

**CITY OF IRON RIVER  
DOWNTOWN DEVELOPMENT AUTHORITY  
REGULAR MEETING MINUTES  
February 17, 2020  
12:15 P.M.**

Chairman Terry Tarsi called the meeting to order at 12:15 p.m.

Roll Call: Rick Kinsey, Mark Saigh, Ed Lindwall, Adam Holroyd and Tarsi.

Absent: Dennis Powell

Also Present: City Manager David Thayer and City Clerk Rachel Andreski

Public in Attendance:

None.

**PUBLIC COMMENT:**

None.

**APPROVAL OF THE AGENDA:**

Holroyd moved, with support from Kinsey, to approve the agenda as presented. All in favor; Motion carried. Absent: Powell.

**APPROVAL OF MINUTES:**

Kinsey moved, Saigh seconded, to approve the following minutes as written:

- (a) January 16, 2020 Regular Meeting Minutes

All in favor; Motion carried. Absent: Powell.

**REPORTS:**

- (a) City Manager:

Thayer said he thoroughly enjoys working with the DDA and appreciate the sincere effort members put forth to improve our community.

- 1) Master Plan: Beckett & Raeder, Inc. was awarded the contract for a not-to-exceed fee of \$23,300 for providing an updated Master Plan. Thayer is looking for direct input from the DDA as a financial commitment may be requested to make the items within the Plan possible. Thayer added the plan should take six to eight months to complete. There is a joint meeting with the Planning Commission and Council planned for Saturday, April 18, 2020 from 10 a.m. to 2 p.m.
- 2) CY2020 Capital Improvements Plan: Thayer discussed the Planning Commissions recommended Capital Improvements Plan for 2020. If all the major items listed were to be completed, this would be a over \$1M investment, which is historical for this City. Thayer clarified that items that are included on the Plan, may not be completed. Tarsi asked how many items on this Plan can the DDA contribute to. Thayer responded that it doesn't appear any as he has budgeted enough funds. Thayer suggested the DDA focus on improving property values of traditional downtown areas and improving commerce.
- 3) Pocket Park Update: Thayer reported he was recently contacted by the CAT Team Specialist from the MEDC to justify the cost of the demolition of the former Coast to Coast building. Thayer said he is more confident the grant will be awarded.

4) Membership to Authority Recruitment: Thayer reminded members the Authority is lacking full participation. He requested members recruit to fill the two vacancies.

(b) Façade Committee: Thayer said he's held discussions with building owners, and interest has been expressed, but nothing has percolated yet.

### **FINANCIAL REPORTS:**

DDA Financial Report – January 2020: Holroyd moved to approve the January 2020 Financial Report. Lindwall seconded.

Roll Call: Ayes-6: Kinsey, Saigh, Lindwall, Holroyd and Tarsi. Nays: 0. Absent-1: Powell. Motion carried.

Accounts Payable Report – January 2020: Holroyd moved to approve the January 2020 Accounts Payable Report. Lindwall seconded.

Roll Call: Ayes-6: Kinsey, Saigh, Lindwall, Holroyd and Tarsi. Nays: 0. Absent-1: Powell. Motion carried.

### **OLD BUSINESS**

None.

### **NEW BUSINESS**

**Prioritize Projects for Year 1 and 2 of the 5 Year Plan:** Thayer is seeking input from members on where they would like to focus and prioritize efforts. Holroyd asked what the status with the flower program. Thayer responded he has had a conversation but has not yet received a quote for plants and maintenance.

Holroyd requested more information of FY21 Item L. Downtown Wi-Fi. Thayer said at the last meeting, discussions were held to provide free Wi-Fi service in the downtown area. Holroyd said that was the trend, but now everyone has gone cellular and carriers moved to unlimited data. He feels investing in this system isn't worth the benefit. Holroyd also said some business owners are currently providing this service. People stop to use the WiFi and then make a purchase so that may hinder sales.

Discussions moved to Year 2 and Thayer suggested prioritizing the way finding system for signage and the incubator program. Tarsi suggested adding parking for the disc golf course. Thayer said we could seek a lease agreement as WE Energies is not interested in selling the property at this time. Lindwall asked if the power company has some kind of program where they could make the property improvements for us or offer some assistance. Thayer will look into it. Thayer said he is going to offer an invitation to the Ferris State University Disc Golf Team as they have been the national champions for the past four years. He added it's an asset that needs to be marketed.

Thayer also suggested purchasing alternative banners for Genesee Street. The general consensus was yes. Kinsey suggested creating a theme similar to ICECA's of "Live Work Play". Thayer will update the list based on today's discussion.

**LEAP:** Thayer provided language explaining the Program for review. He said if this language is acceptable, he will post it. Holroyd met with Erica Sauter and Paul Schuytema of the ICECA last week to merge both the LEAP and incubator concepts into one. One idea was to offer a community "shark tank" event. Participants undergo business boot camp where they draft a business plan and meet with financial advisors. He said then the participants idea is pitched to

a panel and that panel decides if they want to invest or not. Holroyd suggested the DDA set funds aside for a building allocation or possible investment to the winner.

Lindwall moved, Kinsey seconded, to approve the LEAP language as presented. All were in favor; Motion carried. Absent: Powell.

#### **PUBLIC COMMENT**

None.

#### **DDA MEMBER COMMENTS**

Tarsi requested a joint meeting of the DDA, Parks and Recreation Committee and Planning Commission to work together toward a central goal.

#### **Adjournment:**

Holroyd moved to adjourn at 1:17 p.m. Saigh supported. All in favor; Motion carried. Absent: Powell.

  
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Rachel Andreski, City Clerk