



Downtown Development Authority
Regular Meeting May 1, 2019 5:30 PM
MINUTES

Call to Order

Roll Call, PRESENT: Bierwirth Drier Froehlich Grosse Haughey Lintner Reichert Taylor

ABSEN T w/ notice: Schuttler

Additions/Deletions to the agenda ... none

Approval of the agenda ... unanimous

1. Public Comment ... none
2. Approval of April 3, 2019 Minutes ... unanimous
3. Financial Report Bank balance is \$53,642.51 this includes the current tax capture from the Village and the Township. It also reflects the adjustment for the amount returned to Journeymen due to its tax appeal.
4. Welcome new board members . . . JD Haughey, employee of Featherbone; Suzanna Bierwirth, proprietor of Goods & Heroes; partner in the Three Oaks Social Club, special expertise is marketing
5. Budget guidelines/timeline . . . Beginning this year, DDA is required to prepare and pass a budget for the next fiscal year, which runs October 1 through September 30. A draft budget was passed out. The Revenue projection is \$28,250 The Expense projection did not contain two anticipated activities– a Façade Improvement program and Wurstfest 2020. There was not an understanding of how costs get allocated between two different departments: Dept 728 Economic Development and Dept 730 Community Development. Most of the proposed budget lines are “placeholders,” and some are duplicative (e.g., signage/advertising, printing/publishing. Mike Green pointed out that once a budget is approved with placeholders, the funds can be spent by the Village with no further approval by DDA. The proposed “placeholder” budget was amended to include an additional \$5000 for a Façade Improvement program, an additional \$10,000 for Wurstfest 2020 and to increase the line for membership fees to \$500. The amended “placeholder plus” budget was approved. THERE WAS A SPREADSHEET ERROR IN THE DRAFT BUDGET. THE TOTAL APPROVED EXPENDITURE WITH AMENDMENTS IS \$28,250. THE AMENDED, CORRECTED BUDGET IS ENCLOSED.
6. Master plan vote . . . DDA section approved unanimously
7. Farmers Market update . . . Opinions were expressed that the planned Oak St site for the 2019 Farmers Market is too far away from the center of the Village. It was agreed to monitor the Farmers Market this year and re-open the discussion of location in the Fall. DDA will not provide a port-a-potty for this year’s market.
8. Advertising Update . . . Angela is working on a rack card. Will explore pricing/options with The Beacher.
9. Merchant Stroll . . . Music School will provide live performance 1-3 pm in the patio between Drier’s and Oak St. Eatery. Angela is working on 2-3 other providers and locations.
10. Wurstfest 2019 . . . The bands are booked. Merchants are encourage to put booths in front of their establishments. There was discussion of the logistics of alcohol sale and pricing. This is under the control of the 1-day event liquor license policy of the State of Michigan. The requirements for this license are strictly prescribed. The February, 2019 DDA meeting minutes state ... “Angela introduced Cathi Rogers, who will provide a scenario for this year at the March DDA meeting. The scenario will include a financial plan with a goal of generating \$5000 net revenue to be used by DDA for community-building projects.”
11. Public Comment ... none

Adjourn 6:31 Next regular meeting scheduled June 5, 2019

Term Expires: April 2020
J.D. Haughey
Janet Schuttler – Vice Chair
Dave Grosse – Council Liaison

Three Oaks Downtown Development Authority
Term Expires: April 2021
Angela Reichert – Chair
Karrie Lintner
Colleen Froehlich

Term Expires: April 2023
Carolyn Drier
Garth Taylor – Secretary
Suzanna Bierwirth