go to the DDA for approval.

B. Work Plans

The Promotions Committee events/activities and the project leader assignments were reviewed:

- Christmas Around Town (Heather): this is well under way with various arrangements solidified.
- The Heritage Walk (Tricia): several who expressed an interest last year are not available. Tricia will attend the Historic District Commission meeting on Monday for input.
- Winterfest (Caryn): it being only August, nothing has been done on this, but a work plan will be started.
- Community Pride Day (collaboration with Design Committee and City): no activity at this time.
- Sass in the City (Doug): Doug will draft a work plan.
- Image Building (Tricia): various ideas were discussed for “promoting,” such as use of the logo on all materials, a table or booth at events such as the Fair, Water Festival or Harmony Fest.

C. Meet and Greet

A “Meet and Greet” for Brian will be held on August 14, in the E.J. Buys Building, as part of the Clue Game organized by the downtown merchants.

V. NEXT MEETING

The next meeting of the Promotion Committee will be at 8 AM on Wednesday, September 10, 2014 at the Chamber Office.

VI. ADJOURNMENT

The Chair adjourned the meeting at 10:30 AM.

Nominating Procedure and Process

August 28, 2014 – Draft

This process is established by the DDA Board in a effort to assist the City Manager when appointments need to be made to the board.

The Executive Committee, plus the City Manager, will act as the nominating Committee.

A list of names will be developed by the Nominating Committee of potential candidates to be appointed as DDA Board members.

This list will be reviewed to identify those that would best fit as new board members with a focus of maintaining the balance of representation of the board. This representation shall take into account business owners, building owners, residents within the DD footprint, those working within the footprint, those working for organization, those outside of the DDA footprint.

Members of this committee will fill out the candidate form which will include the nominee's contact information, degrees, honors, community service, hobbies or interests, place of employment, place of residency, and why this person would be a good board member for the DDA.

After reviewing this list and selecting the best candidate, the Nominating Committee with the approach the individual to determine if they would have interest to serve on the Board. A discussion would take place with the candidate to review the duties of board members, how the board conducts business, personal responsibilities as board members, attendance requirements, how votes are regulated and other important areas that a board member should know. A copy of the DDA Bylaws will be given to the candidate if they show interest. Candidates will be given an opportunity to ask questions.

If the individual does express interest, this name will be recommended to the full board as a nominee that, upon board vote, will be recommended to the City Manager to consider for appointment to the board.

It is expected that the City Manager will make his/her appointment prior to the next regular DDA board meeting.

Processing DDA invoices and expenses

August 29, 2014 – Draft

All expenses to be paid shall be requested by a written invoice from the vendor, supplier, or service provider.

All vendors, suppliers, or service providers shall supply the DDA with a W-9 form which states their Tax ID number or their Social Security number.

If the provider is an individual performing the service on City property, a “Sole Proprietor Form” shall accompany the invoice. (Define City property)

Whenever possible, payment will be made directly to the entity which supplied the service or product.

There shall be no payment for alcoholic beverages unless previous written approval is granted by the City’s insurance agent.



Three Rivers Organization Committee Project “Wish List” for 2014-2015

As a first step to the local Main Street program’s annual work planning process, the Organization Committee should create a Project “Wish List” that will meet the goals developed for them by the local Main Street Board of Directors.

The list is a brainstorming exercise to identify all possible projects and/or ideas the committee members may have that will achieve the overall program’s goals.

The list should include:

- All activities that have been done in the past by the DDA (or other organizations) that are now the Organization Committee’s responsibilities,
- Short-term, easily achievable projects that can be completed relatively quickly

The exercise is meant to be fun and help committee members “think outside the box” to try new and creative ideas, not just repeating the same projects that have been tried over and over again. The list can be as long as the committee wants and can also be used to capture ideas that come up throughout the year.

After the list is complete, the next step of the work planning process is to prioritize the projects and determine which ones are realistic and achievable for the coming year. Detailed work plans will then be created for those projects. Once all work plans are completed, the local Main Street Board of Directors must review and approve each project to ensure it meets the overall goals of the program.

Goals developed by the Main Street Board of Directors during the Baseline Assessment:

1. Education.

- a. Presentations
- b. Program Brochure
- c. Volunteer Binder
- d. Volunteer Business Cards
- e. Volunteer Orientation
- f. Volunteer Classifieds
- g. Main Street Giveaway – keychain
- h. Main Street Column in Paper

2. Build Relationships

- a. Volunteer Appreciation Event
- b. Volunteer Questionnaire
- c. Visitation program with businesses
- d. Thank you cards
- e. Social Media
- f. Volunteer Check Ins & Follow Up
- g. Volunteer Database
- h. Volunteer Team Building
- i. Friends of Downtown Fundraiser

3. Comprehensive Approach

- a. Circulate Baseline Report
- b. Invoice existing donors
- c. Executive Summary of Baseline to attendees
- d. Recruit active committee members
- e. Create Agenda/Minute Template

4. Communication

- a. Communications Plan or Communications Calendar
- b. Website
- c. Social Media
- d. Media Alerts/Releases
- e. Community Chat
- f. Newsletter
- g. Partnership Newsletter Features
- h. Consistent Messages from all outlets
- i. **Municipal Communication**
- j. Annual Report



Three Rivers Design Committee Project “Wish List” for 2014-2015

As a first step to the local Main Street program’s annual work planning process, the Design Committee should create a Project “Wish List” that will meet the goals developed for them by the local Main Street Board of Directors.

The list is a brainstorming exercise to identify all possible projects and/or ideas the committee members may have that will achieve the overall program’s goals.

The list should include:

- All activities that have been done in the past by the DDA (or other organizations) that are now the Design Committee’s responsibilities,
- Short-term, easily achievable projects that can be completed relatively quickly

The exercise is meant to be fun and help committee members “think outside the box” to try new and creative ideas, not just repeating the same projects that have been tried over and over again. The list can be as long as the committee wants and can also be used to capture ideas that come up throughout the year.

After the list is complete, the next step of the work planning process is to prioritize the projects and determine which ones are realistic and achievable for the coming year. Detailed work plans will then be created for those projects. Once all work plans are completed, the local Main Street Board of Directors must review and approve each project to ensure it meets the overall goals of the program.

Goals developed by the Main Street Board of Directors during the Baseline Assessment:

5. Education

- a. Property Inventory
- b. Workshops
- c. Design Review Guidelines
- d. Create Design/Historic Awards Program
- e. Create Resource Library
 - i. Business Owners
 - ii. Property Owners

6. Build Relationships

- a. Community Pride Day
- b. Meet Business & Property Owners
- c. Plan Annual Holiday Decorations
- d. Plant Flowers

7. Communication

- a. Coordinate Amongst Stakeholders
 - i. Historic District Commission
 - ii. City Commission
 - iii. Planning Commission

8. Comprehensive Approach

- a. Formalize Membership
- b. Get a Lay of the Land
- c. Align Programming
- d. Create Sustainable Practices
 - i. Committee Procedures and Bylaws
 - ii. Volunteers Position Descriptions



Three Rivers Economic Restructuring Committee Project “Wish List” for 2014-2015

As a first step to the local Main Street program’s annual work planning process, the Restructuring Committee should create a Project “Wish List” that will meet the goals developed for them by the local Main Street Board of Directors.

The list is a brainstorming exercise to identify all possible projects and/or ideas the committee members may have that will achieve the overall program’s goals.

The list should include:

- All activities that have been done in the past by the DDA (or other organizations) that are now the Economic Restructuring Committee’s responsibilities,
- Short-term, easily achievable projects that can be completed relatively quickly

The exercise is meant to be fun and help committee members “think outside the box” to try new and creative ideas, not just repeating the same projects that have been tried over and over again. The list can be as long as the committee wants and can also be used to capture ideas that come up throughout the year.

After the list is complete, the next step of the work planning process is to prioritize the projects and determine which ones are realistic and achievable for the coming year. Detailed work plans will then be created for those projects. Once all work plans are completed, the local Main Street Board of Directors must review and approve each project to ensure it meets the overall goals of the program.

Goals developed by the Main Street Board of Directors during the Baseline Assessment:

9. Education

- a. Business Info/Resources Packet
- b. Seminars/Workshops for business owners
- c. Leverage social media
- d. Business Incubator/start-up support

10. Build Relationships

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

11. Communication

- a. Dress up store fronts
- b. Business Directory
- c. Develop Master Database
 - i. Available Space
 - ii. Business Owners
 - iii. Residents

12. Comprehensive Approach

- a. Traffic Calming on Main Street
- b. Market Analysis
- c. Dog Park



Three Rivers Promotions Committee Project “Wish List” for 2014-2015

As a first step to the local Main Street program’s annual work planning process, the Promotions Committee should create a Project “Wish List” that will meet the goals developed for them by the local Main Street Board of Directors.

The list is a brainstorming exercise to identify all possible projects and/or ideas the committee members may have that will achieve the overall program’s goals.

The list should include:

- All activities that have been done in the past by the DDA (or other organizations) that are now the Promotions Committee’s responsibilities,
- Short-term, easily achievable projects that can be completed relatively quickly

The exercise is meant to be fun and help committee members “think outside the box” to try new and creative ideas, not just repeating the same projects that have been tried over and over again. The list can be as long as the committee wants and can also be used to capture ideas that come up throughout the year.

After the list is complete, the next step of the work planning process is to prioritize the projects and determine which ones are realistic and achievable for the coming year. Detailed work plans will then be created for those projects. Once all work plans are completed, the local Main Street Board of Directors must review and approve each project to ensure it meets the overall goals of the program.

Goals developed by the Main Street Board of Directors during the Baseline Assessment:

13. Education & Awareness

- a. Photo Inventory
- b. Heritage Walk

14. Build Relationships

- a. Build Relationships with media
- b. Chill Out
- c. Christmas Around Town
- d. Build Relationships with Three Rivers Merchant Group
 - i. Sass in the City

15. Communication

- a. Build a positive image of downtown TR
 - i. Host downtown TR booth at Community Events
- b. Cooperative Advertising
- c. Communication Strategy
 - i. Events
 - ii. Social Media

16. Comprehensive Approach

- a. Formalize the Promotions Committee
- b. Transition Community Pride Day to Design Committee
- c. Event Evaluations