



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

1. Call to order
2. Approval of Agenda
3. Approval of Minutes
  - a. DDA Board – November 7, 2014
  - b. Organization Committee – November 11, 2014
  - c. Promotions Committee – November 12, 2014
  - d. Econ. Rest. Committee – November 20, 2014
4. Financial Report – October 31, 2014
  - a. Budget Amendment
5. Citizen Comments
6. Director Comments
7. Discussion Items
  - a. Street Cleanup
  - b. Project Work Plans
    - i. Winterfest – Promotions
    - ii. Angled Parking – Economic Restructuring Committee
8. Action Items
  - a. Board Member Acknowledgement
9. Next Regular Board Meeting: January 9, 2014
10. Adjournment



# Three Rivers DDA/Main Street November 7, 2014 City Hall @ 8:00 a.m.

1. Call to order: Moreland called the meeting to order at 11:04 AM
2. Roll Call – Present: Danielle Moreland, Doug Mitchell, Donna Grubbs, Tom Miles, Nancy Boyce  
Absent: Tricia Meyer, Joe Bippus
3. Approval of Agenda: Motioned by Grubbs, supported by Mitchell
4. Approval of Minutes: Motioned by Mitchell, supported by Miles
  - a. DDA Board – October 3, 2014
  - b. Promotions Committee – October 8, 2014
  - c. Organization Committee – October 14, 2014
  - d. Design Committee – October 15, 2014
5. Financial Report – September 30, 2014: Motioned by Grubbs, supported by Mitchell
6. Citizen Comments: n/a
7. Director Comments: Updated the board on Giving Tuesday, CAT & Christmas decorations & windows
8. Discussion Items
  - a. Board Member Acknowledgement: 1<sup>st</sup> review, no addition or changes
  - b. Michigan Main Street Services: Put the services in order of board priority
  - c. Project Work Plans: explained that work plan should be reviewed at the committee level before moving up to the full board for approval
9. Action Items
  - b. Nominating Committee Report: recommended Sharon Bachinski & Barb England to the full board to approve & send up for City Manager review
  - c. Project Work Plans
    - i. Christmas Around Town – Promotions: Update by Heather Martell
    - ii. Winter Decorations – Design Committee: Update by Mary O’Conner
    - iii. Window Decorations – Design Committee: Update by Mary O’Conner
    - iv. Friends of Main Street – Organization: Reviewed & edited brochure for changes
10. Next Regular Board Meeting: December 5, 2014
11. Adjournment

Three Rivers DDA/Main Street  
**Executive Committee Agenda**

Thursday November 20, 2014, 11:00 AM

Member present: Danielle Moreland & Doug Mitchell

Members absent:

Staff/Other:

1. Call to Order:

Moreland call the meeting to order at 11:09 AM

2. Approval of Agenda:

DDA Christmas Party was added as item # 6

3. Nominating Recommendations:

Moreland to inform Bippus of full board's approval of Bachinski & England Mitchell to reach out to England to submit a Citizen's Interest Form

4. Work Plan progress and approval:

- a. Design: Xmas decorations, Windows, Flowers & TR Pride
- b. Promo: CAT, Winterfest & TR Pride
- c. Org: Volunteer Recruitment & Fundraising
- d. ERC: Owner & Business Packets, Database & Mail Chimp

5. Agenda Deadlines & Accountability:

Agendas shall be submitted to the committee members no later than 1 week prior for review.

Minutes deadline: minutes should be turned in no later that the 10 days before the next DDA board meeting.

6. Adjournment:

The meeting was adjourned at 12:25 a.m.

Three Rivers DDA/Main Street  
**Organization Committee Minutes**

Tuesday, November 11, 2014 8:00am  
City Hall Conference Room

1. Call to Order

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

2. Roll Call

Danielle Moreland and Lindsay Oswald were present. Tom Miles, Cathy Lawson, and Donna Grubbs were absent. Also present was Brian Persky.

3. Approval of Agenda - Agenda was approved by consent.

4. Citizen Comments - None

5. Giving Tuesday

The committee discussed emails out to promote the event. Moreland planned an in-person giving location at the Riviera.

6. Friends of Main Street

Lawson would provide an update in December.

7. Work Plans

Moreland requested online work plans with specific job descriptions for people that wanted to help. Chad Ely would have insight regarding the best way to move everything online.

8. Fundraising

The committee discussed some community fundraising games, a chili cookoff, and a masquerade ball. The events would be discussed at the next meeting since work plans would need to be developed quickly for the next fiscal year.

9. The meeting adjourned at 9:00 a.m.

Respectfully submitted,

Lindsay Oswald

**MEETING MINUTES  
THREE RIVERS DDA/MICHIGAN MAIN STREET  
PROMOTIONS COMMITTEE  
NOVEMBER 12, 2014  
8:00 AM  
DDA/CHAMBER OF COMMERCE BOARD ROOM**

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**1. CALL TO ORDER**

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

**2. ROLL CALL**

Present: Heather Martell, Caryn Wilson, Brian Persky (Main Street Manager), Danielle Moreland (DDA), April Kibby. Terra Miller has expressed interest in participating, but cannot attend meetings.

**3. APPROVAL OF AGENDA**

The agenda was reviewed and approved.

**4. CITIZEN COMMENTS**

None

**5. CURRENT BUSINESS**

Christmas Around Town: most details have been finalized. Newspaper ads will appear the two Thursday's before Thanksgiving, there will be a press release the week of the event and MLive has been contacted. A list of those merchants participating in the "Believe" boxes will be printed on the back of the instruction form. At this time only one Chamber ambassador had volunteered. Brian will make additional calls.

Winterfest was then discussed. It was decided that while Three Rivers should participate in the actual state-wide event, the emphasis will be quality, not necessarily quantity. Emphasis will be on getting families downtown to have fun. Participants will be asked to personalize their snowman, and there will be various categories for prizes. There will be a chili cook-off, sponsored by a local non-profit. The Health Department will be notified, but when an event is held in this manner, Department rules need not apply. The cost of a "spoon" will be \$5 per person or \$10 per family. Merchants will be asked to host a chili pot, but those providing the chili will be responsible for providing bowls or cups. Fliers will need to go out to the schools ASAP in January, via a special distribution. Caryn is responsible for the draft work plan.

**6. NEXT MEETING**

The next meeting is scheduled for December 10, 2014 (8 AM).

**7. ADJOURNMENT: 10:10 AM**

Minutes Taken and Submitted by:



Caryn Wilson

# Economic Restructuring Committee

Meeting Minutes  
November 20, 2014  
8:00 a.m.

## 1. CALL TO ORDER

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

## 2. ROLL CALL

Present: Tom Meyer, Joseph Bippus, April Kibby, Paul Shingledecker, Rob Vander Giessen-Rietsma, Emily Pantera, Bob Sills (arrived at 8:45)  
Absent: David Allen, Dave Casterline

## 3. APPROVAL OF AGENDA

The agenda was reviewed and approved.

## 4. CITIZEN COMMENTS

There were none.

## 5. DISCUSSION

### 1. New Business / New Building Owner Database:

Rob stated that he and Mary Miholer have been asked to work on this and that it is really a Design Committee project. April Kibby stated that as the City GIS person she has already started working on the database and has pulled information from the City's Assessing and Taxing software. Rob was going to set up a meeting with April and Mary Miholer so all of them could coordinate their effort. The group discussed the need to make the information readily available and searchable. Ongoing maintenance and updating of the information will be critical and a process needs to be developed.

### 2. Traffic Calming Project:

Paul stated that they have decided to pursue angle parking in the downtown block so the street will be narrower and this will provide traffic calming. It will provide additional parking spaces and allow for easier parking than the current parallel parking. Concerns were raised with loading and unloading trucks that double park now in the travel portion of the roadway. Angle parking will make the road narrower and delivery trucks may block the whole travel lane and will hold up traffic. April offered to draw a map of parking options but needs specific dimensions of the roadway and MDOTS parking requirements. Joe suggested talking to a pavement striping company to see if they could provide some options for us. Tom offered to find the MDOT rules for parking spaces and he felt a striping company would already have the information.

### 3. New Business and Building Owner Packets:

Bob stated that the idea was to create a seamless and helpful process that would provide all the relevant information or where to find it if someone wanted to open a business in Three Rivers. He and Brian were gathering information from other communities to (R&D: Rip off and Duplicate). Emily stated that she had some great examples and offered to email those to us and that this needs to be a well communicated and easily accessible program. She also said that successful communities have links from multiple agencies to one location so people searching for information end up finding the right information. She gave an example of the Chamber, realtors, DDA, EDC, IDA, and City websites all directing internet searches to one location where information is being maintained. It should also reflect our brand. Tom mentioned that the City developed a new business check list and information form that should be included in our efforts.

### 4. Work Plans:

Emily used the traffic calming project as an example of developing a work plan. She directed the discussion and answered questions. She would like a draft work plan and maps of parking designs by our February 2015 meeting. Joe handed out the DDA Board goals and work plan development forms.

**6. MEETING DATE**

The group discussed the meeting date and time and agreed that it should stay the same so business owners could come.

**7. ADJOURNMENT**

9:50am

## **Board Member Acknowledgement**

As a member of the Three Rivers Downtown Development Authority (DDA)/Michigan Main Street (MMS) Board of Directors, I, \_\_\_\_\_, hereby acknowledge that I am expected to abide by the following standards of conduct during and, when appropriate, after my tenure as a Board member:

I will act as an advocate for downtown Three Rivers and promote the DDA/MMS role in an enthusiastic manner.

I will be respectful and cooperative with my fellow Board and committee members, city employees, members of City Council, downtown business owners and residents, volunteers, community organization representatives to ensure the DDA/MMS programs and services appropriately address community and constituent needs.

I will be a member of at least one DDA/MMS committee (Organization, Design, Economic Restructuring, and/or Promotions) and will participate in it fully.

I will support and lend my expertise to the promotion and development of business retention and attraction strategies in the area served by the DDA/MMS. I will actively participate in DDA/MMS fundraising activities based on my skills and background.

I will, to the best of my ability, attend all Board meetings and special events sponsored by the DDA/MMS. I will give advance notice to the chairperson if I am unable to attend a meeting to avoid creating quorum issues; and I understand that if I'm absent from two consecutive Board meetings without just cause, I may be removed as a member of the Board. In addition, I will give \_\_\_\_\_ to \_\_\_\_\_ hours per month of my time to DDA/MMS activities. This time may include attending training programs and workshops conducted by MMS/MSHDA and the National Trust Main Street Center.

I will offer my opinions honestly, without reservation and in a constructive manner. I will stay informed about the Board's and the DDA/MMS activities. I will ask questions and request information when appropriate. I will participate in and take responsibility for making decisions on issues, policies, and other Board matters.

I will promote unity within the DDA/MMS and support, both publicly and privately, the Board's decisions even if I have opposed some of them prior to a vote on the matter.

I will be supportive of the DDA/MMS executive director, fellow Board members and volunteer committee members and encourage them to give their candid opinions on matters under consideration by the Board.

I will do my best to help ensure the financial accountability of the DDA/MMS.

I will not divulge to any unauthorized person confidential information acquired in the course of my service on the Board in advance of the time prescribed by the Board for the release of this information to the public.

I will not participate in any discussion or action regarding a matter before the Board in which I have a direct business, financial, or personal interest without first disclosing that interest in writing to the Board; and I understand that such disclosure shall become part of the record of the



DDA/MMS's official proceedings. In addition, I will abstain from voting on such matters without the consent of the other members of the Board. I understand that, as a member of a public entity, I will be held to a high standard of conduct; and I shall at all times conduct myself when representing the DDA/MMS so as to avoid even the appearance of impropriety.

During the term of my appointment, I will endeavor to recruit new candidates for membership on the Board and/or one of its committees; and during the last year of my term, unless I'm eligible to and intend to serve an additional four years, I will help the Chief Executive Officer of the City of Three Rivers find a replacement.

In turn, the DDA/MMS will provide information and other assistance to enable me to meet my obligations as a Board member, including the following:

I will regularly be provided with up-to-date reports on the finances and activities of the DDA/MMS; and I will have access, at mutually convenient times, to the Board's chairperson, director and other Board members and volunteer committee members to discuss the organization's programs, goals, and activities.

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

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Member, Board of Directors, Three Rivers DDA/Main Street

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Chair, Board of Directors, Three Rivers DDA/Main Street