

Grand Ledge Downtown Development Authority

319 Taylor Street
Grand Ledge, Michigan 48837
Agenda for a regular meeting to be held on
February 9, 2011
at City Hall, 200 E. Jefferson Street at 6:00 pm
*** Denotes item requiring action from Board

Agenda

- I. Call the Meeting to Order
 - II. Roll Call (silent by Recording Secretary)
 - III. Pledge of Allegiance
 - IV. Audience Participation
 - V. Approval of Regular Agenda (Changes in Agenda)
 - VI. *** Approval of the minutes of December 8, 2010 regular meeting - enclosed
 - VII. Treasurers Report
 - *** 1. Payment of Bills - enclosed
 2. Financial Statement - enclosed
 3. 2012 Draft Budget - enclosed
 - VII. Committee Reports
 1. Marketing Committee Minutes - enclosed
 - IX. Old Business
 1. Update on West Front Street Parking Lot
 2. Main Street Update - enclosed
 - X. New Business
 1. Visioning for the Future - enclosed
 - XI. Directors Comments
 1. E-mailing of Agenda packet
 - X. Adjourn
- Attachments: 1. Copy of e-mail from the Opera House Authority

GRAND LEDGE DOWNTOWN DEVELOPMENT AUTHORITY
319 TAYLOR STREET
GRAND LEDGE MI 48837
(517) 622-5256

MINUTES – REGULAR MEETING
WEDNESDAY, DECEMBER 8, 2010
6:00 P.M.
COUNCIL CHAMBERS, CITY HALL
200 E. JEFFERSON ST.

- I & II. ROLL CALL** - Bruce MacDowell called the meeting to order at 6:00 p.m.
Present: Terrance Augustine, Mayor Kalmin Smith, Bruce MacDowell, Dave Jonas, Ben Cwayna, Bob Brown, Christine Carter, Keith Mulder, Jan Mowery, Susan Sasse
Absent: Karl Glarner, Jason Barclay, Jim Church
Also Present: Mark Sullivan, Jim Foster, Tony Hendrick
- III. PLEDGE OF ALLEGIANCE**
- IV. AUDIENCE PARTICIPATION** - None
- V. APPROVAL OF REGULAR AGENDA (CHANGES TO AGENDA)** - An amended agenda was handed out at the beginning of the meeting. A request was made to add New Business #6 – Possible Property Acquisition. Ms. Sasse made a motion to approve the agenda as amended. Ms. Mowery supported the motion. The motion carried. 10 Yes 0 No.
- VI. APPROVAL OF THE MINUTES** - Mr. Mulder made a motion to approve the Minutes of the General Meeting of November 10, 2010 with the addition of Mr. Jonas' name added as a member of the Marketing Committee under New Business. Mr. Brown supported the motion. The motion carried. 10 Yes 0 No.
- VII. TREASURER'S REPORT-**
- A. Payment of bills** - Ms. Sasse made a motion to pay the bills as presented. Ms. Carter supported the motion. The motion passed. 10 Yes 0 No.
- B. Financial Statement** - Enclosed in packet.
- C. Budget Adjustment** - There is a need to reallocate funds to get the 494 Fund line in accordance with actual costs.
- VIII. COMMITTEE REPORTS -**
- A. Marketing** - The Marketing Committee had their first meeting on November 17. The next meeting is December 15. The State Act regarding a DDA gives general guidelines and lists things that cannot be done. Anything not listed as not being able to be done can be. Marketing is in the DDA Plan and is not excluded from the plan.
- IX. OLD BUSINESS -**
- A. Update on W. Front St. Parking Lot** - Railings will be installed soon. The police department has been ticketing cars parked on the street. Most were voided when it was explained that they were tenants in the apartments affected by the construction. They have been instructed to park in other City owned parking lots until the W. Front St. lot can be opened for parking. The tenants will need to apply for parking stickers to

park in the new lot. Once the entrances at the rear of the buildings are finished, people can park in the new parking lot and use those entrances to the apartments. The Tomanicas, owners of 215 – 217 North Bridge St., did not give an easement for the construction of the parking lot. They gave the land to the DDA in exchange for parking permits for their tenants. The DDA needs to pay \$1854.00 to fulfill the agreement. The money will be paid to the Tomanicas. The tenants will be responsible for getting their stickers. Electrical work to be done by Consumer’s Energy may start soon after January 1, 2011.

- B. Main Street Update** - Mr. Sullivan attended the Main Street meeting in Howell on December 1. He received a booklet on Design Guidelines that can be used to create a Grand Ledge booklet.
- C. River Street Houses** - The houses at 215, 223 & 227 E. River St. are being torn down. They should be finished within the next week or ten days. The demolition was done under the original contract with the Pitsch company.
- D. Public Art Status Report** - Mr. Tony Hendrick, the mural artist with the project, addressed the board and thanked everyone for their support of the project. The mural will be located on the building owned by Dr. Bill Brooks, located at 118 S. Bridge St. The deadline for design submissions is February 1, 2011. Mr. Hendricks uses an “under painting” process. In using this technique, anyone is able to help in the painting of the panels. Additional panels could be added in the future, in effect, becoming a community art gallery. The designs will be painted on aluminum panels with acrylic paint with a clear coat finish. The color should last for an extremely long time and the panels will not deteriorate in the weather as wood would. There will be four 10’ x 10’ panels, each with a different design. The painting workshops will be open to anyone but people must sign up. There will be a limit of twenty people per session. There will be two sessions on each of three Saturdays held. The DDA will own the panels. If the building changes hands, the panels can be moved if the new owner does not want them on the building. Entry forms for the designs are available in the schools, City Hall, Dr. Lanjopolous’s office, Ledge Craft Lane and Piece of Mine. It was suggested that Dr. Brooks might be interested in a façade grant to protect the bricks behind the panels. Mr. Augustine will make sure he is aware of the opportunity. An initial payment of \$5,000 needs to be made when the contract is signed. Mr. Augustine made a motion to give Mr. Sullivan permission to sign the contract and direct payment be made with the consideration that some of the \$5,000 will be reimbursed. Mr. Mulder supported the motion. A role call vote was taken. The motion carried 9 Yes 1 No

Mr. MacDowell	Yes	Mayor Smith	Yes	Ms. Carter	Yes
Mr. Cwayna	No	Mr. Mulder	Yes	Ms. Mowery	Yes
Mr. Augustine	Yes	Mr. Brown	Yes		
Ms. Sasse	Yes	Mr. Jonas	Yes		

X. NEW BUSINESS -

- A. Façade Investment to Date** - A copy of the report showing all of the pertinent information concerning the fifteen facade improvement grants was included in the monthly packet.
- B. Historic Preservation Assessment** - Grand Ledge has been chosen as one of four cities to receive a Historic Preservation Assessment. The Deputy State Historic Preservation Officer, Martha MacFarlane-Faes, and Communications Coordinator from the State Historic Preservation Office, Laura Rose Ashlee, will meet with Mr. Sullivan on February 2, 2011 to tour the downtown. After the tour Ms. MacFarlane-Faes and Ms. Ashlee will evaluate the district and determine eligible properties and preliminary district boundaries if warranted. There is no charge for this assessment.
- C. Additional Engineering Costs** -The West Front Street Parking lot project was contracted to last sixteen weeks. It is now at 22 weeks with additional time needed in the spring. The project did not start while the DDA was waiting for the bond processing to occur. The contractor needed to make sure that the bond was approved before ordering materials. Some electrical and gas work should have been done concurrently but it was not. Mayor Smith suggested a subcommittee should be formed to review the contract, negotiate with Mr. Foster and to review the obligations of all parties involved. Mr. Cwayna, Mr. Mulder and Ms. Carter were named to the Contract Review Committee. Mr. Mulder will contact the others to schedule a meeting.

D. Promotion of Festivals and Events - The Michigan Festival and Events Association publishes a brochure listing events held throughout the state month by month. Hundreds of thousands of brochures are produced and distributed throughout the state. A list of the distribution points was included in the packet of information Mr. Jonas distributed. They also have a website where they say they had over 2 million hits in July. The cost to be included in the brochure is \$160 membership plus \$100 per event when there are 6 or more events. Pure Michigan is another resource. There is no charge to be included and as many events can be listed as desired. Mr. Jonas requested \$2,000 as a budget for working funds. The Michigan Festival & Events Assoc. brochure has a deadline of the end of Dec. Mr. Greenslit, the County Parks Director, offered to create a coalition with the DDA. His budget would pay the membership fee and the DDA would pay for advertising. He suggested a separate name such as "Gems of the Grand." The board looks forward to working with Mr. Greenslit with future projects but they weren't comfortable taking the focus off Grand Ledge in the promotion of the events. Mr. Augustine suggested that \$10,000 be allocated to marketing. Mr. Sullivan suggested that the allocation needs to wait until budget time. Events such as the Ledges Playhouse schedule would not be available by the print deadline. A general statement could be included that presentations occur at the Playhouse and list updates on the website. After discussion by the board Mr. Augustine and Ms. Carter agreed that the committee needs to have a plan in place before money is spent. Mr. Mulder made a motion to allow the committee to spend up to \$2,000 at the committee's discretion. Mayor Smith supported the motion. A role call vote was taken. The motion carried. 10 Yes 0 No.

Mr. MacDowell	Yes	Mayor Smith	Yes	Ms. Carter	Yes
Mr. Cwayna	Yes	Mr. Mulder	Yes	Ms. Mowery	Yes
Mr. Augustine	Yes	Mr. Brown	Yes		
Ms. Sasse	Yes	Mr. Jonas	Yes		

E. Visioning or Strategic Planning - The last Visioning and Strategic Planning session took place about ten years ago. The previous one was held through the Co-op Extension Service. It may be time to get the community involved in another one. Some of the high priority goals have been met. The members of the DDA board have changed and possibly now the focus needs to be changed as well. The community needs to be involved. Ms. Carter suggested using electronic media as an outreach. Something like Search Monkey could be used to get feedback from the community at large. The members of the board were asked to think about possibilities and email ideas to Mark. It will be put on the February agenda.

F. Possible Property Acquisition - A piece of property at 117 W. Washington St., held in the estate of Susie Rowe, was put on the market. It is currently no longer being offered for sale but that status may change. Before the listing was pulled, the asking price was \$27,500. The property abuts the Enerco parking lot which is on the opposite corner from the new parking lot on the Main St. side. This property would create an extension of the current parking lots. The Washington St. lot is oddly shaped. An extensive title search would need to be made to determine ownership of all lines. Mr. Cwayna made a motion to give Mr. Sullivan the authority to make a reasonable offer on the house at 117 W. Washington St. Mayor Smith supported the motion. A role call vote was taken. The motion carried. 10 Yes 0 No.

Mr. MacDowell	Yes	Mayor Smith	Yes	Ms. Carter	Yes
Mr. Cwayna	Yes	Mr. Mulder	Yes	Ms. Mowery	Yes
Mr. Augustine	Yes	Mr. Brown	Yes		
Ms. Sasse	Yes	Mr. Jonas	Yes		

XI. DIRECTOR'S COMMENTS - Mr. Sullivan passed out some design possibilities for signs announcing the completion of the W. Front Street parking lot in Spring 2011. Mr. Sullivan told the board that the one day a week he has been doing the job as Economics Director is not enough to get the required work completed. He needs to work in the office 1 ½ - 2 days per week. He also asked for permission to purchase a laptop computer. He would be able to work at home and bring the computer into the office to continue. Mr. Augustine made a motion to authorize Mr. Sullivan to purchase a laptop not to exceed \$800, with the understanding that it would belong to the DDA. Ms. Carter supported the motion. A role call vote was taken. The motion carried. 10 Yes 0 No.

Mr. MacDowell	Yes	Mayor Smith	Yes	Ms. Carter	Yes
Mr. Cwayna	Yes	Mr. Mulder	Yes	Ms. Mowery	Yes
Mr. Augustine	Yes	Mr. Brown	Yes		

Ms. Sasse Yes Mr. Jonas Yes

XII. MEMBER CONCERNS - None.

XIII. ADJOURN - The meeting was adjourned at 9.05 p.m. The next meeting is February 9, 2011 at 6:00 p.m.

Minutes recorded and transcribed by Cathy Norton

Robert Brown, Secretary

Date Minutes Approved

DDA Monthly Bills
For Payment in January

Date	Company	Item	Amt Due	Total	Account
1/19/10	Consumers Energy	301 N. Bridge St.- lights on N. Bridge Street	1,140.26		248-170-173 830-001
		113 W. Jefferson St. - Lights on S. Bridge Street	1,101.78		830-001
		River Street Parking Lot	136.04		830-001
		118 E. Jefferson St.	44.72		830-001
				2,422.80	
1/19/11	Frontier	monthly telephone bill	33.14	33.14	801-004
	Granger Container Serv.	# half of dumping cost for dumpster near ball field	35.43	35.43	830-001
12/28/10	HTA Companies	# 27930 Snow removal plowed 3X , salted 9X	5,550.00		830-001
1/25/11		# 28009 snow removal plowed 3X, salted 13X and hauled snow from lot	8,055.00		830-001
				13,605.00	
1/7/11	K & K Supply, Inc.	# 071688 2/3 shipment of Calcium Chloride Flakes	517.07	517.07	830-001
12/30/10	Pitsch companies	# 253833 Demolish and remove houses on E River Street	27,850.00	27,850.00	974-000
12/31/10	Ace Hardware	Chip paintbrushes and 1 coat paintbrush 1" POY	7.78	7.78	830-001
2/1/11	Craig Electric and Tel Com	# 2292 Replacing gaskets on street lights	1,750.00	1,750.00	830-001
12/20/10	Cathy Norton	December 8, 2010 meeting and transcribe minutes 7.0 hrs	175.00	175.00	801-004
12/29/10	MGM Services LLC	# 1255 landscape maintenance on parking lots	700.00		830-001
1/30/11		# 2292 clean up dumpster areas, pick up trash and work with plants	700.00		830-001
				1,400.00	
		non construction billings for the month		47,796.22	
					Construction of parking lot
					494-900-902
12/16/10	Sanborn Construction	Payment application # 6 job 80% complete	312,922.04		
1/16/11		Payment application # 7 job 85% complete	80,096.44		
				393,018.48	
		Total construction bills for the month		393,018.48	
		Total of Monthly Bills		440,814.70	

2/3/2011

DOWNTOWN DEVELOPMENT AUTHORITY
 Revenue Expenditure Report
 Through January 2011

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	Budget FY2011	2/3/2011
FUND 248			
DDA TIFA SPECIAL REVENUE			
401.000	CURRENT PROPERTY TAXES	709,833	981,174
401.000	SCHOOL FUNDS CAPTURED - streetscape bond	374,715	n/a
628.000	MISCELLANEOUS REVENUE		15
662.000	RENT - PROPERTIES	37,800	4,850
664.000	INTEREST ON INVESTMENTS	1,000	370
634.000	EQUIPMENT RENTAL	400	0
	Total DDA Revenue	1,123,748	986,409
Dept. 170-173			
ECONOMIC DEVELOPMENT			
703.000	SALARIES	25,700	14,200
719.000	FRINGE BENEFITS	6,940	3,397
741.000	OPERATING SUPPLIES	1,000	362
797.000	ADMINISTRATIVE	2,000	936
802.000	LEGAL FEES	2,000	431
817.000	PROFESSIONAL SERVICES	20,000	5,860
830.000	RENTAL PROPERTY EXPENSES	13,000	4,021
829.000	PROPERTY OPERATING EXPENSE	131,850	57,073
840.000	INSURANCE	6,500	3,236
962.000	FACADE PROGRAM	47,500	32,500
971-000	LAND ACQUISITION	25,000	27,850
991.000	DEBT - PRINCIPAL - River Street Houses	19,695	19,692
995.000	DEBT - INTEREST - River Street Houses	8,950	6,764
896.000	CONTRIBUTIONS TO GENERAL FUND	49,132	49,132
	Total Economic Development	359,267	225,454
Dept. 905-906			
TRANSFERS			
793.000	TRANSFER TO GLAESA	70,000	59,248
605.000	TRANSFER TO DDA DEBT SVC FUND	385,000	385,000
603.000	TRANSFERS TO DDA PARKING LOT DEBT	95,000	95,000
602.000	TRANSFER TO ISLAND DEBT FUND	12,000	12,000
505.000	TRANSFER TO DDA CAP PROJECT FUND	200,000	55,990
	Total Transfers	762,000	607,238
	Total expenditures	1,121,267	832,691
	Grand total net effect	2,481	153,717

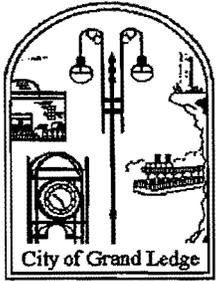
2/3/2011

DOWNTOWN DEVELOPMENT AUTHORITY

Balance Sheet Report

As of February 3, 2011

	Fund 248	Fund 394	Fund 396	Fund 494	Total
Assets					
Cash	277,722	375,609	69,878	984,132	1,707,341
Total Assets	<u>277,722</u>	<u>375,609</u>	<u>69,878</u>	<u>984,132</u>	<u>1,707,341</u>
Reserves & Fund Balance					
Fund Balance	124,004	25,233	6,732	403,156	559,125
Change in Fund Balance	153,717	350,376	63,143	580,976	567,237
	<u>277,722</u>	<u>375,609</u>	<u>69,875</u>	<u>984,132</u>	<u>1,126,362</u>
Total Liabilites & Balances	277,722	375,609	69,875	984,132	1,126,362



CITY OF GRAND LEDGE

Established 1893

Economic Development Coordinator

319 Taylor St.
Grand Ledge, MI 48837

Ph: (517) 622-5256

Fax: (517) 627-6788

sulliv28@yahoo.com

Memorandum

To: DDA Board of Directors
Check Remenar, City Treasurer
Jon Bayless, City Administrator

From: Mark Sullivan, Economic Development Coordinator

Date: January 26, 2011

Subject: FY 2012 Budget

Staff has put together a draft budget for the 2012 fiscal year. February is the time when we normally prepare it in conjunction with other City Departments. There are a few items we would like to highlight.

Revenue:

Property Taxes: we have not determined the tax capture revenue we will be getting next year. Hence, we used last year's numbers. Later in the spring we will have a good idea of our income.

Expenses:

Salary & fringe: this represents me spending 95% of my time and Amee King using 28% of her time. My income is \$13,000 with only FICA and Worker's Compensation as fringes.

Operating Supplies, Administration and Legal Fees: the same funds for these items are put in annually, unless we see a specific issue requiring additional funds. At the end of the year we can expect some return to the balance sheet.

Professional Services: last year we had a large amount due to the parking lot construction. All of these funds were later moved into the Fund 494 to be paid out of the bond funds. The \$5,000 will be use to cover a variety of services which may be required during the year.

Rental Property Expenses: our only rental is the house at 214 Madison Street. Last year we put a lot of money into the house, and we hope that very little will be needed this year. The largest expense in the property tax bill.

Property Operating Expense: this is our major non-debt expense. It covers all maintenance of the DDA District, including snow removal, parking lot repair, landscape maintenance, and other similar activities. Usually we look at this year's expenses and adjust that number.

Insurance: this is a number provided by the City

Facade Program: we included the \$15,000 set aside for the theater marquee. Also, we are prepared to do four sides of new facade improvements.

Debt Payment: this is where the Treasurer is putting the loan for the houses on E. River Street

Contributions to General Fund: this expense is developed from a Cost Allocation Plan. This plan looks at all of the administrative costs of the City (City Hall) and using a formula divides them up and puts them in various Department budgets. The number is provided by the Treasurer. As these plans are usually reviewed by the Fed's and the State we can be sure that it is fair.

Transfers:

GLAESA - the actual cost for this year was \$59,000. Our contract indicates that we will provide funds for the debt payment for the new fire truck. The actual debt is only \$66,416 next year. We were overpaying the amount by providing \$70,000 annually.

Island Bridge Bond: we did not include any money in this line item. This will be discussed by the Board.

Debt Service:

Fund 394 - this represents the original Street Scape Bond, which is paid from school funds, and two small loans to purchase property on W. Front Street and our rental house on Madison Street. These two smaller loans will be repaid in 2013, and the Bond in 2015.

Fund 396 - this represents the \$1.2 million bond for the Logjam parking lot construction and the \$2.0 bond for the Front Street parking lot. These bonds will be repaid in 2021 and 2025 respectively.

Capital Projects Fund:

Revenue: we are moving \$40,000 into this fund in case some construction project pops up next year, such as a drainage issue. We are indicating that \$500,000 will be left from the bond. We will work on improving the anticipated parking lot expenses. The new lot should be completed during this fiscal year.

Downtown Development Authority
FY 2011 Proposed Budget

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2,010 BUDGET	2,011 Original budget	2,011 Amended Budget	Actual thru December	Requested FY2011
FUND 248 DDA TIFA SPECIAL REVENUE						
401-000	CURRENT PROPERTY TAXES	1,098,606	1,084,548	1,084,548	833,931	1,084,548
628-000	MISC REVENUES	3,333	0	0	15	0
635-001	EQUIPMENT RENTAL	870	400	400	0	0
665-001	INTEREST ON INVESTMENTS	672	1,000	1,000	370	2,000
665-003	RENT - PROPERTIES	6,910	37,800	9,000	4,050	9,000
	Total DDA Revenue	1,110,391	1,123,748	1,094,948	838,366	1,095,548
Dept. 170-173 ECONOMIC DEVELOPMENT						
703-000	SALARIES	25,322	25,700	25,779	12,261	25,600
719-000	FRINGE BENEFITS	5,803	6,940	6,976	3,252	6,540
741-000	OPERATING SUPPLIES	708	1,000	1,000	319	1,000
801-004	ADMINISTRATIVE	1,818	2,000	2,000	936	2,000
802-000	LEGAL FEES	219	2,000	2,000	431	2,000
817-000	PROFESSIONAL SERVICES	8,273	20,000	20,000	5,000	4,000
830-000	RENTAL PROPERTY EXPENSES	11,025	13,000	7,000	4,021	7,000
830-001	PROPERTY OPERATING EXPENSE	125,381	131,850	121,631	51,639	140,000
840-000	INSURANCE	7,791	6,500	6,500	3,236	6,500
974-012	FACADE PROGRAM	37,652	47,500	47,500	32,500	53,000
971-000	LAND ACQUISITION	61,220	25,000	25,000	0	0
991-000	DEBT - PRINCIPAL	0	19,695	19,695	19,692	19,695
995-000	DEBT - INTEREST	0	8,950	8,950	6,764	8,130
997-101	CONTRIBUTIONS TO GENERAL FUND	58,001	49,132	49,132	49,132	56,407
	Total Economic Development	343,213	359,267	343,163	189,183	331,872
Dept. 905-906 TRANSFERS						
999-206	TRANSFER TO GLAESA	70,000	70,000	70,000	59,000	66,416
999-394	TRANSFER TO DDA DEBT SVC FUND	400,000	385,000	385,000	385,000	365,000
999-396	TRANSFERS TO DDA PARKING LOT DEBT	95,000	95,000	239,010	95,000	256,127
999-397	TRANSFER TO ISLAND DEBT FUND	12,000	12,000	12,000	12,000	0
999-494	TRANSFER TO DDA CAP PROJECT FUND	190,000	200,000	55,990	55,990	40,000
	Total Transfers	767,000	762,000	762,000	606,990	727,543
	Total expenditures	1,110,213	1,121,267	1,105,163	796,173	1,059,415
DDA TIFA SPECIAL REVENUE						
FUND 394-905-906 DEBT SERVICE - STREET SCAPE						
665-001	INTEREST	1,315	1,000	1,000	495	600
699-248	TRANSFER FROM DDA TIF	400,000	385,000	385,000	385,000	337,508
	Total Revenue	401,315	386,000	386,000	385,495	338,108
	Street Scape					
991-000	DEBT - PRINCIPAL	318,800	315,000	315,000	0	285,000
995-000	DEBT - INTEREST	84,500	69,945	69,945	34,969	52,508
998-000	DEBT - PAYING AGENT FEES	300	300	300	150	300
	Total expenditures	403,600	385,245	385,245	35,119	337,808
2 Small Notes						
665-001	INTEREST					0
699-248	TRANSFER FROM DDA TIF					29,033

5/1/2015

Downtown Development Authority
FY 2011 Proposed Budget

		Total Revenue					29,033	
991-000	DEBT - PRINCIPAL						4,033	2 notes
995-000	DEBT - INTEREST						25,000	
		Total expenditures					29,033	2,013
FUND 396-905-906 PARKING LOT BOND								
LogJam parking lot project								
665-001	INTEREST	287	1,000	1,000	109	500		
699-248	TRANSFER FROM DDA TIF	95,000	95,000	239,010	95,000	96,000		
		Total Revenue					95,287	96,500
\$1.2 million bond								
991-000	DEBT - PRINCIPAL	55,000	60,000	160,000	0	60,040		
995-000	DEBT - INTEREST	40,619	38,285	82,295	31,962	35,711		
998-000	DEBT - PAYING AGENT FEES	250	250	250	0	250	11/1/2021	
		Total expenditures					95,869	98,535
West Front Street parking lot project								
665-001	INTEREST						1,000	
699-248	TRANSFER FROM DDA TIF						160,126	
		Total Revenue					161,126	
\$2.0 million bond								
991-000	DEBT - PRINCIPAL						100,000	
995-000	DEBT - INTEREST						60,126	
998-000	DEBT - PAYING AGENT FEES						250	
		Total expenditures					160,376	5/1/2025
FUND 494 DDA CAPITAL PROJECTS FUND								
DEPT 900-901								
665-001	INTEREST	1,902	2,000	2,000	1,143	300		
695-001	ESTIMATED BOND PROCEEDS						0	
699-248	TRANSFER FROM DDA TIF	190,000	200,000	200,000	0	40,000		
		Total Revenue					191,902	202,000
DEPT 900-901								
817-000	PROFESSIONAL SERVICES	0	0	0	0	0		
974-006	CONSTRUCTION	8,925	0	0	173,313	40,000		
		Total expenditures					8,925	0
W FRONT STREET PARKING LOT FUND 902								
DEPT 900-902								
665-001	INTEREST						983	1,000
695-001	BOND PROCEEDS	0	0	1,970,000	1,970,000	500,000		
699-248	TRANSFER FROM DDA TIF						0	0
		W FRONT STREET PARKING LOT					0	1,970,983
		Total Revenue					202,000	2,028,116
DEPT 900-902 WEST FRONT STREET PARKING LOT								
800-001	BOND ISSUE COSTS						42,572	42,572
974-006	CONSTRUCTION						1,614,175	928,726
974-999	CONSTRUCTION ENGINEERING						122,000	78,427
		W FRONT STREET PARKING LOT					1,065,000	1,778,747
		Total Capital Projects expenditures					8,925	1,065,000



minutes

Friday, January 28, 2011 11:20 AM

From: "Amee King" <aking@grand-ledge.com>

To: "Sullivan, Mark" <sulliv28@yahoo.com>

Hi Mark,

Below are the minutes from the marketing committee. Let me know what you think of the format and content....too much, just right???

Amee

Grand Ledge
Downtown Development Authority
Marketing Sub Committee
January 19, 2011
City Hall, 200 E. Jefferson Street
6:00 p.m.
Minutes

Members present: Terrance Augenstine, Christine Carter, David Jonas, Ben Cwayna.

Others present: Economic Development Coordinator Mark Sullivan, Assistant City Administrator Amee King; representatives from the St. Patricks Day Celebration, Dan O'Shea, Greg Osburn, Jim Hogan and John Dwyer; representatives from the GL Chamber of Commerce, Color Cruise , Yankee Doodle Days and the Christmas Parade, Susan Sasse and Karla Chamberlain; representative from Island Art Fair, Victorian Day and holiday Traditions Tour, Marilyn Smith; representative from Eaton County Parks, Director John Greenslit.

The meeting was called to order at 6:01 p.m. The meeting started with introductions. Mr. Cwayna was asked to chair the Committee. Mr. Cwayna indicated that we are all hear this evening to discuss marketing of the festivals in Grand Ledge. We are here to listen to any and all ideas. The Committee will then devise a plan of action and report back to the DDA Board.

Ms. Chamberlain reported that the Chamber has compiled a folder with information on all the festivals and events in Grand Ledge. They have also created a brochure using the historic Grand Ledge one created by Ledge Craft Lane and changed items on the brochure to include all the events. This was done in hopes that all the festivals would use

the one large brochure and then print up the simpler small cards for the individual events. The brochure has not yet been printed. Ms. Sasse indicated that they currently have a bid to print 20,000 of the large color brochure for \$2,500.

Ms. Smith reported that the original historic brochure was compiled by Ledge Craft Lane. They were distributed through the State. The State asked for 2,500 this year and there were only 1,200 left. At this time they are holding off printing more to see what this group comes up with. There are approximately 12,000 - 15,000 distributed a year. The State distributes them to the visitors areas, Lansing convention bureau, six flags, old town. We distribute them to local stores, City Hall, our Chamber, and Karla usually mails out about 2,000 (J & K Steamboat) to encourage people to come to Grand Ledge. Another thing that is needed, is a comprehensive web site of things that are going on in town. Park activities, festivals, concerts at the Opera House and then link that site to all the festival sites. I think people go to a City or Chamber web site to get information. If you use a smaller card through the state you have to have a community code on it, which the State assigns. The state puts them in up to 9 areas and you can drop them off at the secondary complex.

Ms. Chamberlain reported that there were several print publications that we used to advertise in and we just can't afford it anymore. A lot of those people we used to advertise in they have web sites. One of the advantages of a brochure being all encompassing is that people can see what's coming up next. Also, a lot of groups do not understand that its important to market a year out.

Ms. Smith indicated that they had worked with The Greater Lansing Visitor Bureau in the past. We did a full page and then sold ads for \$100 to several local businesses. They are upwards of \$4,000 for a full page now, so we no longer use it. There was some feedback from people stopping in here after picking it up the information in mackinaw. The Greater Lansing book still lists several larger events for free. West Michigan tourist is nice but not as important....and more expensive.

Mr. Sullivan asked the group if there are any objective numbers to show a pay back from the advertising? Ms. Chamberlain indicated that there is not any objective numbers. Mr. Sullivan suggested a survey may be appropriate.

Mr. Cwayna asked the group, do you see the DDA helping individual festivals or combined effort to promote all the festivals and Grand Ledge together? Everyone was in consensus to combine the festivals and events together.

Mr. Hogan indicated that they use a lot of free marketing. 60 days before an event there are a lot of free venues to take advantage of. He also likes the idea of linking all the

festival websites. On the St. Patrick's Day website there is an area that people can e-mail and add themselves to a list of contacts to send information on the festival.

Mr. Jonas indicated that he was the one to bring this idea to the DDA board in November. We are trying to move cautiously. There is a lot of opportunity and that is why you are here to give us more ideas. This committee has only had a couple of meetings. We are just getting started.

Mr. Augenstine indicated that there are other things we can do besides spend money. We can facilitate this group for example. In our discussions we have had we were talking about helping the Grand Ledge image. The brochure is a great tool. If they are already here let's let them know about the next festival. The Internet can be our number one tool. Most people google an area they are going to visit. There are other things we can do like cooperative radio ads.

Mr. Sullivan indicated that the board is looking for a direction or plan. What concerns me is because we have been doing something a certain way is it the best way to do it. Do we possibly need a marketing study? There may be things we haven't thought of. The board is going to want recommendations from us down the line. One of the problems we have is we get into paying for something and its hard to back off. The board is going to be cautious how we spend money.

Mr. O'Shae indicated that they are not looking for any money. We're hear to collaborate with other festivals. We spend \$50 - \$100 a year on advertising. Its more leg work on our part.

Ms. Smith suggested we look into an image campaign like Charlotte has.

Summary

The consensus of the group is to try to coordinate the events that are currently going on in Grand Ledge. Organization seems to be the key element, such as research, inventory, contacts, surveys & studies, which is what the DDA can do. Each event that has a web site will link to the other website's. There was a suggestion made that we come up with a box with everyone's links in it and put that on every event site. Ms. Chamberlain will compile the information provided by each event to inventory what each event is currently doing.

Other items of Business.

Ms. King offered to contact the City of Charlotte and ask about their media campaign.

The committee inquired as to when we should have a similar meeting with business owners? Mr. Sullivan suggested we do a similar format with a group of people that represent all areas and ask them a core set of questions ahead of time. We'll work on this over the next month.

Minutes compiled by Ameer King, Assistant City Administrator.

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Michigan Main Street Center @ MSHDA

Associate Level Status Check 2010/2011

Grand Ledge DDA
200 E. Jefferson Street
Grand Ledge MI 48837

Community	ClassYear	Requirement	Completed
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Grand Ledge

2010

Fiscal Year 2010/2011

Orientation Webinar	<input checked="" type="checkbox"/>
Associate Basics	<input checked="" type="checkbox"/>
Four-Point Overview - Session I	<input checked="" type="checkbox"/>
Four-Point Overview - Session II	<input checked="" type="checkbox"/>
Main Street in Practice	<input type="checkbox"/> DONE
Report Submitted - 6 month	<input checked="" type="checkbox"/>
Report Submitted - 1 year	<input type="checkbox"/>
Overview Presentation <u>DOG REPORT</u>	<input type="checkbox"/>

Laura Krizov, Manager,
Michigan Main Street Center @ MSHDA

Wednesday, January 19, 2011



THE GRAND LEDGE DDA in the NEXT DECADE

A Vision for the Future

Introduction

With 2011 the Grand Ledge DDA starts a new decade. From what has been communicated at recent DDA board meetings the new decade represents an opportune time to establish its roadmap for future success.

What is Visioning?

Visioning is a process of formulating a framework for establishing goals for an organization.

Why is Visioning Important?

Most communication is visual, even language. Most of the time we react to what we see around us and the rest of the time we take what we hear and put it into “context” which represents each individual’s personal picture of what the message means.

By establishing a vision for an organization, the organization is able to make reality checks to ascertain that they are on the right track for bringing its obligations and dreams into conformity with reality.

Are there Drawbacks to Visioning?

Yes. The biggest drawbacks are:

- Getting lost in the process. The output is more important than the process
- Ad Nausea. Visioning doesn’t have to be a lifetime pursuit.(see bullet point above)
- Turf Wars. Visioning isn’t a stage for power plays or digging in one’s heels.
- Inflexibility. Creating a vision is creating a framework, it is not the end-all. Even our visions of ourselves constantly change over time.

A Suggested Framework for DDA Visioning

Historical Framework You need to know where you came from to know where you are going.

- Review of State DDA enabling legislation
- Review of DDA Development Plan
- DDA historian, long term member or Director, overview of past project types

Method and Ground Rules

- All input is welcome
- Generally, a vision is created through brainstorming, prioritizing and consensus.

- This in itself means that meetings are led by facilitators. The intent is that the person leading the meeting is not someone with final decision making authority for the group.
- Brainstorming includes types of things not individual projects. As an example, promotion of civic events is acceptable input. Promoting a spring canoe race is an example of promotion of a specific activity, not input for a vision. If the vision for the group includes promotion it would certainly permit the canoe race as a type of promotion.
- Consideration for or by stakeholders. Stakeholders are those who affect or are affected by the output of a group. This brings one to the point of deciding whether to involve others; as part of brainstorming the DDA's vision making process; permitting them earlier input of their desires for the DDA prior to a visioning session; or post visioning review to determine whether the vision fails to permit them access to the DDA for consideration for future efforts. Some stakeholders, and there are surely more, would include: City Council, Parks, the Chamber, Historical Commission, Business community, Planning Commission, etc.
- Keeping the input manageable. Visioning is a gooey process. Some people will need an anchor to keep them from drifting in outer-space, and others will need help to free their feet from the tar pits. Of course, the larger the group the messier it is to manage the input.
- In the end all of the input received should be pared down to as short a statement that will capture the vision of the group as possible. An addendum to the vision statement should be created to give examples of types of activities permitted by the vision statement.
- Let the process work. If you have read this, several are by now saying, "Oh heck, I'll just write the vision statement and give it to the DDA board." This would be detrimental to the Board as it would not incorporate the input of the entire group and it may cause members to have disdain towards the person creating the vision statement and perhaps the Board as a whole.
- Last and most important. Keep it light and do not make it or take it personal. The process is to align a group's thinking. "It's just business, nothing personal"

Desired Output

In the end the DDA should establish a vision statement which incorporates in what direction we will move in the future. It will have to be checked against the State Act and our Development Plan. It could be further shortened to develop a mission statement, but semantics aside, I personally would be happy with a clear vision of where we are going. It could include an addendum including examples of types of activities. Revisions to the Development Plan should be made if necessary in order to carry out our vision.

OUTLINE FOR INFORMATION GATHERING FOR DDA VISIONING SESSION

February 9, 2011 Presentation of proposal to DDA

- Draft news article
- Draft questionnaires

February 28th, Final Drafts DDA

- News Article
- Questionnaires
- Schedule of Printing Newspaper
- Schedule Distribution of Questionnaires and return dates

March

- Two? meetings with general public
- One Meeting with City Departments
- One meeting Civic Organizations to discuss input

April 13th-Presentation of findings to DDA

April 30th- Complete Addendum to Plan incorporating priorities

May 11th- Vote to Implement Revised DDA plan

June- Follow up Newspaper Article

GRAND LEDGE DOWNTOWN DEVELOPMENT AUTHORITY SEEKS INPUT

The Grand Ledge Downtown Development Authority(DDA) is proposing to solicit input from the citizens of Grand Ledge in order to set a 'new vision' for the growth of the downtown district.

The Grand Ledge Downtown Development Authority(DDA) has been the primary supporter and funder for development throughout the downtown business district since 1993. Since that time they have developed several parking lots for the convenience of business patrons, assisted in financing new downtown building facades, created and funded the streetscape for the City, built small in town parks such as the one on Front Street, assisted the Fire Department with the purchase of a ladder truck capable of addressing multi-story fires, worked with the Parks Department on access to Island Park and with the new Riverwalk, and helped keep America's Sport, baseball, alive by donating funds to the redevelopment of the downtown baseball field.

All of the above activities have been in keeping with the DDA's original 1993 development plan as amended over the years. Now the DDA finds that there are new concepts for improving the downtown that are beyond the 'bricks and mortar' activities they have traditionally been involved with. Recently, they have created a marketing and promotion committee and have agreed to assist with a project to create art within the downtown through the Heart and Art of Grand Ledge project.

To be proactive in its change in philosophy for supporting improvements to the downtown, the DDA realizes that it is time to examine what the vision for the future Grand Ledge downtown is. The DDA wants to keep the City a warm, family friendly community that is fun and exciting for all its citizens regardless of age.

To accomplish this daunting task, the DDA is proposing a visioning process to establish a direction for the authority in the future. In addition to meeting with several other city and county departments and civic organizations, the DDA is proposing an open forum for input from all of its citizens.

A person who wishes to participate can do so through several different means. First they can complete the survey found below and submit it to city hall any time prior to March 30, 2011. The survey can also be found on-line at www.----- and can be submitted there. Last, there will be an open forum meeting on April----- at the ----- where members of the community can review ideas submitted to the DDA and offer ideas of their own.

For further information call:-----

3) Would you be available to participate in brainstorming sessions to assist in formulating the future direction of the DDA?

Organization:

Contact Name:

Telephone No.:

3) Would you be available to participate in brainstorming sessions to assist in formulating the future direction of the DDA?

Organization:

Contact Name:

Telephone No.:



Fw: Demolition along River Street

Friday, January 28, 2011 10:54 AM

From: "Harlan MacDowell" <macdowe2@msu.edu>

To: "Mark sullivan" <sulliv28@yahoo.com>

Mark

I want to make sure you recieved this so am including you as a forward. Thanks for all your help.

----- Original Message -----

From: Harlan MacDowell

To: Kalmin Smith ; Jon Bayless ; Melanie May

Sent: Thursday, January 27, 2011 11:08 AM

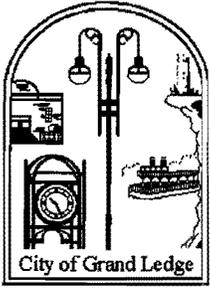
Subject: Demolition along River Street

The Opera House Authority wants to commend the DDA, and the City on the decision to demolish all of the buildings along River Street. Extening the park like atmosphere along the river is bound to envite the citizens of Grand Ledge to enjoy the area and the River Walk. We welcome the opportunity to work with the City in futher developement of this recreation project.

Sincerely:

Harlan Mac Dowell, Chairman

Opera House Authority



CITY OF GRAND LEDGE

Established 1893

Economic Development Coordinator

319 Taylor Street
Grand Ledge, MI 48837

Ph: (517) 622-5256

Fax: (517) 627-6788

sulliv28@yahoo.com

Memorandum

To: Chuck Pantara, Sun Theater Owner
Facade Committee
DDA Board of Directors
Jon Bayless, City Administrator

From: Mark Sullivan, Economic Development Coordinator

Date: February 3, 2011

Subject: Facade Grant for Marquee

We would like to put into writing a few issues which we have discussed with you in the past. We are concerned that you may proceed in the design and construction of a marquee in such a manor that will prohibit your obtaining a grant from the DDA. The process of obtaining a Facade Grant is straight forward, but it must be done in a specific sequence. Therefore, let us lay out the steps.

1. You must obtain plans for the new marquee. These plans need to be approved (sealed) by a structural engineer. This is because of the unique stress involved in a marquee. We recognize that the structural plans are different from the finished marquee. Therefore plans/drawings and pictures will be required to accompany the structural plan.
2. The plans need to be presented to the DDA Facade Committee at a meeting with you and, if you wish, your architect or engineer. At this meeting the Committee will review the plans, ask questions and perhaps make recommendations as to the plans. If changes are required, you may have to have a second meeting with the Committee.
3. When the Committee is satisfied with the project they will approve it. At this time you still do not have an approval for a grant. That can only come from the DDA Board of Directors, and at a meeting of the Board they will discuss the project and if they also are satisfied they will approve the grant.
4. With the approval of the Board, staff will draw up a contract or agreement between the Board and you. A copy of your plans are attached to the contract. The agreement is that the final marquee will match the plans.

5. As often happens, in the building of a facade, or marquee in this case, you need to deviate from the plans. Should that happen you **must** contact us before you make the changes. We will get the information to the Committee, often as an e-mail, and obtain their approval. A letter will be sent to you approving the requested change. This letter will be attached to the agreement. Without the approval of the Board of Directors you may lose your grant, as the new marquee will not match the plans agreed on.

6. When the project is completed, you need to bring to Mr. Sullivan copies of your invoices for material and labor in the project (excluding your own labor). At that point we will match the new marquee against the plan (and any approved changes) and the Facade Committee will determine if you have fulfilled your obligations. At that time you will receive the approved match money when the DDA Board of Directors votes to provide the funds. Staff will request a check which will be sent to you within three weeks.

We cannot stress the importance of all of the steps being met. In the past the DDA has had problems with this, and as such they have tightened up their procedures. This applies to all projects requesting a Facade Grant.