



Village of Vicksburg
Downtown Development Authority
Special Meeting Minutes
March 02, 2017

Call to order: 5:35 pm, Chairman John Debault.

1. **Roll Call.** Present: Fawn Callen, John Debault, Laura Howard (Arrived at 5:40 pm), Jim Mallery, Julie Merrill, Mary Ruple, Matt Shankle, Didik Soekermoen. Absent: Bill Adams, Todd Bowen, Jackie Koney. Guests: Sue Moore, Ken Schippers (Arrived at 6:30 pm), Syd Bastos, Gail Reisterer, Ron Smith, Nancy McKenzie, Linda Brenton, Denny Olson.
2. **Approval of Agenda. Motion: Shankle, Second: Mallery. Motion carried approving the agenda.**
3. **Discussion: DDA Priorities.**
 - A. **Liberty Lane.** The DDA board shared that there are still a couple things that need to be finalized with the Liberty Lane East project. One item is payment to Whitman Ward in the amount of \$1,860 which has been approved, but not paid for yet. Services rendered were for lighting services. Another item is a payment to Wightman Ward for \$4,000. The firm was notified by former DDA Director Kathleen Hoyle that additional services needed to be rendered to the Liberty Lane East project which were not previously approved. Because of this, the firm provided an in-kind donation of these services. Hoyle has requested that because there is room in the budget, that these in-kind services be paid. This would bring the total payable to Wightman Ward to a total of \$5,860 for services rendered on the project. This topic will be discussed further at the next DDA meeting on March 15, 2017. Hoyle, who was not present, had claimed that Schippers was asked to do the additional work on the project and did not complete it. Mallery insists that Hoyle's version of the story is wrong and that it is all speculation. To avoid this circumstance and others like it in the future, everything, will be documented thoroughly throughout the process. With some money left in the budget, some additional ideas were generated on how to make Liberty Lane East more attractive. One idea is for a mural to be painted by high school art students and artists featured at the VCAC. A budget of \$5,000 has already been assigned to this improvement. Reisterer thought that it to be a great idea to have the kids of the community be part of the process. A mural collaboration between the students and VCAC is recommended. Chairs and benches were also items that still need to be purchased at a reasonable price. Finally, there was discussion about the donor plaque that needed to be installed. The Lions Club would like some additional features added to the plaque. They are willing to pay for the extra requests. The DDA will work with the Lions Club to obtain more clarity on their requests and to complete this portion of the project.
 - B. **Trail Head.** There are also some unfinished items that need to be completed with the trail head. One item is to order and install the donor plaque for this location. The donor plaque for the Trailhead is awaiting our approval and will be ordered Monday, March 6th, 2017. The DDA will be responsible for installing the plaque at the trail head. Mallery shared that he had talked to the installer and would like to include a



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lighting timer at the trail head. This additional costs would be part of the costs already paid and would be the responsibility of the Parks and Recreation department. Debault asked if the timer is something that the DDA could pay for? Mallery assured that he would allow the DDA to pay for the cost of the timer if the DDA is willing to do so. This topic may be discussed further at the next DDA meeting on March 15, 2017.

Conversation reverted to Liberty Lane East. It appears that the DDA has not received two false windows yet that have been paid for. Larry Forsyth is awaiting contact from the DDA so that the fake windows can be obtained from him and installed on Jaspare's wall. Ruple was to provide Debault with the contact information of Larry Forsyth. Discussion returned to the Trail Head project. Members of the DDA felt as though a lot of lessons were learned from this project. Not only should the board plan further ahead, but it should also document everything from start to finish, in writing.

Soekermoen reminded everyone of the importance of communication between the DDA and the Village, especially on projects that they are working on together.

Reisterer commented that she was happy that the Village Council is being included on the discussion. Mallery would like to work with the executive DDA board to look at the finances and processes that would be needed to finish portions of the trail project.

- C. Current & Future.** Debault shared that the DDA is about ready to launch two programs that will benefit downtown merchants. First to launch is the Façade Grant program. This is a first come, first serve program that will cover 80% expenses incurred in external improvements of stores and building downtown. There is only \$20,000 available for funding. Next to launch is the LISC Loan program. This program will be more attractive than years past and include a \$250 admin/application fee, a promissory note, and a 10% late fee for late payments. Interest parties will be directed to the Village Hall to pick up and drop off their applications. News of these programs will also appear on websites and the DDA Facebook page. Moore volunteered to include news of the program in the South County News. Mallery volunteered to do a door-to-door campaign promoting the programs alongside Chief West. Ruple will help Debault update the necessary materials. The next item discussed was the hiring of Reed & Associates Appraisals to do an appraisal on two parcels needed to extend the trail from the south side of North Street to Main Street. Fair market prices will be paid for the properties and owners are willing to sell. Mallery suggested that we need to work together on the budget for these parcels and the purchasing decision. Callen agreed that we need to get all parties together to make the decisions on this project. Smith suggested that the Parks and Recreation department needs to be included. The next item of discussion was the lack of signs or signage downtown. In the past, Schippers had some excellent ideas that were never considered or implemented. Debault and Ruple proposed that the proceeds from the Vision Golf Outing go towards completing this project. It would help to complete a project that downtown needs and allow for more support to be experienced in the fundraising process. To wrap up the conversation, Shankle gave a quick presentation to the group.



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This presentation will be included in the minutes. Highlights from the presentation included Phase I priorities that need to be revisited, the marketing program, and project budgets. Smith explained that he would like to see Vicksburg become a more walkable community. Debault and Schippers explained the guidelines that need to be followed when installing sidewalks and walk ways. Shankle shared that we have a marketing expert willing to donate her time for the DDA. McKenzie asked what the DDA was doing to support its businesses and bring people here? She also questioned the need for designated parking spaces. It was agreed that parking is a problem that needs to be addressed. The DDA is working on getting signs and the Village of Vicksburg will look into designated parking. Finally, Ken Schippers asked for a moment to speak. He wanted to make it perfectly clear that he was not asked to do the inspection on Liberty Lane East, even though former DDA Director Hoyle suggested this. Schippers insists that he was accused of doing so and not following through. Many present agreed that Schippers is a man of his word.

4. Adjournment. The meeting adjourned promptly at 6:53 pm. **Motion: Callen, Second: Shankle.**

Respectfully Submitted,

Mary Ruple

DDA Secretary

Vicksburg DDA Priorities

3/2/17

Phase I Project Budget

#	PHASE I PROJECTS (2014-2019)	COST ESTIMATE
1	S. Main Streetscape	\$ 400,000
2	N. Main Streetscape	\$ 250,000
3	W. Prairie St. Streetscape	\$ 700,000
4	E. Prairie St. Streetscape	\$ 250,000
5	Richardson St. Streetscape	\$ 350,000
6	Oswalt Park Improvements	\$ 50,000
7	Parking Improvements to Lot 1 (Behind S. Main Stores)	\$ 350,000
8	Liberty Lane Extension	\$ 40,000
9	Parking Addition of Lot 3 (Behind Post Office)	\$ 55,000
10	Wayfinding Signage	\$ 35,000
11	Non-Motorized Bike Lane (Historic Village to Oswalt Park)	\$ 20,000
12	Non-Motorized Bike Lane (Oswalt Park to Clark Park)	\$ 10,000
13	Non-Motorized Bike Lane (Clark Park to 4 th St.)	\$ 25,000
14	Non-Motorized Bike Lane (Prairie St. Extension)	\$ 45,000
15	Non-Motorized Trail Extension (Spruce St. to Historic Village to Clark Park)	\$ 100,000
16	Non-Motorized Trail Bike Extension (Clark Park through Old Mill to Highway St.)	\$ 55,000
17	Traffic Safety Improvements Corner of N. Main and Washington	\$ 5,000
18	Village Entrance Enhancement at North End of Richardson St.	\$ 50,000
19	Village Entrance Enhancement at West End of Prairie St.	\$ 50,000
	TOTAL PHASE I PROJECTS	\$ 2,840,000

On-Going Expenses (2014-2044)

	ON-GOING EXPENSES (2014-2044)	
	Marketing Program (\$20,000/year)	\$ 600,000
	Professional, Technical and Administrative Assistance (\$20,000/year)	\$ 600,000
	Redevelopment Capital Project Support/Property Acquisition	\$ 1,000,000
	Landscaping/Additional Projects	\$ 20,000
	TOTAL ONGOING EXPENSES	\$ 2,220,000
	TOTAL IMPROVEMENTS	\$ 6,205,000

Phase I: 2014-2019

PURPOSE: To facilitate the development of streetscape, parking lot, façade improvements, and non-motorized pathway projects within the DDA boundaries, which will create a significant economic benefit to the downtown district.

PRIORITIES:

- S. Main Streetscape
- N. Main Streetscape
- W. Prairie Streetscape
- E. Prairie Streetscape
- N. Richardson Avenue Streetscape
- Oswalt Park Improvements
- Parking Lot Improvements to Lot 1 (Behind S. Main St. Stores)
- Liberty Lane Extension
- Parking Addition of Lot 3 (behind Post Office)
- Wayfinding
- Non-Motorized Trail Bike Lane Extension (Historic Village to Oswalt Park, Oswalt Park to Clark Park, and Clark Park to 4th Street and the Prairie Street extension)
- Traffic Safety Improvements at the Corner of S. Main and Washington Street
- Village Entrance Enhancement (North end of Richardson Street and West end of Prairie Street)

- 1) S. Main Streetscape
- 2) N. Main Streetscape
- 3) W. Prairie Streetscape
- 4) E. Prairie Streetscape
- 5) Richardson St. Streetscape
- 6) Oswalt Park Improvements
- 7) Parking Lot 1 Improvements
- 8) Liberty Lane Extension
- 9) Parking Lot 3 Addition
- 10) Wayfinding Signage
- 11) Bike Lane (Historic Village-Oswalt)
- 12) Bike Lane (Oswalt-Clark Park)
- 13) Bike Lane (Clark Park-4th St.)
- 14) Bike Lane (Prairie St. Extension)
- 15) Trail Extension (Spruce-Clark Park)
- 16) Trail Extension (Clark Park-Highway St.)
- 17) Traffic Safety Improvements
- 18) Village Entrance – Richardson St.
- 19) Village Entrance – Prairie St.
- 20) W. Washington St. Streetscape
- 21) E. Washington St. Streetscape
- 22) Michigan Ave. Streetscape
- 23) N. Kalamazoo St. Streetscape
- 24) Clark Park Improvements



S. Main Streetscape

- Installation of significant streetscape elements along the traditional downtown core of Vicksburg, S. Main Street.
- The streetscape extends along S. Main Street from Prairie Street to the alley located south of Washington Street.
- Streetscape elements include stamped concrete, scored concrete, street trees with grates, landscaped planters, bike racks, additional lighting, benches, and stamped concrete crosswalks.
- Mature trees with appropriate canopies will be preserved where possible.
- Roadway between Prairie Street and Washington Street may possibly be converted as a one-way, southbound travel lane, with angled parking provided on one side, parallel on the other, of the street to accommodate the addition of wider sidewalks.
- On-street, parallel parking is added on both sides of S. Main Street, south of Washington.

N. Main Streetscape

- Similar extension of the S. Main streetscape with added pedestrian amenities such as trees with tree grates, seating, lighting, and decorative pavement in the form of scored concrete at intersections and crosswalks.
- Existing sidewalks are planned to be widened and parallel parking is anticipated on both sides of the street.

W. Prairie Street Streetscape

- Streetscape treatment along W. Prairie Street aims to provide a pedestrian corridor to the western boundary of the Village.
- Treatments include widening of the existing sidewalks, addition of trees and vegetation, and stormwater management techniques (i.e. bioswales) where appropriate.
- Screening of the corridor is a major priority with decorative fencing and lush, native landscaping along both sides, especially along the industrial/mixed use area. On-street, parallel parking has been added where feasible.

E. Prairie Street Streetscape

- Streetscape project for E. Prairie Street anticipates the installation of updated pedestrian amenities, including new scored and stamped concrete, parking lot screening, bump outs at intersections (where feasible), additional seating, and street trees with grates.
- Existing parking will be resurfaced and restriped.

N. Richardson Avenue Streetscape

- Expansion of the existing pedestrian network to both sides of the street with an emphasis on enhancing the pedestrian experience.
- Additional amenities such as seating, lighting, tree grates, and vegetated buffering from the roadway are to be installed.

Oswalt Park Improvements

- Located in the heart of downtown Vicksburg, continued development of Oswalt Park will provide the Village with a centralized gathering space for community events.
- Improvements include additional vegetation, signage, seating, public art, and screening from the adjacent parking areas.

Parking Lot Improvements to Lot 1 (Behind S. Main Stores)

- Parking Lot 1 fosters a strong first impression of the Village's downtown and provides back entrance access to shops and the pedestrian alley to S. Main Street.
- The project for Parking Lot 1 involves the removal of the existing pavement, resurfacing and striping of parking spaces and a reconfiguration of spaces to ensure the most efficient layout and circulation for both vehicles and pedestrians.
- Interior parking lot landscaping is also included, as well as decorative perimeter screening.
- A shared dumpster enclosure is also planned as part of this project.

Liberty Lane Extension

- Improvements to the Liberty Lane alley located at the east side S. Main Street midblock, between Prairie and Washington Street, to create a European pedestrian pathway.
- The alley will feature decorative elements such as stamped concrete, landscaping, seating, and lighting and provide a courtyard space for gathering.

Parking Addition of Lot 3 (Behind Post Office)

- Parking Lot 3 does not currently provide an efficient circulation system for visitors.
- This project aims to correct the circulation by altering the arrangement of the parking lot layout and ingress/egress.
- Project elements for Parking Lot 3 includes the removal of the existing pavement, resurfacing and striping of parking spaces and a reconfiguration of spaces to ensure the most efficient layout and circulation for both vehicles and pedestrians.
- Interior parking lot landscaping is also included, as well as decorative perimeter screening.

Wayfinding

- This project will provide a decorative wayfinding system and signage to direct both vehicles and pedestrian to the downtown core of Vicksburg.
- Additional points of interest will include the golf course, park amenities, trails, and the Historic Village.
- The wayfinding system may include decorative piers, directional kiosks, and entrance signs.

Bike Trail/Lane Extensions

- Historic Village to Oswalt Park
 - Oswalt Park to Clark Park
 - Clark Park to 4th Street
 - Prairie Street extension
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- Aim to provide bike lanes on existing roadways for cyclists.
 - Pavement on both sides of the street will be stripped with a solid line, and bike lane markers will be painted (approximately 20 markers per mile).
 - Motorist bicycle signs will also be posted at key locations a long each proposed stretch of the roadway to ensure cyclist safety.

Trail Extensions

- Intersection of Rose Street and Spruce Street to the Historic Village to Clark Park and Clark Park to the Old Mill Site
- The two projects anticipate the creation of an 8 foot pedestrian, non-motorized trail which will connect into the larger regional network.
- Both segments will connect to the planned non-motorized pathway in Clark Park to provide a seamless connection through the Village.
- Route signage and pathway amenities, such as benches, bicycle racks, and trash/recycling receptacles are also included in the project.

Traffic Safety Improvements

- Corner of S. Main and Washington Street
- It is anticipated that additional vehicular traffic concentration will be generated by the elimination of the northbound travel lane on Main Street.
- In order to improve pedestrian safety, a traffic impact study and the installation of a stop sign will likely be necessary at the southeast corner of S. Main Street and Washington Street.

Village Entrance Enhancement

- North end of Richardson Street
- West end of Prairie Street
- The above two projects envision a gateway style design at two of the main entry points into the Vicksburg DDA.
- Elements such as landscaping, monument signage, wayfinding signage, decorative paving, and lighting are intended to calm traffic and announce to visitors and residents that they are entering the Village of Vicksburg.

Marketing Program

Promotion of the Village to the region is a means of attracting customer, visitors, tenants, and new investment to the Village from beyond the immediate market area. The proposed marketing program includes the following types of activities:

- Administration and advertising of special events in the Village;
- Preparation of marketing brochures;
- Installation and purchase of holiday decoration and lighting;
- Holiday advertising;
- Installation and purchasing of streetlight banners;
- Advertising and marketing of the Village regardless of mode of media—electronic, radio, TV, internet, print, paid or unpaid;
- Hiring of personnel, contractors, or consultants to handle planning and carrying out of any or all aspects of the entire marketing program;
- Development of marketing plans;
- Direct mail or email campaign targeting specific customers and other target audiences; and
- Other marketing activities that promote the Village.

Marketing Program (cont'd)

- The program may also include marketing of available sites, including the Vicksburg Business Parks to bring in additional investment to the Village to strengthen the downtown district.
- Village and DDA representatives may make direct contact with potential developers, tenants, and business owners encouraging them to invest in Vicksburg.

Phase II Project Budget

	PHASE II PROJECTS (2020-2044)	
20	W. Washington St. Streetscape	\$ 230,000
21	E. Washington St. Streetscape	\$ 100,000
22	Michigan Ave. Streetscape	\$ 115,000
23	N. Kalamazoo St. Streetscape	\$ 300,000
24	Clark Park Improvements	\$ 400,000
	TOTAL PHASE II PROJECTS	\$ 1,145,000

Questions?