



Village of Vicksburg  
Downtown Development Authority  
Minutes  
September 20, 2017

Call to order: 7:35 am, Chairman John Debault.

1. **Roll Call.** Present: Bill Adams, Fawn Callen, John Debault, Jackie Koney, Jim Mallery, Julie Merrill (Arrived 7:42 am), Mary Ruple. Guests: Sue Moore, Don Wiertella, Syd Bastos, Mike Moore (Left 8:44 am). Absent: Laura Howard, Didik Soekermoen.
2. **Approval of Agenda. Motion: Mallery, Second: Adams. Motion carried approving the agenda.**
3. **Approval of Consent Agenda.**
  - A. Minutes from August 16 2017.
  - B. **Motion: Mallery. Second: Koney. Motion carried approving consent agenda.**
4. **Treasurers Report for ME 8/31/2017.** Callen stated that the board must vote on the July financials because they were not included in the last packet. There were some last-minute changes last month to the VCAC financials that caused the delay. They board also needs to vote on the August financials. Both were included in the packet for the meeting. However, the payables report is not included and will be sent after the meeting. Debault asked about payment on the façade grant program. Callen indicated that that will be discussed under agenda item 11. Callen explained there are two accounts for the façade program that need to be merged into one account. **Motion to Approve: Koney, Second: Mallery. Roll Call: Ayes- Adams, Callen, Debault, Koney, Mallery, Ruple. Nays- None. Absent- Howard, Merrill, Soekermoen.**
5. **Approval: Re-Paint Application, 111 W. Prairie Street (Debault).** Debault received an application from 111 W. Prairie Street for the re-paint program. Debault also recommended the program to Mike Moore, the new owner of Main Street Pub. There is also the possibility of another application coming from 113 S. Main Street. The new owners of the property are doing extensive renovations. Debault shared that there is still \$1,000 left in the budget for the program. He would also like the application placed back on the website. Ruple is doing updates to the website and will include that on her list of things to do. Debault explains that the approval needs to be tabled because he did not have the application in time to submit to the board.
6. **Approval: New Website Content, Main Page (Ruple).** Ruple explained that the main page of the website and much of the content is grossly outdated. She is in the process of reviewing the website and making the needed updates. The first update that requires approval is the main page. Ruple used the existing mission statement of the DDA to create a new opening paragraph. Koney asked if the content should be general in nature and wondered how we were to know if the mission statement that we have is the actual mission statement of the organization. Ruple explained that the mission statement she used came from the existing documentation created by former DDA Director Hoyle.



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Mallery asked if the phrase “The mission of the” could be stricken and replaced with “The Vicksburg”. Mallery also suggested that the phrase “Most recently, the Vicksburg DDA has worked with the Village of Vicksburg to purchase and install way finding signs in the downtown district”. This phrase should be replaced with “The work of the DDA will include public improvements to support private investment”. Callen suggested that the phrase “in assisting us in fulfilling our mission” should be stricken from the final sentence to reflect the changes made to the opening sentence. It was also decided that the information about McKenna and associates would be removed from the main page. **Motion to Approve: Callen, Second: Adams. Motion carried approving the new website content with the suggested changes.**

- 7. Discussion: Village of Vicksburg Upates (Mallery).** Mallery shared that the chlorine will be in the village water system for another 30 days. He doesn't foresee any future problems with the water system. The village of Vicksburg is in the process of expanding the DPW to include a new position. A new position will also be added for a part-time building and planning professional. The new police chief is scheduled to begin in October. The village will be having an open-house before the council meeting on October 16<sup>th</sup>. All the of the roadwork has been successfully completed. In the spring, Act 51 money will be used for road painting. Mallery went on to explain that he received some information from Andrew Horne about the DDA boundaries. He will meet with Tracy Locey to establish a time line for the project. The village will also be establishing a timeline for the Michigan RRC plan. Koney asked if the paper mill and Leja park will be taken out of the DDA boundaries. Mallery responded that it was up for the DDA board and Village Council to decide; however, TIF money would not be captured for another 30 years from the paper mill. Koney explained that after 30 years it would have a big impact on the paper mill and the village. Mallery believes that the data presented to the Village Council should include the impact to the village, the tax payers, and the extra money that would be part of the TIF capture. Callen asked Mallery if he could return to his first statement about speaking with Andrew Horne. Mallery stated that Andrew Horne was asked to provide procedures for TIF boundary moves. Callen asked if there was a cost to the DDA. Debault stated that there was and he would drop off the invoice to her. Callen reminded Mallery that the DDA board will also need to be aware of the process as well as the timeline for the DDA boundaries. Koney asked for the DDA board to receive this information before it is made public. Debault shared that work will begin in a week on the entrances and sidewalks of the back, parking lot behind Main Street. Callen wanted to make sure that the dollar amount of the work would not exceed was has been approved. She also reminded the board that a deficit will show on the DDA accounts until it is reimbursed for the money. Mallery explained that the village will pay for the work, then invoice the DDA for the project. TIF money will then be reimbursed back to the DDA.



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**8. Discussion: VCAC Updates (Bastos).** Bastos shared that the VCAC has separated their website from the DDA website. They are using Pam Dazey for the work. This is the same person that the DDA uses for their website. Bastos feels as though the VCAC website looks more professional now. Bastos also shares that the VCAC will begin to offer adult classes in October and November. Classes include a knitting class, a mosaic class, a fiber arts class, and a flower arrangement class. Koney explained that the classes are meant to generate revenue for the VCAC. There are no costs associated with the classes as the teachers are not paid. Bastos explained that the renovation on 103 Prairie is moving forward, but is moving slower than expected. Frederick Construction is stepping in to guide them with the renovation process. Koney added that they are in the process of getting quotes for asbestos and lead paint removal. Recently the VCAC received the results back for the grant that they applied for. They received valuable feedback for the grants that they did not receive so that they will be better prepared in the future. They did receive a \$3,200 grant specifically for the Destination series. This is approximately 50 percent of what they asked for. Bastos shared that they are planning on hosting the art auction on November 11. They are still deciding on the location. They also will be continuing on with the Coffee House Concert series. This is a break-even event that has gained new interest and attention from the community. Finally, Bastos shared that the VCAC is getting back on track with becoming a 501(c)3. Right now they are working with stakeholders to decided what their board needs to look like. She spoke with many people the night before at the DDA annual meeting which could become major stakeholders of the organization. Koney just found out that Tom Andrews at One-Place passed away suddenly. Andrews was a huge resource to the VCAC. Callen was concerned that she had not seen the chalkboard outside the VCAC promoting events and the Coffee House Concert series. Bastos explained that they will put it out, but they are still finding the right spot for it. Koney explained that they will be taking the beer items out of the 103 Prairie location so Bastos and the VCAC can use it for advertising. Adams is worried that the VCAC will not receive their 501(c)3 status for another 18 months. Bastos assured Adams that it will be before then. Koney stated that the VCAC could become a non-profit in a week; however, she has been encouraging them to slow down the process to make sure that they are completely ready for their separation from the VCAC. The target date is still the end of the year.

**9. Discussion: New Chamber Liaison (Ruple).** Ruple explained that she had previously agreed to be the DDA liaison for the Vicksburg Area Chamber of Commerce. However, she has learned that their meetings have changed to the second Tuesday of the month at 1pm. She is unable to attend. Callen volunteered to be the new liaison. Mallery mentioned that he also attends most of the time as well.



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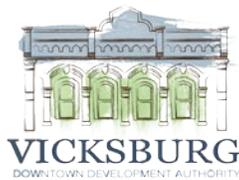
- 10. Discussion: New Members (Ruple, Debault).** Ruple explained that there are currently 3 open positions on the DDA board. This will change to 4 if Soekermoen resigns. Debault explained that many business owners and professionals expressed an interest in joining the DDA board. Don Weirtella is one of these individuals. Debault thanked Weirtella and Mike Moore for being there. Adams explained that Kelly Oswalt would like to start attending the meetings and that Charlie Church appeared to be interested. Sarah Harris, the new owner of The Gym may also be a potential board member. Adams also shared that he has a new project that he is working on. He is currently in the process of creating a database of business owners and contact information for downtown. He will pass on to the DDA any business owner who shows an interest in the DDA board. Callen agreed that the database would come in handy and that it would be nice to have the contacts. Ruple encouraged DDA members to reach out to business owners and invite them to become part of the DDA. That is how she gained the interest of Weirtella. She also shared that she has received many responses about the posting that they placed on the website. Adams asked how many people attending the annual meeting the night before. Sue Moore stated that about 25 people attended. Don Weirtella shared his background and interest in becoming a DDA board members. **Mallery made a motion to add Weirtella as a board member contingent on the bylaws allowing someone outside the DDA district to be on the board. Adams seconded the motion. Motion carried to add Weirtella to the DDA board.** Adams will present him to the Village Council at the next council meeting.
- 11. Discussion: Façade Payment Issued: Hall (Debault, Callen).** Callen shared that Evie Hall completed two applications through the façade grant program and is requesting payment on one project. The amount to be dispersed is \$2500. Callen went through all of the receipts of the project and verified that Hall is entitled to a \$2500. Hall has sold the other building that she filled out an application for to Brian Pitts. She has heard that the work will still be done on the building and that the door will be renovated. Debault believes that the application should be transferred over to Pitt's name. However, a conversation will need to be had with Pitts to ensure that he understands the terms of the grant program. Koney would like a signature from Pitts confirming his understanding of the terms. Mallery will text him so that he knows to watch for an email from Callen involving the matter. The grant application for Vicksburg Roofing and Siding has been placed on hold. They will not be applying for the loan any more. Classic Mortgage and Rawlinson's Appliance have both asked for extensions on their grant applications. Callen is also waiting on Debault's receipts for Rise-N-Dine. Callen questioned if the DDA board needs to provide final approval on all completed projects since they all have already been approved by the DDA and Village Council. Debault insists that an update will be sufficient. Merrill shared that she made the decision to make her project smaller so there



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will be more money left over in the grant fund. She thinks that \$1,800 will be 80 percent. She will provide Callen with the completed project information.

- 12. Discussion: Hidden Vicksburg 2017, Update (Merrill & Callen).** Callen has submitted tickets, flyers, and posters to be printed. New to the tour are the paper mill and the Doris Lee building. Callen is working with the Historical Society on new posters and will have tickets for sale at the VCAC. She also asked the board members if they would like to sell tickets. There are 500 tickets total. Debault remarked that there was a lot going on that day. Bastos and Koney agreed to help Callen advertise the event.
- 13. Discussion: Christmas in the Village, Update (Debault & Ruple).** Debault shared that the committee has \$3,500 committed in sponsorships. This year, the committee will add a \$50 sponsorship level so that all businesses can afford to sponsor the event. There are some changes that will take place this year such as night-time carriage rides. There may also be an Elvis impersonator contest in Oswalt park. Ruple shares that she will have the float and fire truck sign-up sheet in the middle of October. Also, the Boys Scouts will be helping downtown and her business will be donating canvas bags to the Farmer's Market.
- 14. Discussion: Vision Campaign Way Finding Sign Committee, Update (Ruple).** Ruple shared that the parking signs are scheduled to be installed the end of September. There is still money left in the budget for business way finding signs on Main Street. Weirtella shares that long-term they will be looking at moving signage out as far as Sprinkle road. The village is communicating well with the committee and making it a team effort. On a side note, Debault shared that the sprinklers have been turned off in Liberty Lane East. The leak was caused by a lack of sprinkler heads. Mike Tichvon will be taking care of the issue and then they will be turned back on.
- 15. Discussion: Annual Meeting, Recap (Callen).** Callen has received positive feedback about the Annual Meeting. Everyone did like the format change. However, having two sessions and one room may have been too much. The DDA is still showing that it is moving forward. Callen shares that there was also a lot of positive comment about the food. Adams asked to look at the list of attendees. Callen is to reach out to those that attended for additional feedback.
- 16. Correspondence and Communications (Debault/Callen).** Callen submitted a letter to the Vicksburg Foundation to expand the Façade loan program to include interior upgrades and repairs. She let them know that there was 100 percent approval from the DDA board for the change. Changes need to be made to the website to also reflect these changes.
- 18. Member Comments.** Koney shared that the MSU extension has moved into the Community Center and will have workshops in the future. She would like to do a



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presentation on Paper City at a future DDA meeting. Ruple will start looking over the DDA website and updating information. All changes will be put in front of the board for approval. Adams will continue to recruit members for the DDA and bring awareness to the DDA. He believes that the DDA needs to place a stronger emphasis on pre-qualifying members. Debault is going to take on the responsibility of the Liberty Lane plaque. There is still a budget for it. Merrill stated that Linda Brenton needs to be included on this plaque as she was overlooked on the other one. Koney has asked for Adams to check to make sure that all donor names are recorded correctly. Adams stated that a letter needs to be put together for the donors before the plaque is printed. Adams is to check on the locations of props and signs needed for Hidden Vicksburg and Christmas in the Village. He also has found out that several buildings in Vicksburg have been purchased by new owners.

**17. Adjournment.** The meeting adjourned promptly at 9:53 am.

Respectfully Submitted,

Mary Ruple

DDA Secretary