

**City of St. Clair
Downtown Development Authority
May 20, 2010
City Hall**

The meeting was called to order by Chairman Lockwood at 5:15 pm.

Roll Call

Present: Geldres, Johnson, Klecha, Lockwood, Moore, Schoeneweg, Wade
Absent: Adkins, Coughlin, Kauffman, Rollins, Schwehofer, Tierney
Also Present: Jody Skonieczny, St. Clair Chamber of Commerce

Approval of Minutes

Motion by Wade supported by Johnson to approve the April 15, 2010 meeting minutes as submitted. Carried.

Financial Report

Discussed the need to accrue funds for capital projects, and the benefits of coordinating strategic planning with City Council. Motion by Moore supported by Geldres to receive and file the financial report for the month of April 2010. Carried

Committee Reports/Project Updates

Chamber of Commerce

The Contract for Services between the DDA and the Chamber of Commerce has been approved by the Chamber Board of Directors and was submitted for DDA review and approval. The Contract defines the recruitment, marketing and public relations tasks that will be undertaken by the Chamber and for which they will receive payment of \$2,000 monthly and a stipend of \$5,000 annually. Motion by Moore, supported by Schoeneweg to approve the contract with the Chamber of Commerce as submitted. Carried.

Other Business

The St. Clair County Office of Emergency Management has funding to create a public notification system of streaming radio broadcasts. The DDA will have the opportunity to participate in the development stage of the program by broadcasting pre-recorded messages during special events, particularly useful for providing information on such things as parking, directions, event schedules, etc.

Discussed the Vision Plan. All items that had minimal or no cost attached have been completed. It will be necessary to revisit the plan, review projects and related expenses, and set priorities based on the budget.

Adjourn

Motion by Moore supported by Schoeneweg, to adjourn the meeting. Carried.
Adjourned at 5:48 pm.

**City of St. Clair
Downtown Development Authority
April 15, 2010
City Hall**

The meeting was called to order by Chairman Lockwood at 5:00 pm.

Roll Call

Present: Coughlin, Geldres, Johnson, Kauffman, Klecha, Lockwood, Moore,
Rollins, Schoeneweg, Tierney, Wade
Absent: Adkins, Schwehofer
Also Present: Jody Skonieczny, St. Clair Chamber of Commerce

Approval of Minutes

Motion by Klecha supported by Rollins to approve the March 18, 2010 meeting minutes as submitted. Carried.

Audit

The 2009-10 audit was presented and discussed. The DDA's State audit filing requirements will be met when the overall City audit is filed. Motion by Moore, supported by Klecha, to receive the audit. Carried.

Financial Report

Lockwood reviewed revenues and expenditures. It is expected that 2010 revenue will be approximately \$120,000, however, the 2011 figures will decrease to approximately \$95,000 due to decreased property values/tax revenues. Discussed the need to establish a reserve fund to compensate for decreasing property values/taxes. Motion by Klecha supported by Schoeneweg to receive and file the financial report for the month of February 2010. Carried Proposed capital projects will be discussed with Council at the joint meeting scheduled for April 26, 2010.

Approval of Invoices

Lockwood explained a request for funding from the Beautification Commission to cover the costs of the M-29 bridge flower boxes. The DSLT Foundation will pay \$700 of the total \$1400 cost and the DDA is asked to contribute the remaining \$700. Motion by Moore, supported by Rollins, to approve the payment of \$700 for the bridge flower boxes. Carried.

Committee Reports/Project Updates

Chamber of Commerce (Jodi Skonieczny)

A verbal report was presented on recent Chamber of Commerce activities: letters have been sent out asking for financial support for the Chamber/Recreation Department concert series; Calendar of Events brochures are now available; the Farmers Market is scheduled to begin on May 27 with a flower market; the Farmers Market sellers fee has

been increased to \$15 this year; St. Clair will be included in the Chamber of Commerce Regional Directory; the Chamber of Commerce/DDA Agreement for services has been approved by the Chamber Board.

At The Market (Lockwood)

No sponsors have been found yet for the *At The Market* program. The cost for producing the program is \$8,000. Comcast is airing the show on additional public access channels. The show will be expanded to one half hour, with additional participation by restaurants and participating farmers. Grant money may be available next year if healthy lifestyle and nutrition can be featured in the programs. Discussed location and content of program. Motion by Moore, supported by Coughlin, to approve the expenditure of \$8,000 for production of *At The Market*. Carried.

Marketing/Branding (Rollins)

The Images of St. Clair project is underway, photographs will be taken as soon as weather permits. Discussed the need for more local businesses to take advantage of the marketing opportunities offered through the Blue Water Convention and Tourism Bureau's Discover The Blue website.

Burma Shave Signs

Letters have been sent out to all businesses explaining this advertising. The response has been favorable and additional advertisers are expected.

New Business

DDA Budget

Lockwood presented the proposed budget that will be presented to City Council for approval as part of the overall City's budget.

Other Business

Bob Gross can no longer write the press releases for the DDA's events because he has taken a position with the Times Herald.

Adjourn

Motion by Klecha supported by Johnson to adjourn the meeting. Carried. Adjourned at 6:25 pm.

**City of St. Clair
Downtown Development Authority
March 18, 2010
City Hall**

The meeting was called to order by Chairman Lockwood at man at 5:00 pm.

Roll Call

Present: Adkins, Kauffman, Klecha, Lockwood, Rollins, Schoeneweg,
Schweihofer, Tierney, Wade
Absent: Coughlin, Geldres, Johnson, Moore
Also Present: Council Member Tom McCartney, Beautification Commission
Representative Jane Krebs, Riverview Plaza Association President
Sally Achatz, Chamber of Commerce Director Jody Skonieczny.

Approval of Minutes

Motion by Klecha, supported by Rollins, to approve the January 21, 2010 and February 18, 2010 meeting minutes as submitted. Carried.

Financial Report

Motion by Wade, supported by Klecha, to receive and file the financial statement dated February 28, 2010. Carried

Approval of Invoices

Motion by Klecha, supported by Schweihofer, to approve reimbursement to the Chamber of Commerce for the Blue Water Area Convention and Tourism Bureau invoice #608, in the amount of \$4,300 for Discover the Blue Promotional Campaign 2010. Carried.

Committee Reports/Project Updates

Chamber of Commerce

Jody Skonieczny was introduced as the new director of the Chamber of Commerce. She delivered a report on recent and upcoming Chamber activities: Music in the Gazebo program, Chamber Golf Classic, Galloping Gourmet, the Discover the Blue promotional program; ongoing entrepreneurial development meetings, email newsletters and announcements to members, development of a chamber directory. Funding sponsors are needed for the Sunday concert series. The Chamber and City Recreation Department can work together to raise funds for their concerts.

Marketing (Rollins)

As soon as weather permits, photographs for the "Images of St. Clair" promotion will be taken. The program budget will be submitted at the next meeting.

Burma Shave Signs

Discussed cost of manufacturing the signs. With limited advertising budgets, either businesses will not purchase the signs or the DDA will have to subsidize the cost. There are commitments for the signs for the summer quarter and the pre-Christmas quarter. Discussed possible additional features to signs: lighting, radio link, etc. Motion by Schwehofer, supported by Rollins, to continue seeking advertisers at the current price and with the intention of changing the signs quarterly. Carried.

Events (Lockwood)

Discussed the possibility of the Marble Eye Classic Fishing Tournament assisting with the expense of the July Fourth fireworks display.

The Offshore Boat Races are scheduled for July 23-25, 2010.

Fort Sinclair Historical Marker (Lockwood)

Awaiting approval from the Cargill Corporate Offices for placement of the memorial plaque. The cost of the plaque is tentatively \$3,420, and would be a 2010-2011 expense. If the Board does not approve the State's final quote when received, the DDA is not obligated to proceed with the project. Motion by Adkins, supported by Schoeneweg, to submit the application and \$250 fee to the State when the necessary approval from Cargill is received. Carried.

M-29 Heritage Route (Adkins)

The Committee is actively meeting again and preparing revised documents for re-submittal to the State.

St. Clair Events (Rollins)

The group's non-profit designation is underway. Members are being sought.

Website Analytics (Lockwood)

The hits on St. Clair On The River.com are fewer than anticipated, possibly due to inadequate meta tags being associated with the site.

Wireless

The EZ Y Fi server is not providing satisfactory wireless coverage. The City is talking with Comcast and RESA for possible service, in the hope of having the issue resolved this summer.

New Business

City Council Strategic Planning (Adkins)

Reviewed the Council's five priorities and goals identified in their recent Strategic Planning Work Sessions. The major concerns to the DDA are economic development and cooperative leadership. There is an urgent need for common goals and consistent communication between the DDA and the Council. Discussed scheduling a two hour DDA/City Council works session. Adkins will pursue and report. The Board identified the need to revisit and update the original DDA plan and its goals. The Board voiced concerns over the responsibility for project funding.

Project Updates (Adkins)

Adkins advised that the Santa parade has been rescheduled to the week before Thanksgiving, due to overtime costs on a holiday. The City will not purchase additional banners for the downtown in the future.

Bridge Flower Boxes (Adkins)

In the absence of a Beautification Commission representative, Adkins presented a request for funding for the M-29 bridge flower boxes. The cost of planting and maintenance of the bridge boxes is \$1,400. DDA members stated they felt the amount was excessive, Adkins will clarify the cost and scope of work with the Beautification Commission and report back.

Next Meeting and Adjourn

The next meeting is scheduled for 5:00 pm on Thursday, April 15, 2010. Motion by Schwehofer, supported by Kauffman, to adjourn the meeting. Carried. Adjourned at 6:50 pm.

**City of St. Clair
Downtown Development Authority
February 18, 2010
City Hall**

The meeting was called to order by Vice-Chairman Kauffman at 5:05 pm.

Roll Call

Present: Coughlin, Geldres, Johnson, Kauffman, Klecha, Rollins, Schoeneweg,
Schweihofer, Wade
Absent: Adkins, Lockwood, Moore, Tierney

Amendments to the Agenda

Motion by Rollins, supported by Klecha, to amend the agenda moving item VIII b to the beginning of the agenda. Carried.

Blue Water International Sculpture Proposal

Andrea Brieden, representing the St. Clair Art Association, made a presentation on the Blue Water International Sculpture Exhibit. A proposal was offered by the Sauve Art Foundation to curate and erect a six piece temporary sculpture exhibit on sites selected by the City. The exhibit will be changed after two years. The total cost of the service is \$23,000. If pieces are sold during the exhibit, 20% of the commission will go to the city.

Financial Report

Kauffman distributed the budget proposal for fiscal year 2010-2011. Motion by Klecha, supported by Schoeneweg, to receive and file the 2010-2011 budget proposal as submitted. Carried

Committee Reports/Project Updates

Chamber of Commerce – Chamber President Sally Achatz

The Chamber is looking for a new Executive Director, interviews will begin soon. Currently one staff person and interns are being used to man the chamber office. The DDA's contract with the Chamber will expire in March. Achatz and Lockwood will meet to discuss renewal of the contract.

Marketing - Rollins

Reviewed the "Images of St. Clair" program, proposing a "Slice of Life" campaign depicting moments in the morning, afternoon and evening in St. Clair. Will be discussed in more detail at the next meeting.

New Business

St. Clair Inn Marketing Study - Kauffman

Discussed a request that the DDA fund a marketing study for the St. Clair Inn. All comments received from the Board to date have been negative, with overall agreement that public funds should not be used for this purpose.

Michigan Historic Marker – Kauffman

Reviewed the proposal to place a historical marker at the site of Fort Sinclair. Lockwood is in the process of obtaining the necessary documentation. Approval and installation of the plaque is a 12 month process. The Board agreed that Lockwood should proceed to obtain documentation and detailed pricing for discussion at the next meeting.

Strategic Planning (City Council Representative Tim Burns)

City Council met in a strategic planning session and identified five top goals: Business and Commerce; Coordinated Leadership and Regional Cooperation; Streets, Roads and Sidewalks; Critical Infrastructure; Emergency Preparedness. Burns presented a state of the city summary, stressing the importance of communication and cooperative efforts between the DDA and the City Council.

Other Business

Jane Krebs, representing the Beautification Commission, addresses the Board requesting funding for the M-29 bridge flower boxes in the amount of \$1,394, the same cost as last year. The item was tabled until a future meeting.

Adjourn

Motion by Schwehofer, supported by Rollins, to adjourn the meeting. Carried.
Adjourned at 6:22 pm

**City of St. Clair
Downtown Development Authority
January 21, 2010
City Hall**

The meeting was called to order by Chairman Lockwood at 5:05 pm.

Roll Call

Present ; Coughlin, Johnson, Kauffman, Klecha, Lockwood, Moore, Rollins,
 Schoeneweg, Schwehofer
Absent: Adkins, Wade
Also Present: Lynn Grover, St. Clair Wellness Center

Approval of Minutes

Motion by Johnson, supported by Moore, to approve the November 19, 2009 meeting minutes as submitted. Carried.

Committee Reports/Project Updates

Chamber of Commerce - Lockwood

Reviewed meeting with the Chamber Board and concerns expressed by the DDA. A new Chamber Board of Directors has been appointed since that time so another meeting will be scheduled.

Come To St. Clair

New inquiries have been made and applications are anticipated. The Community Foundation is funding the program again this year, but still has concerns that all the funds be used. The DDA will be more aggressive with the use of program funds.

Fort Sinclair Historical Marker - Lockwood

A copy of the original deed for the fort property is being sought. Once obtained, the application for a historical marker will be sent to the State of Michigan.

Website - Lockwood

Discussed potential problems with www.stclairontheriver.com and how they might be resolved. It was agreed to seek a web designer who will can provide advice at no cost.

Winter Whiteout Update

The event's activities and success was discussed. Arrangements are being made to record all songs for future use.

New Business

Adoption of Meeting Schedule

Motion by Schwehofer, supported by Schoeneweg, to adopt the annual meeting schedule of the third Thursday of each month with the exception of December which is the second Wednesday of the month. Carried.

Project Budget for 2010

A proposed budget was distributed and discussed. Many expenses are variable and, as such, individual line items may change throughout the year. Motion by Schwehofer, supported by Schoeneweg, to accept the proposed budget with the understanding that changes may be made throughout the year. A target for DDA project funding was tentatively set at \$76,000.

Fred Moore Highway Sign Program

It was agreed that the "burma shave" sign program should be self-supporting. New merchant sponsors are needed.

DDA Vision Plan Project List

The Board discussed the successes and achievements of Vision Plan goals, and placing greater focus on capital projects rather than marketing events.

Adjourn

Motion by Moore, supported by Johnson, to adjourn the meeting. Carried. Adjourned at 6:34 pm.