

**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.

**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
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
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
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
June 17, 2010
Seaway Bank**

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

Roll Call

Present: Johnson, Kauffman, Klecha, Lockwood, Moore, Rollins, Schoeneweg,
Absent: Adkins, Geldres, Schweihofer, Tierney, Wade
Also Present: Tim Burns, Council Representative, Jody Skonieczny, St. Clair Chamber
of Commerce

Approval of Minutes

Motion by Moore supported by Klecha, to approve the May 20, 2010 meeting minutes as submitted. Carried.

Financial Report

Motion by Moore supported by Schoeneweg, to receive and file the financial report for the month of May 2010. Carried

Committee Reports/Project Updates

Chamber of Commerce

Skonieczny reported on her attendance at conferences with the intent of making contact with businesses and providing marketing and promotion information.

Discussed the shortage of office-appropriate space and the resulting increase of offices moving into store fronts.

A representative of SEMCOG will be working with City Council on their strategic planning effort. As the project moves forward, the DDA will be asked to participate.

Marketing/Branding

The photographic shoot for the Images of St. Clair promotion is scheduled for early July. Motion by Schoeneweg, supported by Moore, to approve the expenditure of \$500 for the project. Carried.

Vintage Weekend

The weekend activities are coming together well and an extremely successful event is expected.

Riverfest

There has been no contact from the BWORA regarding the Offshore Boat Races. The event is scheduled for July 23-25, but no request for funding has been received by the DDA.

Discussed the lack of basic DDA/City promotional material and the need for a backdrop for events. Motion by Moore, supported by Rollins, to approve the expenditure of \$1000 for purchase of a backdrop/banner and development of a press packet. The amount is available from the funds previously allocated for Riverfest, but not used. Carried.

Whistles on Water

The event is increasing and a larger number of participants and spectators is expected this year. Detroit based Diamond Jack Tours is scheduled to dock for the event in conjunction with their dinner cruise. Progress is being made on the docking facilities along the boardwalk.

Winter White Out

The first planning meeting for the 2010 Winter White Out is scheduled for 4:00 pm on July 29, 2010 at Pine Shores.

Fort Sinclair Historical Marker

There has been no response from Cargill to date regarding approval for placement of the marker on their property. Lockwood will continue to pursue.

St. Clair Events

Application for the establishment of 501(c) 3 status for St. Clair Events is in progress.

Website Analytics

Lockwood will continue to track statistics for a short time, however, the data does not seem to have an obvious benefit for business attraction. The Facebook page has been well received. There are 800 "friends", the largest group being women over 35 years old from the Southfield area. This will be a better source of information than the analytics.

New Business

Seasons In St. Clair

The program is progressing, entries have been solicited from several sources and greater participation is expected this year. Work must continue to gain a wider range of supporters. \$3,000 has been budgeted for the program. Motion by Schoeneweg, supported by Rollins, to continue support of the program up to \$3,000. Carried.

Burma Shave Signs

There has been difficulty obtaining quality limericks from the businesses. Will evaluate the program in the future. The Dollar Store and Murphy's Inn have purchased advertising.

Letter of Resignation

Pat Coughlin's letter of resignation will be presented to City Council at their next meeting.

Adjourn

Motion by Schoeneweg, supported by Johnson, to adjourn the meeting. Carried.
Adjourned at 6:30 pm.

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

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

Roll Call

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

Committee Reports/Project Updates

Chamber of Commerce (Skonieczny)

Marketing is going well for the Farmers Market. Ads are running on Radio First and have been placed in Thumb Print, St. Clair Riverfest section of the Voice, and the Macomb Daily. Skonieczny visited Zeeland to discuss their successful business recruitment activities. Discussed the benefits and successes of the Principal Shopping District designation in Holland.

Whistles On The Water (Johnson)

A sponsor has not yet been found for the event, the anticipated cost is \$4,000. Johnson attended a similar event in Kalamazoo, gathering information and doing promotion while there. Moore suggested that \$4,000 be committed to the event to be taken from funds previously allocated for the Cooperative Advertising program. The unanimous consensus was in favor of this action.

Floating Docks (Lockwood)

Discussions are in progress with Kathy Schoeneweg, owner of property along the Pine River, to obtain an easement for the purpose of installing floating docks at her property to complete the north wall "diners docks". A determination needs to be made on whether the current utility easement the city holds will allow for placement of docks. Ms. Schoeneweg asserts that her property value will decrease if the docks are installed. The members agreed that this is unlikely considering the commercial zoning of the property. Lockwood proposed having a commercial appraisal done on the property for use in negotiations with Ms. Schoeneweg. The DEQ grant received by the harbor for the project expires in May, so time is critical. There was a unanimous consensus to approve the expenditure of \$3,000 for an appraisal of the property.

Other Business

The Winter White Out is scheduled for the last weekend in January.

Adjourn

Meeting adjourned at 6:05 pm.

**City of St. Clair
Downtown Development Authority
August 19, 2010
St. Clair boat Harbor**

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

Roll Call

Present: Adkins, Grover, Johnson, Kauffman, Klecha, Lockwood, Moore, Rollins,
Schoeneweg, Wade

Absent: Schwehofer, Tierney, Vinckier

Also Present: Jody Skonieczny, St. Clair Chamber of Commerce

Lockwood introduced new member Lynn Grover.

Approval of Minutes

Motion by Klecha, supported by Moore, to approve the June 17, 2010 and July 15, 2010 meeting minutes as submitted. Carried.

Financial Report

Motion by Moore, supported by Schoeneweg, to receive and file the financial report for the month of July 2010. Carried

Committee Reports/Project Updates

Chamber of Commerce (Skonieczny)

Two Come To St. Clair forgivable loan applications have been received and are in the review process.

Skonieczny is working with the Public Art Committee of the Art Association for a public art event to take place in conjunction with Whistles On The Water. Approx 500 buckets of sidewalk chalk will be distributed for the public to create sidewalk art in the plaza and the downtown. Planning us underway for a "Chalk By Number" project in which individuals will be asked to replicate a portion of a classis painting resulting in a complete mural of the painting.

The Historical Museum is having the dedication of the Maritime Room in conjunction with Whistles On The Water.

Images of St. Clair (Rollins)

The photo shoot is scheduled to take place in August and provide a comprehensive collection of photos to be used for a variety of purposes. Photos will be presented at the next meeting.

Whistles On The Water (Johnson)

There will be a test of the generator at the Goodells Farm Museum on Saturday, August 28th. St. Clair's Whistles On The Water was advertised in Horn and Whistle magazine. New expenses this year include a street banner and vests for individuals who are authorized to be in the "steam area". A proposed budget totaling \$4,000 was submitted. Motion by Schoeneweg, supported by Rollins, to approve the expenditure of \$4,000 for the Whistles On The Water event. Carried.

Winter White Out (Lockwood)

The Winter White Out is scheduled for the last weekend in January, the same weekend as Silver Stick and the Port Huron Chilifest. Additional area events this weekend could assist in keeping Silver Stick from relocating to Flint. Expenses for the Winter White Out are expected to be approximately \$4,000. Motion by Moore, supported by Adkins, to approve the expenditure of up to \$4,000 for the event. Carried.

Pine River Floating Docks (Lockwood)

Lockwood reviewed the DDA's efforts to obtain an easement on property along the Pine River, owned by Kathy Schoeneweg, for the purpose of installing floating docks. Engineers drawings of the proposed floating dock site and the parking lot development at the end of Pine Street were presented. Appraiser Lou Petho will do a value appraisal of the Schoeneweg property to determine if the easement will increase or decrease property value. The cost for this appraisal is \$2,000-3,000. Additionally AEW will perform a survey of and stake the property for approx \$600-800. The question of the city obtaining an easement from Ms. Schoeneweg for placement of the docks needs to be resolved by November in order to notify the DEQ whether or not the waterways grant funds for this project will be used. Discussed the benefit of a Pine Street parking development to Ms. Schoeneweg's business potential for the property and the possibility of the availability of Pine Street parking offsetting any possible decrease in the value of her property. After lengthy discussion, motion by Johnson, supported by Kauffman, to approve the expenditure of up to \$4,000 for an appraisal and survey to be used in negotiations with the property owner for an easement. Carried, Schoeneweg abstained.

Boardwalk Docking Facilities (Lockwood)

Photos of the current bollards placed along the boardwalk were distributed. Some additional reinforcement work and necessary facilities (water, sewer and electrical) need to be completed to allow large vessels to dock along the boardwalk. The city has already invested \$11,000 in the project and is asking the DDA to fund this work at approx \$5,000. Motion by Wade, supported by Klecha, to approve the expenditure of up to \$5,000 to complete the docking facilities. Carried.

New Business

Riverside Redesign (Adkins)

Adkins updated the board on the proposed M-29 design changes. City Council approved the design submitted to them for inclusion in MDOT's long range road improvement plan. Impact on Palmer Park will be minimal. MDOT has \$10 million available for safety and traffic improvement, which could be used to enhance the cross walk from the Riverview Plaza to Palmer Park and improve safety measures at the Clinton/M-29 intersection. Discussed the importance of public support for the project.

Business Recruitment (Lockwood)

Lockwood described the business recruitment efforts of Chamber of Commerce Director Jody Skonieczny and proposed funding of \$15,000 per year for three years from local foundations and \$10,000 per year for three years from the DDA to provide a full time position for Ms. Skonieczny for the purpose of business recruitment. Discussion followed on the need to use DDA funds for accomplishing identified goals and capital projects. Discussed the role of the Riverview Plaza owners and Chamber of Commerce in downtown improvement and business recruitment efforts.

Other Business

Discussed the cooperative role of the DDA and City Council on the strategic planning process.

Adjourn

Motion by Moore, supported by Schoeneweg, to adjourn the meeting. Carried.
Adjourned at 6:30 pm

**City of St. Clair
Downtown Development Authority
September 16, 2010
Pine Shores Golf Course**

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

Roll Call

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

Approval of Minutes

Motion by Moore, supported by Wade to approve the August 19, 2010 meeting minutes as submitted. Carried.

Financial Report

Motion by Moore, supported by Grover, to receive and file the financial report for the month of August 2010. Carried

Old Business/Committee Reports/Project Updates

Chamber of Commerce (Skonieczny)

Two businesses have obtained applications for the Come To St. Clair Program, but have not submitted them to date.

Images of St. Clair (Rollins)

The photo shoot has been completed and proofs should be ready for presentation at the October meeting. Lockwood distributed a list of scenes that could be photographed and submitted by anyone and kept on file for marketing and promotional purposes.

Chalk The Walks Event (Skonieczny)

Preparations are complete for the Chalk The Walks event scheduled to take place in conjunction with the Whistles On The Water and Historical Museum Maritime Room dedication on September 25, 2010. The four featured artists will be located on Clinton Avenue and in Palmer Park.

Pine River Floating Docks (Lockwood)

The survey stakes are in place at the dock site. They are located within the existing easement.

St. Clair Events (Lockwood)

The IRS has received St. Clair Events' application for 501(c)6 status. A response is expected within 90 days.

Wireless Service (Lockwood)

A meeting has been scheduled with RESA to discuss providing wireless service to the downtown. A report on the meeting and pricing will be presented at the October meeting.

New Business

Request for Funding

Jody Skonieczny requested funding to cover the costs of her attendance at the MEDC conference in Lansing for the purpose of participating in a four day course in retail marketing recruitment. After discussion, motion by Moore, supported by Grover, to approve the expenditure of up to \$1,000 to cover the expenses for Ms. Skonieczny to attend the sessions as discussed. Carried.

Other Business

Correspondence

Received correspondence from the St. Clair Beautification Commission thanking the Board for their contribution to the Hanging Basket and Bridge Flower Box program, and from the Junior Golf Tournament Committee for the DDA's media promotion of their Pine Shores Golf Course event.

Adjourn

Motion by Moore, supported by Rollins, to adjourn the meeting. Carried. Adjourned at 6:47 pm

**City of St. Clair
Downtown Development Authority
October 14, 2010
St. Clair Municipal Building**

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

Roll Call

Present: Adkins, Grover, Kauffman, Klecha, Lockwood, Moore, Rollins,
Tierney, Wade
Absent: Johnson, Schoeneweg, Vinckier

Approval of Minutes

No Minutes were submitted for approval.

Approval of Invoices

Motion by Moore, supported by Grover, to approve the payment of Mid-West Appraisal Invoice #1014005, for \$2,800 for the Schoeneweg property appraisal. Carried.

Financial Report

Motion by Klecha, supported by Wade, to receive and file the financial report for the month of September 2010. Carried

Old Business/Committee Reports/Project Updates

Chamber of Commerce (Lockwood)

Lockwood met with two applicants for the Come To St. Clair program and advised them of the need to submit a business plan in order to be considered for a forgivable loan. Creation of a business plan seems to deter many applicants from submitting their application.

Whistles On The Water (Lockwood)

Reviewed the event and discussed positive feedback received. A new boiler will have to be purchased for next year's event.

Winter White Out (Lockwood)

Four communities have agreed to compete for the title of "Snowman Making Champion": Sault Sainte Marie, Saline, Zeeland and St. Clair. Details of the competition will be provided as the event nears. It was suggested that the winner of the 2011 limerick contest be named Poet Laureate of St. Clair.

Website Analytics (Lockwood)

The website analysis shows that Whistles On The Water pulled more visitors to the site than other events.

Seasons of St. Clair (Lockwood)

There have been 28 pictures submitted for the 2010 competition. The quantity and expertise of the work has improved. Several of the prints have been sold, which will provide incentive for artists to participate in the future.

Floating Docks (Lockwood)

The appraisal report and a draft easement agreement for the Schoeneweg property was reviewed. Terms include payment of \$9,000 for an easement for the construction, installation, repair, maintenance and replacement of a public walkway across the property, with additional rights to install, access and maintain public docks extending into the Pine River from the easement. Ms. Schoeneweg has tentatively accepted the agreement pending approval by her attorney.

It was suggested that the project be broken into four phases:

- 1 A fishing pier extending over the existing storm sewer. Approximate cost including engineering is \$17,000 with possible funding from the Community Foundation.
- 2 Installation of floating docks at \$168,00 total project cost. Grant funding available is \$82,000, leaving a balance of \$86,000 to complete the project. The Rotary Club has been asked for a contribution of \$25,000.
- 3 Pine Street parking lot. Estimated cost is \$28,000, no funding source yet.
- 4 Installation of boardwalk connecting the current Palmer Park boardwalk with a walkway at the floating dock site. The cost has not been determined yet, however, grant funding is anticipated for this type of project.

Motion by Moore, supported by Kauffman, to recommend to Council that they approve the expenditure of \$9,000 to acquire the easement and to execute the easement agreement with Ms. Schoeneweg. Carried.

At The Market

A fund raising benefit, A Taste of At The Market, has been scheduled for November 1. It is a food tasting event held at River District Hospital. Tickets are \$30 each. Members were encouraged to attend.

Wireless Internet

Adkins and Lockwood met with RESA representative Dan DeGrow regarding providing wireless service to certain portions of the city. RESA currently has a large amount of

excess capacity and is anxious to become a provider for St. Clair. Lockwood explained the program budget of \$25,300 for installation and \$6,180 per year for service and maintenance. After discussion, motion by Kauffman, supported by Klecha, to approve the expenditure of \$25,300 for installation of wireless service and \$6,200 annually for service and maintenance. Carried.

New Business

Other Business

Discussed the need to revisit the Vision Plan and Retail Market Strategy to more clearly define the top five businesses that fit into the strategy and actively recruit those specific business. There is a clear lack of information about the current shoppers and patrons of the downtown businesses. It is critical for the business owners themselves to gather this data.

Discussed the value of "pop-up" stores to fill vacancies in plaza. Seasonal tenants should be included in the recruitment activities.

There was lengthy discussion on a problem of the Riverview Plaza business owners not responding to potential tenants that have been referred to them. The question was raised; why do some owners have consistent tenancy and others say they cannot rent their units?

Grover suggested a shopping bag promotion for the retailers. Generic bags would be printed with the St. Clair On The River logo and used uniformly by all businesses.

Adjourn

Motion by Moore supported by Rollins to adjourn the meeting. Carried. Adjourned at 6:40 pm

**City of St. Clair
Downtown Development Authority
November 18, 2010
St. Clair Public Library**

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

Roll Call

Present: Grover, Johnson, Kauffman, Klecha, Lockwood, Moore, Rollins, Vinckier,
Wade, Council Representative Tim Burns
Absent: Adkins, Schoeneweg, Tierney

Approval of Minutes

Motion by Moore, supported by Kauffman, to approve the September 16, 2010 and October 14, 2010 meeting minutes as submitted. Carried.

Approval of Invoices

There were no invoices for approval.

Financial Report

Motion by Kauffman, supported by Moore, to receive and file the financial report for the month of October 2010. Carried

Old Business/Committee Reports/Project Updates

Marketing/Branding (Rollins)

Several photographs taken for the Images of St. Clair program were displayed and discussed. The photos will be used on websites and all promotional materials.

Winter White Out (Lockwood)

The Winter White Out badges have been printed, cost of \$400. Lockwood requested an increase in the Winter White Out budget allocation from \$2,800 to \$4,000 to accommodate an unbudgeted \$1,200 charge for advertising. Sponsors are still being sought. Motion by Klecha, supported by Rollins, to approve a \$1,200 increase in the Winter White Out budget bringing the total budget to \$4,000. Carried.

Floating Docks (Lockwood)

An amended budget for the project was presented. The total project cost is \$275,496; current committed revenue from DNR Grant is \$82,832, leaving a balance of \$192,664. It is hoped that the cost of \$21,000 for the existing floating docks will be eligible for grant funding, and that contributions will be forthcoming from local and district Rotary Clubs, and local foundations. The Art Association has asked that they be allowed to place a mosaic tile bench, "A Fish Out Of Water", piece at the site.

Wireless Internet Service (Lockwood)

Contracts with RESA have been executed. Businesses have been approached about placing modules on their roof, however, most businesses are concerned about the security of their data. The bandwidth will be divided into five channels, each of which will have access controlled by the DDA/City.

New Business

Farmers Market (Lockwood)

Lockwood reviewed his memo to the Board regarding the Framers Market and his recommendation to discontinue funding for the Market next year. Decreased participation and market revenue are partially attributed to the new markets located on King Road and in Marine City and Marysville. Motion by Klecha, supported by Rollins, to discontinue funding of the Farmers Market in 2011. Carried.

Brian Neiman will continue to record At The Market at his business location. Details will be provided when they are available.

Advertising (Lockwood)

An event has been proposed for February titled "Love Is In The Air In St. Clair". Businesses have been asked to submit promotions for the event. Various construction projects scheduled for 2011 will discourage shoppers from going to the north end of Port Huron and this will be an opportunity for St. Clair to capture some of the shoppers. Billboard advertising was discussed.

Downtown Sign Incentive Program (Lockwood)

A proposed Downtown Sign Incentive Program would assist business owners to improve building signage by providing funding for the purchase of approved signs. If approved, the program will utilize funding previously allocated for the Come To St. Clair Loan Program. The amount granted to applicants will be based on a points formula by a committee consisting of one DDA Board member and Planning Commission members. Motion by Klecha, supported by Grover, to pursue the program and appoint Paul Wade as the DDA member of the committee. Carried.

Other Business

Riverview Plaza

Reviewed past discussions on Reviewed Plaza issues. Kauffman suggested providing a planning consultant to meet with the Plaza Association members in an effort to clarify the position of small businesses in the current economic climate and assist the mall owners to find realistic solutions to their problems.

Kauffman described a funding program titled "Green Streets" that could assist in the cost of many of the projects the DDA is discussing. SEMCOG has staff to assist with identifying eligible projects and applying for funding.

Adjourn

The next meeting is scheduled for December 9, 2010 at Fred Moore's boathouse at S. Riverside and Fort Street. Meeting adjourned at 6:30 pm.

**City of St. Clair
Downtown Development Authority
December 9, 2010
Fred Moore's Boat House**

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

Roll Call

Present: Adkins, Grover, Johnson, Kauffman, Klecha, Lockwood, Moore, Rollins, Schoeneweg, Tierney, Vinckier, Council Representative Burns
Absent: Wade
Also present: City Council Members LaPorte, Foley, Krebs, McCartney, Kindsvater; Planning Commission Chairman Terry Beier; Plaza Association President Sally Achatz; Chamber Director Jody Skonieczny

Approval of Minutes

Motion by Klecha, supported by Johnson, to approve the November 18, 2010 meeting minutes as amended (Floating Docks: total project cost is \$275,496, total after grant is \$192,664). Carried.

Approval of Invoices

Motion by Klecha, supported by Grover, to approve payment of Blue Water Area Convention and Visitors Bureau invoice in the amount of \$4,300.00 for the 2011 Discover the Blue program. Carried.

Financial Report - none

M-29 Corridor Plan Presentation (Burns)

A committee was appointed to review, revise and resubmit St. Clair's 2005 M-29 Corridor Plan in order to remain part of MDOT's Transportation Improvement Plan. The presentation summarized the resulting recommendations that were approved by the City Council in August of 2010. In addition to the previously approved three design options, a new hybrid option was included. If approved by MDOT, the earliest construction date would be in 2013.

Key features of the committee recommendation are: creation of a boulevard in areas between Clinton Avenue and Vine Street (including landscaping and lighting); safety improvements to the Clinton/M-29 intersection pedestrian crossing; installation of a pedestrian crossing and traffic light at Vine Street; improved pedestrian crossings at Palmer Park; elimination of curb cuts at the plaza and creation of new entrances on Jay and Vine Streets; sidewalk expansion on N. Riverside to 6'; installation of a round-about at the intersection of M-29/S. Riverside for better traffic control; retention of two traffic lanes in each direction, and parking and sidewalks on both sides of the street. The focus on traffic and pedestrian safety items may give the plan an advantage with MDOT.

Old Business/Committee Reports/Project Updates

Sign Incentive Program (Lockwood)

The Community Foundation has agreed to provide \$4,000 for the program.

Wireless Internet (Lockwood)

The actual cost of equipment installation for the wireless system is under budget by \$4,500. Because the equipment was installed in the winter (when wireless signals are more easily captured) a one year warranty was provided to ensure adequate signals year round. There are three payment options for the software maintenance fees: annually at \$3,100 per year; a three year contract at \$2,200 per year; or a five year contract at \$1,800 per year. Motion by Adkins, supported by Moore, to approve the three year contract and expenditure of \$6,600 for wireless system software maintenance. Carried.

Riverview Plaza (Lockwood)

Reviewed the DDA and City Council roles in the rehabilitation of the downtown/Riverview Plaza.

Discussed the importance of the Schwark building to the rejuvenation the mall. Lockwood described the state's Signature Building Grant and how it could be used to acquire and improve the Schwark building. The Signature Building Grant provides 75% of the appraised value of a building (up to \$500,000) to a community for the acquisition and development of a "signature" building located in a traditional downtown. There is a local match which is often provided by a participating developer (the developer must make a commitment to the project before grant funding is approved). The grant itself could be sufficient enticement to interest a developer. However, the City is not currently eligible for this grant because the plaza property is not defined as a "traditional downtown" but rather is considered to be a "strip mall" by the state.

Previous plans for the redesign of the mall area were discussed, including the acquisition of all common areas now the Riverview Plaza property, dissolution of the condo association and reinstatement of individual ownership, the extension of Adams and Thornapple Streets to N. Riverside, and various improvements to the new public areas. Some of the funding for this plan would come from the city's major streets fund, and special assessment or principal shopping districts created to pay for the project over time.

Council and DDA members all agreed it is a difficult commitment for the city, the residents and the business owners to make, however, there are few alternatives remaining for the future success of the mall.

Adjourn

The next meeting is scheduled for 5:00 pm on Thursday, January 20, 2011 at the GEM Tea Room. Motion by Klecha, supported by Adkins, to adjourn the meeting. Carried. Adjourned at 7:00 pm.