

DOWNTOWN MANISTEE

michigan

The Mission of the Manistee Downtown Development Authority is to foster the development and promotion of an identifiable and attractive downtown area that will strengthen business and a sense of community ownership.

Board Meeting March 11th, 2020 at 8 am
City Hall Council Chambers, 3rd Floor

1. Call to order – Chair
2. Approval of Agenda
3. Public comment. (Limit 5 minutes per person).
 - a. Manistee Magic
4. Approval of the February 12th Board Meeting Minutes
5. Approval of the March 2nd Special Board Meeting Minutes
6. Approval of the February 2020 Financial Statements
7. Executive Director Report
8. Committee Reports
 - a. Design Committee – B. LIND
 - b. Business Development Committee – V. BERGSTROM
9. Old Business
 - a. ALLOCATING LEGAL TIME FOR PROJECT BLOOM AGREEMENT FOR CLEAN UP, PLACEMAKING AND COMMUNITY ENGAGEMENT SUMMER 2020

Manistee Magic is leading the conversation for cleanup, placemaking and community engagement initiatives on the Project Bloom sites for Summer 2020. With the DDA support, Manistee Magic would like a legal document addressing the expectations of the summer projects and the responsibilities of the property owners.

10. New Business
 - a. PRESENTATION OF EVENT WORKPLANS – C. BERARD
For this round of the Event proposals, the following have submitted up-dated plans for the executive director's communication and review. Each work plan includes the chairperson, committee members, event date and anticipated expenses. 2020 Events Include: Hops and Props (Carrie Mosher, September 21st, 2020) and Victorian

Sleighbell Parade and Old Christmas Weekend (Kendra Remail, December 3rd – 6th).
2021 Events include: Spark Manistee

- b. APPROVAL OF DRAFT MANISTEE DDA BUDGET PLAN MEETING THE CITY OF MANISTEE DEADLINE OF MARCH 24, 2020 FOR INCLUSION INTO THE CITY BUDGET

The Manistee DDA has prepared a draft budget including project from the City of Manistee Economic Development Strategy, City of Manistee Housing Plan, Development and TIF plan amendment and the Strategic Planning Meeting from January 8th goals. This budget communicates to City Council the Manistee DDA's participation in their upcoming budgets and support the initiatives written out in the dedicated plans.

- c. LETTER OF SUPPORT: SUPPORT LETTER FOR THE CITY OF MANISTEE APPLICATION FOR THE MICHIGAN DEPARTMENT OF NATURAL RESOURCES TRUST GRANT (DNR GRANT) FOR THE NORTH RIVERWALK PARK

The City of Manistee is applying for a grant to support the development and infrastructure improvements of the North Riverwalk Park. The project will support the goals and objectives of City of Manistee's Five-Year Park and Recreation Plan and will have public comment during the public hearing at the City Council meeting on March 17th. The City of Manistee has committed matching funds in cash and/or force account for the local match of \$123,000 (30%) for the grant for the project estimated to cost \$287,000. A support letter from the Manistee DDA supports our efforts to Increase Public Relations and Increase Collaborative Efforts discussed at the January 8th, 2020 Strategic Planning Workshop.

- 11. Board Member comments
- 12. Public Comment. (Limit 5 minutes per person).
- 13. Adjournment

Attachments:

Manistee DDA Directory – 2020 City of Manistee
Executive Director's Report
February 12th, 2020 Board Meeting Minutes
March 2nd, 2020 Special Board Meeting Minutes
Design Committee Minutes
Business Development Committee Minutes
Spark Manistee Workplan
Hops and Props Workplan
Victorian Sleighbell Parade and Old Christmas Weekend

DOWNTOWN DEVELOPMENT AUTHORITY Four Year Term - 2nd Wed @ 8:00am
 Purpose: Central Business District and Tax Increment Financing Authority

Thad Taylor ttaylor@manisteemi.gov	398-2801(work)	Appointed 05/19 City Manager
James Beaudrie 1249 Maple Road manisteebeveragecompany@gmail.com	398-7435 231-887-4644 (work)	Expires: 06/30/20 Appointed: 02/20 interest member
Kyle Mosher 50 Greenbush St ascentpropertiesmanistee@gmail.com	616-403-9633 CHAIR	Expires: 06/30/20 Appointed: 02/19 interest member
Bruce Allen 74 Pine Street bruce@bfallon.com	301-259-1759	Expires: 06/30/21 Appointed: 02/20 resident member
Karen Goodman 1925 Twelfth Street karengoody22@gmail.com	723-7291 231-309-1705 (work)	Expires: 06/30/21 Appointed: 09/17 interest member
Valarie Bergstrom 1224 Critter Trail vabergstrom@outlook.com	398-0742 TREASURER	Expires: 06/30/22 Appointed: 06/14 at large member
Barry Lind 532 Fourth Street barrylind@yahoo.com	398-0307 (home) SECRETARY	Expires: 06/30/22 Appointed: 06/10 interest member
Tamara DePonio 387 River Street tdeponio@4frontcu.com	231-357-6363 231-943-2338 (work)	Expires: 06/30/23 Appointed: 05/17 interest member
Jodi Walter 2141 Stronach Rd jodiw@lrcr.com	616-886-8941 (work)	Expires: 06/30/23 Appointed: 06/19 at large member

Downtown Development Authority continued

Caitlyn M Berard
70 Maple Street

DDA / Main Street Director
398-3262 (work)

Membership Requirements:

- At least 5 must have an interest in property in the downtown district.
- At least 1 member shall be a resident of the downtown district, if 100 or more people reside within it.

DOWNTOWN DEVELOPMENT AUTHORITY CITIZENS COUNCIL

Purpose: Advisory board to the DDA and the City of Manistee in the adoption of the development or tax increment financing plans. (Council must have at least 9 members)

VACANCY Appointed: 00/00

VACANCY Appointed: 00/00

VACANCY Appointed: 00/00

VACANCY Appointed: 00/00

VACANCY Appointed: 00/00

VACANCY Appointed: 00/00

VACANCY Appointed: 00/00

Paul Gavlinski 233-2543 Appointed: 05/19
80 Washington St., Unit 16
paul.gavlinski@gmail.com

Dennis terHorst 723-9973 Appointed: 05/19
63 Clay St.
dthcommunicraft@att.net

Membership Requirements:

- Must be a resident of the downtown district.
- Must be at least 18 years of age.

Committee and Assignment Reports:

- Little River Holdings, LLC. – Signed finalized an agreement – March 2nd
- Manistee Forward – February 12th
- Library Presentation – February 25th per 57 of 2018. Preparation included memo, presentation and meet and greet
- City Council Second Reading of the Development and TIF Amendment – Feb 18th
- Merchant Meeting – Feb 18th – 13 Downtown businesses represented!
- Consumers Energy Pitch Competition – Will hear back on March 9th
- Outdoor Seating Permits are out- April deadline
- Staff Committee – Agreements, benefits, budgeting
- Project Rising Tide Meet and Greet – Feb 27th
- New signature cards
- Spark/Ramsdell – March 3rd
- Business Development Committee – March 3rd
- Bi-Annual Report to City Council – March 3rd
- Ad-Hoc blight Committee – March 4th
- Report at Historic District Commission – March 4th

Conferences and Trainings:

- Employee Housing Needs – Housing North – Feb 13th
- Leadership Day – Feb 20th
- Planning Commission Special Board Meeting; housing in the DDA District– Feb 20th
- Housing Norther Housing Matters – Feb 25th

Manistee Magic – Increase Collaborative Efforts

- Met to discuss Merchant Retention visits, survey and outcomes – February 12th
- Public Meeting – Feb 21st
- Summer 2020 projects – Feb 26th
- Additional partnerships, review of business surveys – March 2nd

More involved in community:

- Business After Hours – Feb 13th
- HSCB – March 3rd

Develop Processes in the office

- Prepared emails for sharing of Manistee DDA programs. These emails include the Manistee DDA documents as well as correct contacts, timelines to expect, local data, and additional resource

documents including façade grant application, liquor license application and revolving loan fund application – Feb 13th

Develop Budget for 2020-2021 Fiscal year which meets DDA objectives

- Please find attached a copy of the DRAFT Budget for discussion. The City Budget schedule requests our final budget March 24th, 2020 for City inclusion in City budget. Additional discussion included Development and TIF Plan Amendment priorities and payroll conversations.

Continue with Business Retention, which includes reporting to Board:

- Northern Spices opens this Spring!
- Artful Creations
- Millennial Décor
- 13 businesses signed up for Flower boxes and benches downtown

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
MEETING MINUTES OF FEBRUARY 12, 2020
8:00 A.M., MANISTEE CITY HALL**

PRESENT: Tamara DePonio, Kyle Mosher, Thad Taylor, Karen Goodman, James Beaudrie

EXCUSED ABSENCE: Barry Lind, Valarie Bergstrom, Jodi Walter, Bruce Allen

ALSO PRESENT: Caitlyn Berard, Roger Zielinski, Kendra Remai – Sleighbell Committee Chair, Katherine Levy – Manistee Magic, Kelly Greve – Manistee Magic, and others.

CALL TO ORDER.

Meeting called to order by the Chair at ~~8:59~~ 7:59 a.m.

APPROVAL OF AGENDA.

MOTION by Thad Taylor, second by Karen Goodman to adopt the agenda with addition of, 12. (Old Business) f.) Process for handling invoices during shared projects with the City of Manistee DPW.
Voice vote—Motion approved.

PUBLIC COMMENT.

Kathryn Levy, 361 Second Street – Introduced group she represented, Manistee Magic, as a group of volunteers working on clean-up and beautification of River Street and the Riverwalk. The group is talking to merchants in the Downtown finding out their needs. They are here to help the DDA in anyway they can. Manistee Magic will hold an open meeting at the Manistee Library on Friday 21 at 2:00 p.m. Their goal is to improve, attract others to and better Manistee.

WELCOME NEW BOARD MEMBERS.

Chair Mosher welcomed the new members, expressing his appreciation for the time they will be giving. Asked that they feel free to stop the meeting at any time and ask questions and add to the discussion.

Thad Taylor said he was very pleased at the response to these vacancies.

Bruce Allen: resident member.

James Beaudrie: interest member as he owns the property and businesses, Manistee Beverage Company and Manistee Media, at 401 River Street.

ELECTION OF OFFICERS:

a.) Vice Chair

In the absence of Secretary Barry Lind, Chair Mosher asked for nominations for Vice Chair. Thad Taylor nominated Karen Goodman, second by James Beaudrie.

With Roll Call vote this nomination passed 5 to 0.

Yes: Tamara DePonio, James Beaudrie, Karen Goodman, Kyle Mosher,
Thad Taylor

No: None

Staff stated the current list of the Executive Committee for the minutes:

Kyle Mosher – Chair

Karen Goodman – Vice-Chair

Valerie Bergstrom – Treasurer

Barry Lind – Secretary

APPROVAL OF MINUTES.

MOTION by Karen Goodman, second by Thad Taylor to approve the minutes from the December 30, 2019 special meeting.

Voice vote—Motion approved.

MOTION by Thad Taylor, second by Karen Goodman to approve the minutes from the January 8, 2020 meeting.

Voice vote—Motion approved.

MOTION by Karen Goodman, second by Thad Taylor to approve the minutes from the January 27, 2020 special meeting.

Voice vote—Motion approved.

Chair Mosher thanked Kelly McColl, recording secretary for the work she performs.

APPROVAL OF FINANCIAL REPORTS.

MOTION by Thad Taylor, second by Karen Goodman to approve the January Financial Report.

Voice vote—Motion approved.

COMMITTEE REPORTS.

a.) Design—B. Lind (absent)

Staff spoke briefly on meeting in Barry Lind's absence. Mentioned Consumers Energy pitch presentation and CEDUM presentation.

DIRECTOR'S REPORT.

(Complete written report included in agenda packet)

Highlights mentioned:

- Housing conversation with multiple community organizations, each has a task(s) within the housing focus and have agreed to contribute funding to a community housing position.
- Received a scholarship for training from Consumers Energy.
- Looking forward to Leadership Learning Lab through the Manistee Community Foundation; received scholarship.
- Will be partnering with Filer Township in presenting to the Library on the importance of their continued contribution to both DDAs. The Library Act 57 allows for libraries to opt out of paying taxes into a DDA.
- DDA Charter and City ordinance require the DDA Director be bonded. Will be looking into this and will advise.
- North Channel Brewery received a \$100,000 grant from the State – DDA had written a letter of support. Very excited for them.
- Please provide input to Kyle Storey from the Planning & Zoning Department regarding short-term rentals and first floor rentals, as this department begins to address these topics.
- No drafts for employment contracts.

OLD BUSINESS.

- a.) CONSIDERATION OF APPROVAL FOR BUDGET AMENDMENT FOR 248-902 LEGAL FEES FROM \$1,000.00 TO \$2,500.00 FOR THE FISCAL YEAR 2019-2020.

For the Fiscal Year 2019-2020, 248-902 Legal Fees was budgeted for \$1,000.00. The Chart of Accounts Report from February 5, 2020 indicate the total balance during this fiscal year used is \$1,425.00. Additional funds will be required for up-coming projects including legal policy review, staff contract review, West Shore Community College contracts for the Riverwalk Plaza and Façade/Parking and the Little River Holdings, LLC contract. The above request is for a budget amendment to support additional legal time for the remainder of the 2019-2020 fiscal year.

MOTION by Thad Taylor, second by Karen Goodman to approve budget amendment for 248-902 legal fees from \$1,000 to \$2,500 for current fiscal year.
Voice vote—Motion approved.

- b.) CONSIDERATION OF APPROVAL FOR \$5,000.00 TO \$7,500.00 FOR SLEIGHBELL TELEVISION PRODUCTION TO MARKET AND PROMOTE DOWNTOWN MANISTEE/SLEIGHBELL PARADE

The Manistee Sleighbell Parade and Old Christmas Weekend was broadcasted from 2013-2017 with a variety of contracts and negotiations. Through these contracts, over ten broadcast productions have shown parade footage for seventy-five minutes or more live or within a week of the event. These broadcasting has been appreciated all over Michigan and has brought attention from all over to promote Downtown Manistee. Supported

funding for this year's production, will help continue the tradition of sharing throughout Michigan. Please see David Mix's memo titled "Televised Sleighbell Parade History" for additional information.

Kendra Remai, Sleighbell Committee Chair, discussed with Board.

Discussion included:

- Sleighbell Weekend has a higher visitation in year(s) following televised event.
- Visitors Center involvement.
- Budget deficit and sponsorships.
- Issues with the last televised event going Live (Kendra will investigate this).

Staff pointed out memo from David Mix in the packet, which included information on using a not-for-profit organization the dollars spent go further. Live broadcasting does bring people back year after year. The Board had decided to focus on PR this year—this is a good first step.

MOTION by Thad Taylor, second by Karen Goodman to commit up to \$5,000 with the stipulation that the Sleighbell committee will reach out to the Visitors Bureau and other organizations for funding.

Voice vote—Motion approved.

c.) **CONSIDERATION OF APPROVAL OF THE EVENT SPONSORSHIPS REQUIREMENTS AND ACCOUNTING FORM - C. BERARD**

In preparation for our 2020 Events, V. Bergstrom has prepared draft copies of our Manistee DDA Event Sponsorship Requirements and Draft Deposit and Pay Authorization Form. These documents are intended to set a clear standard of expectations for both Event Committee Chairs and the ED of the Manistee DDA. For this up-coming year, the Committee Chairs have been asked to provide draft workplans for the March meeting due to lack of approval for current plans. For future years, due to our budgeting season, draft workplans will be requested in February. Additionally, Committee Chairs have been provided their own sponsorship forms. It is recommended that if the event sponsorship forms include the appropriate information for invoicing and budgeting, the approval and communication can be addressed with the ED of the Manistee DDA.

Discussion included:

- February 28 as deadline for workplans for events. This is for DDA committee events only, not insurance covered events, which will come up at different times of the year.
- Staff was asked to incorporate the City Special Event form as part of process, as it is required by the City.

Board will implement the use of event sponsorship requirements and accounting forms immediately.

d.) DISCUSSION: 2018-2019 AUDIT – B. LIND

MOTION by Thad Taylor, second by Karen Goodman to table discussion until the March 11, 2020 meeting in the absence of Barry Lind.

Voice vote—Motion approved.

e.) DISCUSSION: NEED FOR OFFICE SUPPORT – C. BERARD

Per the request of the past director, interim director and current ED, Office support is critical for the daily operations of the organization. Administrative tasks of Downtown Dollars, memorandums, TIF reporting and communication, event administration, accounting and pay authorization tasks, website and social media assistance, credit card and bank account management, board errands, email and phone call direction, etc. take away time and resources from the Board expectations and goals of operation. The past director has reported an average of 20 hours a week on administrative tasks, the interim director reported 15-25 hours of administrative tasks, and the current ED is averaging 20+ hours on administrative tasks. Office support will facilitate better communication on all current and future projects. The Rules of Governing the Manistee, Michigan Downtown Development Authority, Article V. Section 5 indicates the allowance for hiring additional personal as deemed by the Board. Please note the attached Job Description of Office Administrator, originally drafted for the interviewed position last summer.

Discussion included:

- Staff worked on drafts and sent to the attorney. Office support's contract was much more complicated than the Executive Director contract. Attorney felt a contract for the office support position was unnecessary.
- Staff asked for volunteers to form a committee to work with attorney and contracts and hiring practices before the office staff position is opened for hiring.
- Thad Taylor and Kyle Mosher volunteered for this committee.

f.) CONSIDERATION OF PROCESS FOR HANDLING INVOICES DURING SHARED PROJECTS WITH THE CITY OF MANISTEE DPW.

Discussion included:

- Concerned about receiving invoices without detail.
- DPW Director, Jeff Mikula provided DDA minutes, City contracts, RFP, and invoice—signed and noted with approved plans. Is this our expectation with all invoices?
- Paying City, not contractor as the City is the one contracting work.
- Preference for handling this in Design Committee.
- Staff to evaluate Master Service Agreement with City to see if this is addressed adequately in agreement.

MOTION by Thad Taylor, second by Karen Goodman to authorize up to \$8,500 payment to Spicer for work completed on the garbage corrals located in the DDA district.

With Roll Call vote this motion passed 5 to 0.

Yes: Tamara DePonio, James Beaudrie, Karen Goodman, Kyle Mosher,
Thad Taylor

No: None

NEW BUSINESS.

- a.) CONSIDERATION OF APPROVAL FOR BUDGET AMENDMENT FOR 248-858 MISCELLANEOUS-OFFICE RELATED FROM \$300.00 TO \$500.00 FOR THE FISCAL YEAR 2019-2020.

For the Fiscal Year 2019-2020, 248-858 Miscellaneous-Office Related was budgeted for \$300.00. The current total balance used is \$420.78. During this Fiscal Year, the Board had contracts with Survey Monkey and Constant Contact in which the budget did not originally account for in services. There are currently no continuing contacts with either party.

MOTION by Thad Taylor, second by Karen Goodman to approve the budget amendment for 248-858 miscellaneous office related from \$300.00 to \$500.00 for the current fiscal year.

With Roll Call vote this motion passed 5 to 0.

Yes: Tamara DePonio, James Beaudrie, Karen Goodman, Kyle Mosher,
Thad Taylor

No: None

- b.) CONSIDERATION OF APPROVAL FOR BUDGET AMENDMENT FOR 248-865 TRAINING-EDUCATION-CONFERENCES FROM \$1,250.00 TO \$4,000.00 FOR THE FISCAL YEAR 2019-2020.

For the Fiscal Year 2019-2020, 248-865 Training-Education-Conferences was budgeted for \$1,250.00. The total balance used as of February 5, 2020 is \$1,555.00. The trainings originally requested at the September 11, 2019 Board Meeting included the Manistee Area leadership program for \$600; Connecting Entrepreneurial Communities 2019 for \$85; and the Michigan Downtown Association Annual Meeting \$225. Since the Board's approval for additional trainings, the Executive Director has taken advantage of many scholarship and affordable opportunities for staff development. Additionally, the Manistee Area Chamber of Commerce Scholarship was denied resulting in the complete cost of the program from \$600.00 to \$1,200.00. For the remainder of the fiscal year, additional training-education-conferences are critical. Upcoming trainings opportunities include: the Leadership Learning Lab through the Manistee Community Foundation at \$250 with a scholarship of \$1,250; continuing education with IEDC Technology-Led

Economic Development Course at \$500.00; the upcoming Spring Tool Box through MEDA for both DDA Staff members at \$85 per staff member; Michigan Downtown Association Workshop Day: Downtown Management Never Ends: Sustaining Success With A Professional Management Strategy at \$85.00 per member; Community Economic Development Association of Michigan (CEDAM), Small Town and Rural Development Conference for \$265; and CEDAM Real Estate Development Boot Camp for \$899 with membership. CEDEM offers scholarships for each of their events in which the ED will apply for to attend. The request is to cover the unanticipated additional cost of the Manistee Area Chamber of Commerce Leadership Program and additional opportunities this spring.

MOTION by Thad Taylor, second by Karen Goodman to amend budget to \$2,500 for training for the current fiscal year.

Voice vote—Motion approved.

c.) REQUEST FOR COMMITTEE CREATION FOR THE PARTICIPATION INVOLVED IN THE CONTRACT REVIEW OF THE EXECUTIVE DIRECTOR AND FUTURE MANISTEE DDA STAFF – C. BERARD

Draft contracts and agreements have been prepared based on past Executive Director and Contracted Administrative and Clerical Support Staff. These drafts include up-dated information and organization recommended by PA 57 of 2018.

Drafts have been given to the City Attorney for review. He will have up-dated copies of the drafts for the intended committee and Board in the near future.

Finished in under Old Business, e.). No action necessary.

d.) DISCUSSION: BUDGET DRAFT FOR REVIEW

Attached is a copy of the DRAFT Budget for review. The City of Manistee is requesting our final draft no later than March 24, 2020. Items to keep in mind, during the budget process, include organization policies and TIF planned projects. Please note the TIF table attached as reference.

Discussion included:

- Heavy in the first 5-years of TIF.
- Revenue numbers are not yet included.
- Focus on PR is important—budget in \$15,000.
- Staff to set up special meeting(s) to discuss further.
- Due to City staff by mid-March.

BOARD COMMENT.

Thad Taylor shared the outcome of the City Council special meeting where the first reading of the TIF ordinance was approved. Second reading will be done on at the February 18, 2020 City Council Meeting. Thanked Board for their preparation for the meeting today.

Chair Mosher thanked Caitlyn for the time she put into the agenda; really likes new format with more information included.

Tamara DePonio advised Board of the new business going in Downtown, Northern Spice. She paid the owner a visit and would like to see Caitlyn do the same.

James Beaudrie said he was glad to be here.

PUBLIC COMMENT.

None

ADJOURN.

Next meeting is scheduled for Wednesday, March 11, 2020 at 8 a.m. in the City Council Chambers, City Hall, 70 Maple Street, Manistee, Michigan.

MOTION by Thad Taylor **to adjourn at 9:10 a.m.**

Kelly McColl
Acting Recording Secretary

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
SPECIAL MEETING MINUTES OF MARCH 2, 2020
8:00 A.M., MANISTEE CITY HALL**

PRESENT: Tamara DePonio, Barry Lind, Kyle Mosher, Thad Taylor (arrived at 8:28 a.m.), Jodi Walter, James Beaudrie

EXCUSED ABSENCE: Valarie Bergstrom, Karen Goodman, Bruce Allen

ALSO PRESENT: Caitlyn Berard, Roger Zielinski, Jim Grabowski, Tom St. Dennis – Little River Holdings LLC, Tyler Leppanen – Little River Holding LLC, Kelly Greve – Manistee Magic, Kathryn Levy – Manistee Magic, and others.

CALL TO ORDER.

Meeting called to order by the Chair at 8:03 a.m.

APPROVAL OF AGENDA.

MOTION by Jodi Walter, second by James Beaudrie to adopt the agenda as presented. Voice vote—Motion approved.

PUBLIC COMMENT.

None

OLD BUSINESS.

- a.) CONSIDERATION OF AGREEMENT WITH LITTLE RIVER HOLDINGS, LLC FOR THE SALE OF 285 RIVER STREET FOR THE DEVELOPMENT AND ACTIVATION OF THE SITE.

Little River Holdings, LLC is working with a group of private investors for a greater project that 285 River Street will be an enhancement to. The selling of this property will allow for greater funding opportunities and control of the project, when presenting to developers. Please see attached agreement.

Staff summarized, which included:

- Transfer Agreement includes language upholding the spirit of the MSU Study.
- Transfer of the building in an as-is condition.
- Includes financial investment amount for the Little River Holdings, LLC.
- Does NOT include future rent to be paid by DDA once new building is in place.

MOTION by Barry Lind, second by James Beaudrie to approve agreement as presented.

With Roll Call vote this motion passed 5 to 0.

Yes: Tamara DePonio, James Beaudrie, Barry Lind, Bruce Allen,
Kyle Mosher, Jodi Walter

No: None

- b.) THE MANISTEE DDA BOARD AUTHORIZES CHAIRPERSON KYLE MOSHER AS THE SIGNER FOR THE SALE OF 285 RIVER STREET TO LITTLE RIVER HOLDINGS, LLC.

MOTION by Jodi Walter, second by James Beaudrie to authorize Chairperson Kyle Mosher as the signer for the sale of 285 River Street to Little River Holdings, LLC.

Voice vote—Motion approved.

- c.) DISCUSSION OF MANISTEE DDA 2020-2021 BUDGET PROPOSAL TO THE CITY OF MANISTEE CITY COUNCIL.

The final draft of the DDA Budget is due to the City for inclusion in the City Budget by Tuesday, March 24, 2020. The recommendations from today's special board meeting will provide the executive director the direction and support for submitting of the DDA Budget to the City Staff before this deadline.

Discussion included:

- Addition of \$10,000.00 added for Public Relations, which includes \$2,000.00 for Downtown Map (later discussed QR codes/app).
- Required expenses went up due to Director needing to be bonded, per City ordinance and DDA bylaws.
- Some lower numbers are related to the Service Agreement with the City and so are covered elsewhere in the budget.
- Still no revenue numbers in the budget but should have those shortly—will be similar to previous year.
- Required expenses should be more detailed.
- Discussed the new collaborative housing position.
- Increase in training line item explained—new staff member training opportunities encouraged.
- Making sure the budget item lines up with what TIF plan states.
- Honoring commitment to WSCC.
- Hops & Props, Sleighbell, and Spark Events.
- \$11,000 decline between 2018 and 2019—Staff to inquire with Ed Bradford.

Consensus: Staff to create a balanced budget to bring back to the March 11, 2020 meeting and will revisit funding for projects later through the bonding of funds.

NEW BUSINESS.

None

BOARD COMMENT.

None

PUBLIC COMMENT.

Kelly Greve, 606 Broad Ave – of Manistee Magic, updated Board on the Downtown Art Park. She has contacted the owner of the property and the owner has verbally given her permission to allow changes to be made to the property if they are not permanent.

Kathryn Levy, 361 Second Street – of Manistee Magic voiced her desire to have this verbal okay put into writing through some sort of contract (Staff to contact George Saylor, City Attorney).

Board was appreciative of Ms. Greve's successful effort to contact the owner and secure the verbal permission as the DDA has tried unsuccessfully in the past.

Jodi Walter asked Ms. Levy about the plans for the space and funding. She explained that all Manistee Magic members are volunteers and are willing to help the DDA wherever possible. She also explained their plans of approaching Morton Salt as they would like to use the Morton Salt Girl as the inspiration for the art in that area.

ADJOURN.

Next meeting is scheduled for Wednesday, March 11, 2020 at 8 a.m. in the City Council Chambers, City Hall, 70 Maple Street, Manistee, Michigan.

MOTION by Thad Taylor to adjourn at 9:03 a.m.

Kelly McColl
Acting Recording Secretary

Manistee City
DDA 2018-2019 Proposed Budget

	2019-2020 Budget	2020-2021 Budget	2020-2021 Notes
TIF Revenue			
Delinquent Personal Property Taxes	\$ 251,884.00	\$ 250,961.00	(-2.1%)
Delinquent Taxes			
Total TIF Revenue	\$ 251,884.00	\$ 250,961.00	
Small Taxpayer Exemption on Personal Property			
	\$ 20,000.00	\$ 18,000.00	
Misc. Rev			
Interest Income	\$ 500.00		
Event Merchandise			
Misc. Income	\$ 2,000.00		
Loan Application Fees			
Hanging Baskets Sponsors			
Tree Sponsors			
Holiday Decoration Sponsors			
Grants			
Fund Balance			
Total Misc. Revenue	\$ 2,500.00	\$ -	
Total Revenue	\$ 274,384.00	\$ 268,961.00	
Required Expenditures			
Payroll	\$ 110,000.00	\$ 110,000.00	Exec.Direct; Office Support; Chamber; Housing; see memo
Relocation	\$ -	\$ -	
Admin	\$ -	\$ -	
Bond Payment	\$ 137,700.00	\$ -	no current bond payment for upcoming fiscal year
Insurance	\$ 2,350.00	\$ 3,000.00	will additionally include employee bond
Bank Service Charge	\$ 100.00	\$ 100.00	
Total Required	\$ 250,150.00	\$ 113,100.00	
Office Related			
Phone	\$ 300.00	\$ -	
Meeting Refreshment	\$ 300.00	\$ -	
Credit Card	\$ -	\$ -	
Training	\$ 1,250.00	\$ 2,000.00	To include Exec. Director and Admin Toolbox sessions, summits, leadership, courses
Printing & Reproduc	\$ 250.00	\$ 250.00	
Misc	\$ 300.00	\$ 300.00	
Membership due	\$ 600.00	\$ 900.00	To include: Manistee Area Chamber of Commerce, MEDA, CEDEM
Advertising	\$ 300.00	\$ 300.00	To include: job opportunities, legal notices
Rent	\$ -	\$ -	
Postage	\$ 300.00	\$ 100.00	
Office Supplies / Equip	\$ 1,000.00	\$ 1,500.00	To include: New laptop, Filing System, Office Supplies
Travel	\$ 1,000.00	\$ 1,000.00	To include: gas reimbursement
Business Expo	\$ -	\$ -	
Total Office Expenditures	\$ 5,600.00	\$ 6,350.00	
Prof. Services			
Accounting	\$ 5,000.00	\$ 5,000.00	

Manistee City
DDA 2018-2019 Proposed Budget

	2019-2020 Budget	2020-2021 Budget	2020-2021 Notes
TIF Plan Redevelop	\$ -	\$ -	
Annual Audit	\$ 2,500.00	\$ 2,500.00	
Local Banks (\$25,000 Loan)	\$ -	\$ -	
IRP Loan Program	\$ -	\$ -	
Revolving loan Fund	\$ -	\$ -	
Legal Fees	\$ 1,000.00	\$ 1,500.00	
Total Professional Services	\$ 8,500.00	\$ 9,000.00	
Maintenance			
City Allocation	\$ 22,000.00	\$ 65,000.00	See City Service Agreement
Cross Walks	\$ -	\$ -	
Downtown Maintenance	\$ 28,400.00	\$ 40,000.00	To include: Paverwork \$37,000, painting \$3,000; Development and TIF admin: \$40,000 for streetscape update and reburishment
Total Maintenance	\$ 50,400.00	\$ 105,000.00	
Beautification			
Trees	\$ -	\$ -	
Hanging Baskets + Watering	\$ 13,000.00	\$ 4,000.00	Includes Hanging Baskets. Watering now included in City Service Agreement
Landscaping	\$ 18,000.00	\$ -	Within City Service Agreement
Holiday Decorations	\$ 8,500.00	\$ 3,500.00	Labor within city service agreement
Facade Grant	\$ 10,000.00	\$ 50,000.00	Development and TIF admin:\$20,000 in River Façade and Deck Grants +\$30,000 WSCC Façade Enhancements
Flowers (2019-2020 budget is transfer to property acquisitio	\$ 25,000.00	\$ 20,000.00	
Total Beautification	\$ 74,500.00	\$ 77,500.00	
Projects			
Loop Signage	\$ -	\$ -	
Parking Signage	\$ -	\$ -	
Downtown Map	\$ -	\$ 2,000.00	PR Goal - Similar number to past invoiced amounts
Window Wraps	\$ -	\$ -	
Historic Tour Plaques	\$ -	\$ -	
Redevelopment Liquor Licenses	\$ -	\$ -	
Marketing & Incentivizing Residential Space	\$ -	\$ -	Development and TIF admin: \$30,000 Rental Rehab Program?
Educational Series	\$ -	\$ -	
Recruitment Team	\$ -	\$ -	
Business Assistance - other	\$ -	\$ -	Development and TIF admin: Property Aquis
Property Acquisitions	\$ 78,000.00	\$ -	
Contribution Farmer's Market	\$ -	\$ -	
Downtown Dollars	\$ 500.00	\$ 500.00	
Riverwalk Capital Improvements Plan	\$ -	\$ 40,000.00	Development and TIF admin:
WSCC Riverwalk Plaza	\$ -	\$ 50,000.00	Development and TIF admin:
Intersection Enhancement	\$ -	\$ 20,000.00	Development and TIF admin:
Total Projects	\$ 78,500.00	\$ 112,500.00	
Volunteers			
Volunteer Appreciation	\$ -	\$ -	
Volunteer Recruitment	\$ -	\$ -	
Total Volunteer Expenditures	\$ -	\$ -	
Advertising			

Manistee City
DDA 2018-2019 Proposed Budget

	2019-2020 Budget	2020-2021 Budget	2020-2021 Notes
Revenue Co-Op	\$ -	\$ -	
Promo Expense Pass Through	\$ -	\$ -	
Co-Op Advertising	\$ -	\$ -	
Database	\$ -	\$ -	
Promotions PSA's	\$ -	\$ -	
PR	\$ -	\$ -	Development and TIF admin: includes \$10,000 for Marketing
Advertising	\$ 5,000.00	\$ 1,500.00	Public Relations: Press Releases
Newsletter + Mailing	\$ 300.00	\$ 2,500.00	
Retainer for Rightside Design (promotions)	\$ -	\$ -	
Website Redevelopment	\$ 500.00	\$ 1,000.00	
MSDDA Website (hosting)	\$ -	\$ -	
Downtown brochure	\$ -	\$ -	
Total Advertising	\$ 5,800.00	\$ 8,000.00	
Total Expenditures	\$ 473,450.00	\$ 431,450.00	
Income/Loss before Events	\$ (199,066.00)	\$ (162,489.00)	
Events			
Hops & Props Rev	\$ 33,500.00	\$ 48,200.00	\$ 46,671.67
Hops & Props Exp	\$ 21,500.00	\$ 31,200.00	\$ (31,463.19)
Sleighbell Weekend Rev	\$ 12,000.00	\$ 17,000.00	\$ 15,208.48
Sleighbell Weekend Exp	\$ 15,000.00	\$ 15,000.00	\$ 12,144.00
	\$ (15,000.00)	\$ 15,000.00	\$ (16,765.66)
Spark Rev	\$ -	\$ -	\$ (4,621.66)
Spark Exp	\$ 6,475.00	\$ 8,350.00	\$ 2,500.00
	\$ (6,347.99)	\$ 5,000.00	\$ (2,634.53)
	\$ 127.01	\$ 3,350.00	\$ (134.53)
Event Income/(Loss)	\$ 12,127.01	\$ 15,073.95	event allocated in Development and TIF admin: \$5,000
Total Income/(Loss)	\$ (186,938.99)	\$ (147,415.05)	

Manistee DDA Design Committee
January 14, 2020
Meeting Minutes
Chamber of Commerce

1. Call to Order

Meeting was called to order at 10:03am by Chair Barry Lind

Present: Lind, Jeff Mikula, Kyle Mosher, Dennis terHorst, Shari Wild, Jeff Reau

Absent: Janet Duchon, Stacy Bytwork

Also Present: Crystal Young

2. Approval of Agenda

Motion by Wild, support by Mosher to approve agenda with the following changes: Move item 8a WSCC Riverwalk Plaza to 4.1; move item 7b Discussion on River & Maple Signage to 4.2. M/C

3. Approval of Minutes

Motion by Mosher, support by Wild to approve the meeting minutes from December 10, 2019. M/C

4. Public Comment: None

4.1 WSCC Riverwalk Plaza – The committee and Crystal Young from WCSS engaged in a discussion on ideas for enhancing the riverwalk along the WCSS development at River and Maple Streets. Many ideas were discussed. The next step is for Crystal to work with the project's architect to produce one or more concepts based on the discussion and bring them back to a future meeting.

4.2 Discussion on River and Maple Signage – terHorst discussed his concerns over the aesthetics of the one-way signage at the intersection of River and Maple. He would like to DDA to formally approach recommend to the City some changes to the signage. After discussion, this item was tabled with terHorst and Wild agreeing to gather further information and bring it back to the committee.

5. Reviewed status of projects

a – 2018-19 Parking Signage (Mikula) – DPW ended up building posts in house and has started installation of the parking signs

b – 2018-19 Downtown Refuse (Mikula) – Mikula reported that bids for construction of the corrals were going out and that the changes to the ordinance were being started.

c – 2019-20 Project Bloom (Berard) – No update

d – 2019-20 American Cleaners (Leppanen) – No update

e – 2019-20 Garbage Can / Planter Painting (Mikula) – RFP is ready to go out

f – 2019-20 Riverwalk Capital Plan (Berard) – No update

g – 2019-20 Streetscape Repairs (Pavers/Sidewalks) (Mikula) – RFP is ready to go out

6. Other Committee Project Updates

a – Landscaping/Maintenance

i. City Master Agreement Update – Was approved by City Council. terHorst requested a copy be sent to all committee members.

b – Blight Concerns – The committee decided to remove this item from future agendas as there is no current activity occurring within the DDA on this item.

c – Summer Decorations (Baskets and Banners) – No update. Mikula informed the committee that DPW is looking at new US31 Holiday Lights.

d – Riverwalk Planters – No update still waiting for spring to install signs.

e – Downtown Bike Racks – Reau agreed to own this item going forward.

7. Old Business

a – New Brand/Logo Use within district – Lind gave an update on the status of the new Brand/Logo and it's current rollout within the City.

b – Consumers Energy Transformer Beautification – No update. Eric Gustad will present additional information at a future meeting.

8. New Business

a – FY 20-21 Budget – Discussed the timeline for the budget for the coming year and how the budget would likely need to be put together before the next committee meeting. The committee recommended that Facade Grant funds for the coming year be focused on the former Boathouse Grill property (both River St facade and deck/riverwalk), if there is new owner willing to work with the DDA.

b – Design Committee Structure – Lind gave an update to the committee on the recent DDA Board planning session where the role and structure of the DDA committees was discussed. It is expected that this will be a focus of the board in the coming year to evaluate the role and structure of it's committees.

9. Public Comment – None

10. Next Meeting – Tuesday February 11, 10:00am @ Chamber

11. Adjournment – Meeting adjourned at 12:08pm.

FY2019-2020 Design Committee Budget

Project	Budget	Spent	Remaining
Dumpster Corals	\$80,000		\$80,000
Parking Signage	\$4,500		\$4,500
Downtown Decor	\$13,000	Weesies – Summer Baskets – 7/29/19 - \$2936.95 DPW – Watering - \$4,000	\$6,063
Holiday Decor	\$8,500		\$8,500
Landscaping	\$18,000	DPW – Landscaping - \$18,000	\$0
City Maintenance	\$22,000		\$22,000
Facade Grants	\$15,000	Spicer Grant – 8/26/19 - \$5,000 Elks Grant In Process \$10,000	\$0
Sidewalk/Paver Work	\$20,000		\$20,000
Riverwalk Capital Plan	\$5,000		\$5,000
Garbage Can/Planter Painting	\$3,500		\$3,500
Project Bloom	\$50,000		\$50,000
American Cleaners	\$28,000		\$28,000

Business Development Committee Meeting

Tuesday, March 3, 2020

Manistee City Hall

Committee Members Present: Jamie Catlett, Kathryn Kenny, Marc Miller, Carrie Kosla, Caitlyn Berard and Valarie Bergstrom

Agenda	Notes	Minutes
1. Welcome & Call to Order		Meeting called to order at 12:05 p.m.
2. Approval of Agenda		Approved
3. Set Business Development 2020 Goals	<p>Manistee DDA Board Strategic Planning Session – January 7th</p> <ul style="list-style-type: none">• Increase Public Relations• Support Viability and success of stakeholders• Decide outsourcing strategy	<p>The committee discussed the DDA Strategic Plan document and Caitlyn Berard facilitated a discussion on actions the committee could take to implement the plan.</p> <p>Berard will submit the committee recommendations in a separate communication.</p>
4. Update on other Committee Activities -- Berard	<p>Magic Manistee Up-date Design Committee Up-date</p> <ul style="list-style-type: none">• Refuse Container RFP• Sidewalk Paver RFP• Sandblasting and Painting RFP <p>Manistee DDA</p> <ul style="list-style-type: none">• Gateway Project• WSCC Project	Not discussed due to time.
5. 2019 Spark Manistee (Update on Status of the Winner and Feedback on the Event)-- Berard	<p>We have two active finalists looking at Downtown for this summer!</p> <p>What are location opportunities for downtown? – other creative solutions? – Thoughts on incubator spaces?</p>	<ol style="list-style-type: none">1. The Spark Manistee event has been managed by the Executive Director and the Business Development Chair for the past two events. The event was new and required additional efforts.2. This year in the final 30 + days, four committee members became actively involved and executed the event in the absence of the Chair including Tamara DePonio, Kathryn Kenny, Carrie Kosla and Tyler Leppanen. Thanks to Caitlyn Berard and those mentioned above the event was a success.

Agenda	Notes	Minutes
		<p>3. Spark Manistee is more than an event and involves several stages of development. The committee recommends separating Spark Manistee from the Business Development Committee and forming a Spark Manistee Event Committee.</p> <p>4. The Business Development Committee would concentrate their efforts on the strategic plan board approved actions.</p>
6. 2020 Spark Manistee (Set Date and Finalize Committee Members) -- Bergstrom	<p>Date:</p> <p>Committee Members:</p> <p>Workplan for Manistee DDA Board Meeting: March 11th</p>	<p>1. Committee volunteers were asked to commit to the Spark Manistee Event Committee and co-chairs and committee volunteers were selected for submission to the board for event approval.</p> <p>2. Additional membership to the Business Development Committee was recommended and the suggestion was made to enlist less experienced members to develop future leaders.</p> <p>3. The Chamber leadership program graduates might be asked to be involved as a suggestion.</p>
7. Retention Visits Update -- Berard	<p>New Business: Northern Spices</p> <p>River St Merchants Monthly Meetings Expanding- all Manistee Merchants welcome!</p>	Not discussed due to time.
8. Other Business		None
9. Next Meeting Date	<p>Tuesday, April 7th, 2020 at 12:00 P.M 3rd Floor</p> <p>Conference Room, City Hall, 70 Maple St</p>	
10. Adjournment		Meeting adjourned at 1:30 p.m.

2020 Spark Manistee Feedback

Positive:

- Press releases and publicity for finalists leading up to the event, exposure
- SBDC counselor time
- Tour of downtown buildings
- Smooth event
- Schedule of events the night of and morning of
- Pointer for presentation
- Ramsdell Theatre
- Name tags with schedule and finalists
- Signage for the event
- Spark promoted a candy man to reach out to the DDA and share his knowledge with finalist before the event

Recommendations

- More marketing of the event and finalists
- Don't change the time of voting
- SBDC only focused on this pitch competition, would have helped having more entrepreneurial help
- Would have appreciated more events for preparation, finalists' collaboration, time with the judges, before the event
- What are the qualifications the judges vote for?
- Not changing sponsorship recommendations
- More sponsorships
- More award money
- Event during the week?
- Summer event?
- Clear expectations of finalists and winner on location and responsibilities
- Tour be more involved?
- More communication with judges prior to the event
- Consider the event to be held with the March 2021 Chamber of Commerce Business Expo
- More structure with specific committee members assigned to tasks (5 specific committee members would be best)
- Sponsors more involved in marketing

SPARK

Hosting Location	Sponsorships/Partnerships	Applicants/Finalists	Judges	Marketing	Chair
Name: Contact: Expectations: <ul style="list-style-type: none"> • Communication • Contract • Expectations of hosting site and hosting site and committee, finalists, judges • Where does everyone need to be • Building schedule • Supplies and equipment needed: tables, chairs, table cloths, technology • Memos to applicants on expectations • Attend production meeting 90 days before event 	Name: Contact: <ul style="list-style-type: none"> • Prepare sponsorship timeline • Recruit sponsors • Communicate to sponsors the expectations • Write letters • Organize sponsoring budget • Reporting to the committee on sponsors 	Name: Contact: <ul style="list-style-type: none"> • Prepare initial application • Organize finalist scoring, finalist chosen • Communication with applicants on events, expectations, • Set up meeting dates for counseling • Where are the finalists for prep night, day of event, back of the stage, during presentation 	Name: Contact: <ul style="list-style-type: none"> • Judges communication • Judges expectations • Judges schedule of activities/involvement leading up to the event • Applicant scoring, expected presentation needs, assistance before and during the event, counseling • Preparing judges 	Name: Contact: <ul style="list-style-type: none"> • Develop marketing and communication plan/timeline • Produce press releases, social media posts, news articles, Establish forms of marketing (signage, digital, banners, welcome) 	Name: Contact: <ul style="list-style-type: none"> • Day of event • Schedule of activities leading up to the event (training, presentations, tours, etc). • Budgeting, what are the expenses, what are the sponsorship amounts • Workplan and Manistee DDA Board communication • Memo creation • Equipment and supplies needs: Name tags, printing, technology, How will funding be used • New event expectations



**Manistee DDA Event Application & Administration Form
2020 – 2021 Fiscal Year**

Application				
Date Submitted:	March 5, 2020			
Name of the Event	2020 – 2021 Spark Manistee			
New or Existing?	Existing			
Date of the Event:	Sept 2020 or March 2021 <ul style="list-style-type: none"> • The Business Development Committee recommended at the March meeting that we consider adding Spark to the Business Expo in March 2021. • The Business Development Committee respectfully requests an extension on the exact event date until the Spark committee can schedule a meeting and discuss this option with the Manistee Chamber of Commerce and make an informed recommendation. • We respectfully ask for approval at this time with an extension date for submitting the event date no later than the May board meeting. 			
Committee Co-Chair Name(s):	Tamara DePonio, Jamie Caplett			
Chair Phone Contact:	231-690-1759			
Chair Email Contact:	vabergstrom@outlook.com			
Volunteers:	Carrie Kosla, Kathryn Kenny, James Beaudrie, Valarie Bergstrom			
Workplan & Budget	Attached on March 2, 2020 Board Submission			
Notes:	Attachments: Workplan & Budget, Overview Committee Assignments, 2020 Spark Feedback			
Administration				
Date Approved by Board:				
Date Committee Chair Notified of DDA Board Event Approval in writing:				
Notes on changes after approval (Be specific):				
Date of Approved Changes by the Board:				
Date Committee Chair Notified of DDA Board Event Changes Approved in writing:				
Board Quarterly Communications Scheduled and Held	Date Quarterly Board Meeting:	Date Quarterly Board Meeting:	Date Quarterly Board Meeting:	Date Quarterly Board Meeting:

Date Debrief of Event Submitted	Attached
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Spark Manistee Workplan						
Manistee DDA						
Spark Manistee						
Event Co-chairs:						
Committee Members:						
Committee Assignments:			Five Committees are needed including the following: 1. Hosting Location, 2. Sponsorship/Partnership, 3. Applicants/Finalists, 4. Judges and 5. Marketing			
Volunteers:						
Project Tasks	Hours	Timing	Notes	Responsibility	Committee Assignments	Approx Budget
Event Insurance	1	Current	Check and include the event under DDA Event Insurance	DDA Exec Dir		
Vendor selection	4	Ongoing	Select vendors for the event including but not limited to: videography, printing, mailing services, nametags, food& beverage needs, event location, IT & AV requirements using DDA Finance Policy Guidelines.	Co-chairs & Committee	1	
Sponsor Communication	8	Ongoing	Develop a communication plan. Include sponsors in marketing efforts, selection of possible judges, applicants, finalists, etc.	Co-chairs & Committee	2	
Applicant & Finalist Communication	12	Ongoing	Develop a communication plan for applicants and finalists.	Co-chairs & Committee	3	
Financial Reporting	8	Bi-monthly	Give bi-monthly updates to DDA Board. Executive Director to coordinate schedule with Co-chairs.	Co-chairs		
\$5000 Award	16	12 months	Follow up phone calls and finalizing list of sponsors.	Co-chairs and Committees	2	\$ 5,000.00
Finalize Committee Co-chairs & Spark Committee Members	4	12 Months	Confirm Committee Co-chairs and committee members	Co-chairs		
Event Location	12	12 months	Finalize event location and payment arrangements (contract or sponsorship)	ED & Co-chairs		\$ 1,200.00
Update DDA website	8	9 months & ongoing	Update the Spark website, add sponsors and date of the event.	ED, Co-chairs & Committee	5	
Determine key dates for website and communication.	2	9 months	Set Dates for Final Date of Application, Selecting Finalists and Event Date	ED & Co-chairs	3	
Sponsorships	16	9 - 10 months	Review sponsorship levels, sponsor communication and mailing list and update all. Follow up calls 2 weeks with key sponsor after letters mailed.	Co-chairs & Committee	2	
Develop Marketing Plan	8	7 - 8 months	Work with CVB to write and distribute press releases and utilize Facebook and other social media to market event. Finalize with Co-chairs.	Co-chairs & Committee	5	
Encourage entrepreneurs to apply	16	5 months	Contact current business owners who have expressed possible business expansion ideas and any entrepreneur who has inquired about opening a	ED & Co-chairs		
Confirm list of judges	4	5 months	Obtain the name of judges and Spark Committee members to select 5 finalist and alternate. Confirm judges to select winner at event. Communicate to the judges to confirm attendance for finalist selection and award winner.	Co-chairs		
Judges Communication	12	5 months & ongoing	Develop a communication plan and communicate with finalist judges of progress and requirements.	Co-chairs and Committees		
Training for 5 finalists	12	3-5 months	Contact the SBDC and SCORE for training assistance in developing a business plan and finalizing 5 presentation slides. Set dates for training and identify location for training.	Co-chairs and Committees		
5 Finalist Video & Previous Winner Update	8	4 months	Determine if videography of applicants should be continued. Confirm arrangements with videographer and set deadline for completion of videos.	ED & Co-chairs	5	\$ 1,200.00
Select 5 finalists and alternate	6	3-4 months	Notify finalists and review expectations and key dates required to compete by phone and in writing. Notify those not selected.	Co-chairs and Committees	3	
Select 5 finalists and alternate	8	3-4 months	Set date for selection of finalist with judges and committee. Select finalist. Notify finalists and those not selected.	ED & Co-chairs	3	
Finalist Communication	8	3-4 months & ongoing	Develop a communication plan with timeline of their responsibilities and progress on the event.	Co-chairs and Committees	3	
Posters and Event Signage	4	3 months	Finalize signage needs; work with printer proofs and print; contact the CVB and ask if they can assist with the design. Distribute 2-4 weeks. See detailed list of items.	Co-chairs and Committees	1	\$ 400.00
Event AV Needs, table set up	4	2 - 3 Months	Communicate event requirements.	ED & Co-chairs	1	
Tour finalists to all available downtown rentals	8	2-3 month	Determine all available downtown rentals and make prior arrangements with landlords to tour all finalists to all available locations or give the finalists a list and allow them to make landlord appointments.	Executive Director		
Event Food & Beverage Needs	2	2 month	Contact downtown vendor to supply light appetizers to serve 75-100 people if needed.	Co-chairs and Committees	1	\$ 400.00
Receipts & Disbursements	16	1 month	Notify DDA Director of all sponsors and complete a check request for all expenses no later than 1 week after the event.	Co-chairs		
Event Voting	4	1 month	Make arrangement for assistance with audience voting and supply 4 - 5 laptops for event voting. Create slide for voting instructions.	Co-chairs and Committees	1	
Event Volunteers	8	1 month	Select volunteers for the event day to pass out event cards, welcome attendees and assist with voting and other assignments.	Co-chairs and Committees	1	
Nametags and Event Cards (timing of events; list of 5 finalists and business name)	2	.5 months	Order nametags, if needed. Produce nametags for volunteers, judges, sponsors or City Council members, DDA board members and finalists. Set event timetable of events and event location rooms.	Co-chairs and Committees	1	\$ 50.00
Presentation Slides from each finalists.	4	1 week	Deadline for 5 slides from each finalist.	ED & Co-chairs	3	
Finalize event arrangements	4	1 week	Finalize all arrangements with event location, caterers, judges and finalists. Remind judges and finalists of practice night the day before the event.	Co-chairs and Committees	1	
Miscellaneous						\$ 100.00
Total	225	Over 28 days				\$ 8,350.00



2019-2020 WORKPLAN

Project Tasks	Person Responsible	Start Date	End Date	2019 Cost	2019 Gains	2020 Cost	2020 Gains	Status	Notes
Event Chair	Committee	-	-	-	-	-	-	Completed	Carrie Mosher ph. (231)398-5556 e-mail: carrie@outpostmanistee.com
Establish Event Date	Committee	-	-	-	-	-	-	Completed	September 21st, 2019 (2pm-7pm) September 19th, 2020 (2pm-7pm)
Presenting Sponsor Contract	Carrie	January	January	-	-	-	-	Completed	Lori Fullmer of Dynamic Physical Therapy - (e-mail) lfullmer.dpt@gmail.com
Advertising - MI Beer Guild	Carrie & Right Side Design	January	January	\$1,181.50	-	\$1,390.00	-	Completed	2018-2019 CVB Paid for design cost. 2020 - Ran a full page ad which = \$2,780. CVB paid half + design fee.
Sponsorship Form	Committee	February	February	-	-	-	-	Completed	See separate excel sponsor spreadsheet - Also sponsor form for sponsor signature
Sponsors	Committee	January	August	-	15,000	-	-	On-going	See sponsorship donation form
Save the Date (e-mail to brewers)	Michael			-	-	-	-		Send to Century Boat Club as well - (e-mail) thomasholm@sbcglobal.net
Century Boat Club	Carrie	December		-	-	-	-		Club President - Thomas Holmes (ph.) 616-450-8968 (e-mail) thomasholm@sbcglobal.net
Contact Onekema Marine	Carrie	April		-	-	-	-		Contact Steve - Find out if they would like to display boats (decided not to contact per Century Boat Clubs wishes)
Advertising Plan	Carrie	January	On-going	\$150.00	-	-	-	On-going	MyNorth Ticker Wire - \$150 (was run 2 times)
Social Media Posts	Laina/Carrie	On-going	On-going	-	-	-	-	On-going	
Photography/Video Production	Carrie		Ongoing	\$950.00	-	-	-		2019 - White Knight Design Studio: 3 Promo Videos (Iron Fish, NBC, & Ludington Bay) + Took photos day-of-the-event
Musical Groups				\$1,600	-	-	-		2018 - DDA paid \$1,000 - Bill Brooks paid \$200: 100Proof - 2-4pm (\$400) Hannah Rose and the Graveltones - 5-7pm (\$800) 2019 - Serita's Black Rose: 2-4pm (\$600) Desmond Jones: 5-7pm (\$1000)
Stage Rental	Carrie			\$540	-	-	-		Grand Rental - Stage was 15 pieces 4x4 & 12x20
Secure Sound Guy	Carrie			\$300.00	-	-	-		2018 & 2019 - Tim Scully (ph.) 616-437-0101 (e-mail) moover.ts@gmail.com - Put business on the tasting card for a discounted rate - otherwise would have cost \$600
Tap Take Overs	Michael			-	-	-	-		2018: One brewery per Tap Takeover location 2019: Multiple breweries per location
File for Liquor License/Bond	Carrie	June	May	\$50	-	-	-		Robin from Boyer Agency to complete
Street Closure Approval by City Council		May	May	-	-	-	-		
Special Event Form	Michael	May	May	-	-	-	-		
Brewery Registration / Contract	Carrie	January	January	-	\$500	-	-		Get form from City's website, Create a form with how
Food Trucks	Carrie	January	January	-	\$500	-	-		2018 - Each brewery is given 2 free event entries, 2 X \$5
Vendors (Inside Tent)	Carrie	January	July	-	\$500	-	-		2019 - Tots & Tots of Burgers & Saladino Smoke (\$250)
Vendors (Outside Tent)	Carrie	January	August	-	\$50	-	-		Figure out how to access vendor forms from the website
Photobooth	Carrie			\$200.00	-	-	-		2019: MI Beer Drinker & Outdoor Adventures (\$25 ea)
Order Food/Beer for VIP Tent		September		\$31.80	-	-	-		The Outpost sponsored the photobooth with \$500 and try to get beer donated, in lieu of payment food was

Create Brewery Lineup	Michael	September	September	-	-	-	Completed	Upper Tent Rental (ph.) 231-690-0226
Order Tent/Tables/Chairs	Carrie		September	\$2,491.00	-	-		Check to see how many are left over from 2018: ordered
Order Tasting Glasses	Carrie	July	September	\$2,655.91	-	-		Ace 1 Septic-Steve (ph) 231-723-6523
Order Porta Potties	Carrie	January	January	\$670.00	-	-	Completed	2018 - (35) 8x11 posters 2019 - (70) 8x11 posters
Complete Poster	Carrie & Right Side Design	June	July	\$27.30	-	-		2018 - (850) 4 1/2x4 1/2 rack cards 2019 - (1,500) 4 1/2 x
Rack Card Design	Carrie & Right Side Design	June	July	\$174.00	-	-		Visitor's Center paid \$500.32 for 1,000 3x3 custom
Save-the-Date Magnets	Carrie & Right Side Design	August	September	\$0.00	-	-		Sportslink 2018: 5% discount Tees - \$6.30 ea (209 printed
Design for Tee-Shirts	Carrie	August	August	1,215	-	-		Sold more 2019 shirts (25/30) than 2018 shirts (14 total)
Swag Sales	Laina & Carrie	September	September	-	\$532.00	-		2018 - Used United Way website (not good), previous
Set-Up Volunteer Website	Laina	February	July	-	-	-		2019 - Need more volunteer slots: extra pours
Volunteer Schedule	Laina	September	Day of	-	-	-		Should be cheaper for 2019-just change the date 2019
Amor put insert on US-31 sign	Brandon	August	September	\$134.05	-	-		
Tasting Card Design	Carrie & Michael	August	September	\$240.00	-	-		
Create Tasting Card	Committee	August	September	\$297.00	-	-		
Event Layout	Carrie	April	May	-	-	-		
My North Tickets (online)	Carrie	June	August 1st.	-	\$9,708.08	-		2018: 1,500 printed-way too many 2019: printed 850
Tickets (printed & sold in-advance)	Carrie	June	August 1st.	\$35.00	\$1,625.00	-		Review layout for 2020 - see wrap-up meeting minutes
Tickets (at the door)	Carrie	September	September	-	\$17,790.00	-		Hannah from MyNorth (ph.) 231-941-8174 ext. 119.
Century Boat Club Tickets	Carrie	September	September	\$25.00	-	-		(\$25 IN ADVANCE / \$30 DAY OF) 2018 - 100 tickets to
VIP Tickets	Carrie	September	September	\$55.00	-	-		Includes beer tickets and DD entries. Is there a way to
Social Media Ticket Giveaways	Carrie	August	September	\$150.00	-	-		2019: 45 printed (different color than GA tickets), gave
Beer Tickets (for tasting)	Robin	August	September	-	-	-		2019: 100 printed (different color than GA & CBC tickets)
Wristbands	Robin	August	September	\$40.00	-	-		Manistee Beverage Co. - 6 tickets, MCB - Iron Fish -
Order Beer	Michael	September	September	\$15,098.00	\$2,491.55	-		2018 - 9 single rolls = 18,000 single tickets
Order Liquor	Michael	September	September	\$2,316.31	-	-		2018 - 6 packets = 3,000 wristbands
Order Ice	Michael	July	September	\$551.93	-	-		Beer Reimbursements: Ludington Beverage - \$2,348.60
Block off Street	Carrie	Sept. 18th	Sept. 18th	-	-	-		2018: Arctic Glacier (ph.) 1-800-327-2920 See if we can
Totals:				31178.3	48196.63			

Total Gross Gains (Gains - Cost):

*Total cost for music including bands, stage, sound and tent is \$2,865. Bill Brooks took care of food/lodging for the bands but if he had not that would have been an additional cost.
 **Total Gross Gains for 2019 (\$48,196.63-\$31,178.30) = \$17,018.33

Manistee DDA
2020 Workplan
Victorian Sleighbell Parade & Old Christmas Weekend
December 3rd-6th, 2020
Event Chair: Kendra Remai

Event Committee: Jeff Mikula, Mick Szymanski, Janet Duchon, David Mix, Sherri Protasiewicz, Tim Kozal

PROJECT TASKS	RESPONSIBILITY	TIMING	BUDGET	2020	SPONSOR	COMMENTS
<u>Various</u>						
Receipts & Disbursements	Remai / DDA Exec Dir	1-Nov				
Financial Reporting	Remai	Bi-Monthly				
Submit Sponsorship list to Ex. Dir	Remai	1-Sep				Send to DDA Board
Submit Vendor list to Ex. Dir	Remai	1-Nov				Request invoices to be sent
Submit Day-of-Invoices to Ex. Dir	Remai	1-Nov				
Event Insurance	DDA Exec Dir	Current				Mick to hand out checks. Mail out after services completed
Sponsorships	Committee	Ongoing				Covered under DDA Event Insurance
						Send Sponsorship levels out April 1st
<u>City of Manistee</u>						
Request Barricades	Remai	1-Feb				
Determine Street Closures	Mikula	1-Oct				Request 550 FT to CVB, Fireworks and warming tent
Submit City Permit Request	Remai	1-Oct	\$50			
Submit Banner Request	Remai	1-Oct	\$50			Mikula review, Remai submit to Chief of Police
Street Banner	Remai/ Duchon	1-Jun	\$200			
Tree	Mikula	1-Nov				Amor Signs prints, have available for July 4 parade
Fireworks	Remai / Mikula	1-Sep	\$1,347	\$1,500	Jeff Reau, Edward Jones	Need Contract and Insurance Certificate
<u>Marketing</u>						
2019 Thank You Cards	Remai / Szymanski	5-Jan				
Rack Card	Remai / Protasiewicz		??			Send Thank you cards to sponsors, committee members, volunteers and parade entries
Brochure	Remai	15-Sep	\$2,000			Working with CVB for possible in-kind, distribute July 4th
Billboard	Remai	1-Feb	\$1,200			Asked Brandon for an updated quote
Media	Remai	1-Nov				3 billboards. 2 July, 1 Sept.
Advertising	Remai/ Protasiewicz	Ongoing				Radio, TV, Newspaper communicate 1 month before, during and 1-2 days after
Television Production	Remai/ Mix	Ongoing	\$7,500	\$5,000	DDA & Need to find additional	Update Social Media and Website as sponsors and events update
Communicate Street Closures to business/residents	Remai/Mikula	15-Nov				Need to finalize and consider Manistee Media proposal
<u>Parade & Weekend Events</u>						
Recruit Volunteers/ Ambassadors	Duchon	1-Nov				Via map sent on FB, Google Group, handouts, etc.
Update Parade Application	Szymanski / Protasiewicz	Jan-April				
Parade Program	Szymanski	Ongoing	Approx. \$10,000	\$7,500	West Shore Bank	Ambassadors walk in parade
Clare County Mounted Police	Mikula/ Chief of Police	1-Jun				put on website, mail to previous entries and potentials
Neil on Stilts	Remai	1-Sep	\$500			
Maxwell Town Brass	Remai	1-Sep	\$250			
Muskegon Police Bag Pipers	Remai	1-Sep	\$600			
Common Gentry Carriage Rides	Remai	1-May	\$1,600			Coordinate with City and get City Council approval
Fantail Farms Carriage Rides	Remai	1-May	\$500	\$1,000	Snyder Shoes	2 carriages and parade entry
				\$800	Knaack Insurance	carriage rides, parade

DONE

DONE

DONE

Roasted Chestnuts	Remai / Mikula	In Kind	Kendra Thompson Arc	
Pooper Scoopers	Szymanski/ Mikula	1-Nov \$50		
Large Tree Sleigh	Remai/Mikula/Szymanski	1-Feb \$1,200		
Small Tree Sleigh	Remai/Mikula/Szymanski	1-Feb \$500		
Santa's Headquarters	Duchon	1-Sep \$700		Santa \$500, need new sponsor
Friday Soup Cook Off	Remai	1-Sep \$500	Ideal Kitchen	
<u>Warming Tent</u>				
Tent	Remai	1-Oct \$1,650		
Alcohol	Remai	6-Dec \$650	\$1,300 Jicer Group, Top Line, Republic, Blarney	
Liquor License	Remai/ DDA Ex Dirc	1-Sep \$100		
TOTALS		\$21,147		
EXPECTED SPONSORSHIP		\$17,600		
		\$25,000		