

**City of St. Clair
Downtown Development Authority
January 20, 2011
Red Geranium/GEM Tearoom**

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

Roll Call

Present: Adkins, Grover, Johnson, Klecha, Lockwood, Moore, Neiman,
Schoeneweg, Tierney, Vinckier, Wade
Absent: Kauffman, Rollins, Council Representative Burns
Also Present: Chamber of Commerce Director Jody Skonieczny, Harbor Master
Stephanie Schreiner

Chairman Lockwood introduced the newly appointed member Bryan Neiman.

Lori Wheeler, owner of the Red Geranium/GEM Tea Room, gave a brief history of their building and described her business.

Election of Officers

Members were nominated for offices: Chairman, Dan Lockwood; Vice-Chairman, Bill Kauffman; Secretary, Lynn Grover; Treasurer, Fred Rollins. Motion by Schoeneweg, supported by Neiman, to approve the appointment of members to offices as nominated. Carried.

Approval of Minutes

Motion by Moore, supported by Grover, to approve the December 9, 2010 meeting minutes as corrected (Paul Wade was absent from the meeting; and P. 2, Sign Incentive Program: "Community Foundation has agreed to provide \$4,000 for the program"). Carried.

Approval of Invoices

There were no invoices for approval.

Financial Report

Reviewed and discussed the Financial Report dated December 2010 and the 2010-2011 budget. Motion by Adkins, supported by Vinckier, to receive and file the financial report and proposed budget. Carried

Old Business/Committee Reports/Project Updates

Clinton Avenue Streetscape Project

Adkins reviewed the project for new members. It is imperative that the City accepts the MDOT grant which calls for a \$250,000 local match. Of that amount, \$85,000 has been committed by the Local Street Fund, leaving a balance of \$165,000 to be provided by the DDA. Due to borrowing and bonding limitations of this project, a proposal was approved by City Council on January 17th that will allow a \$165,000 loan from the City to the DDA,

payable over five years in either annual or semi-annual payments, with interest at the market rate. Motion by Wade, supported by Neiman, to approve the loan as described above with semi annual payments. Carried.

Floating Dock Project

Schriner gave a status report of the project. The project is moving along with the wooden boardwalk and fishing pier in final engineering. Heavy focus is being put on the aesthetics of all project areas. Still waiting for a determination from the State as to whether or not the existing floating docks will be eligible for inclusion in the grant.

Riverview Plaza Project

Lockwood and members of the DDA and Planning commission have interviewed the firms interested in the Riverview Plaza Revitalization project: McKenna Associates, Becket & Raeder, LSL Planning, and Carlisle Wartman. Proposals are due on January 24, 2011 and will be presented to the DDA after that date.

St. Clair Events

501c6 designation has been received.

Wireless Service

A list of the seven proposed wireless module locations was distributed. Letters of authorization will be obtained from property owners.

New Business

2011 Meeting Schedule

Motion by Neiman, supported by Wade, to set the annual meeting schedule for the third Thursday of each month. Carried.

Sign Incentive Grants

After review of the program, motion by Wade, supported by Klecha, to approve the expenditure of \$4,000, from funds previously allocated to the Come to St. Clair program. Carried.

Other Business

Adjourn

The next meeting is scheduled for February 17, 2011 at 5:00 pm at City Hall.

Motion by Wade, supported by Klecha, to adjourn the meeting. Carried. Adjourned at 6:20 pm.

**City of St. Clair
Downtown Development Authority
February 17, 2011
Municipal Building**

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

Roll Call

Present: Adkins, Grover, Klecha, Lockwood, Neiman, Vinckier, Wade
Absent: Johnson, Kauffman, Moore, Rollins, Schoeneweg, Tierney
Also Present: Chamber of Commerce Director Jody Skonieczny,
DPW Director Mike Harrington

Approval of Minutes

Motion by Klecha, supported by Adkins, to approve the January 20, 2011 meeting minutes as submitted. Carried.

Approval of Invoices

There were no invoices for approval.

Financial Report

Motion by Klecha, supported by Wade, to receive and file the financial report for the month of January 2011. Carried

Old Business/Committee Reports/Project Updates

Chamber of Commerce (Skonieczny)

Three businesses have received applications for the Come To St. Clair forgivable loan program.

Burma Shave Signs (Skonieczny)

Letters have been sent out to business owners providing them with the details of this advertising program. The west side of the signs are leased by the Riverview Community Credit Union for the spring quarter.

Clinton Avenue Streetscape Project (Adkins)

The project was reviewed. The anticipated release date for State funding is June 1, 2011. The project can be bid in July, with an August/September construction target. The grant does not cover the installation of parking spaces. There are eight additional spaces to be installed during the project in 2011, seven additional spaces added in 2012, and six more in 2013. The cost of these parking improvements will be allocated to the City's major street fund. Anderson, Eckstein and Westrick's preliminary cost estimate

was distributed. Adkins presented images of proposed aesthetic improvements at the site.

Floating Docks (Lockwood)

The St. Clair Rotary Club has pledged \$2,500 for the project, however, Rotary District #633 declined to contribute. A request for \$20,000 has been made to the Community Foundation/Oskin Fund. It is anticipated that the project will be completed by St. Clair's Vintage Weekend in mid-July.

Palmer Park Boardwalk Bollard Installation (Harrington)

All materials have been received for the completion of docking facilities at the boardwalk and work can begin as soon as weather permits. The docking sites will have potable water, electricity, pump-out and fueling capabilities.

New Business

Request for Come To St. Clair Loan Consideration (Lockwood)

Patti Armstrong, owner of Sweet PEA's, has made application for a Come To St. Clair loan for her relocation to the south end of Riverview Plaza. The business received a \$3,000 Come To St. Clair loan as a new business in 2008. Ms. Armstrong is now requesting a \$5,000 loan to cover eligible expenses associated with the relocation and expansion of the store. The Board discussed various ways of calculating the allowable amount for a second loan:

- (1) based on the difference in the amounts of the two loans (resulting in a \$2,000 loan);
- (2) based on the amortization over the life of the loans (resulting in a \$3,800 loan);
- (3) based on the difference in square footage of the two locations (resulting in a \$5,000 loan); and
- (4) based solely on current eligibility (resulting in a \$5,000 loan).

After discussion, motion by Klecha, supported by Wade, to grant the full loan of \$5,000 based on Option 4, current eligibility. Carried.

Redevelopment Liquor Licenses (Lockwood)

An application will be submitted to the State for the renewal of Redevelopment Liquor Licenses. Seventy-seven licenses were approved last year and a similar number is expected this year. Discussed a businesses' requirements for license eligibility and the City's ability to negotiate the terms of issuance of a license.

Clinton Avenue/Witherell Street Property (Lockwood)

An offer was received from the owner of property located on Clinton Avenue east of St. Clair Auto Parts, which is currently used as parking for nearby businesses. The offer also included an adjacent residential parcel on Witherell Street. The Board discussed the possibility of purchasing the property and developing it for parking, however, it was agreed to take no action on the offer for several reasons: the Witherell Street parcel is outside the DDA District; the asking price of \$100, 000 plus development costs is unrealistic for a parking lot; the property is far more valuable as retail or office development; there is no regional parking plan in place.

Other Business

Lockwood reminded the members that the new date for the Plaza proposal review meeting is Thursday, March 3, 2011 at the municipal offices.

The Board viewed a three minute cd published by the Blue Water Area Convention and Tourism Bureau as part of the "Discover the Blue" promotion .

Adjourn

The next meeting is scheduled for 5:00 pm on March 17, 2011. The meeting adjourned at 6:30 pm.

**City of St. Clair
Downtown Development Authority
April 21, 2011
Municipal Building**

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

Roll Call

Present: Adkins, Grover, Johnson, Klecha, Lockwood, Moore, Neiman, Rollins,
Schoeneweg, Wade
Absent: Kauffman, Tierney, Vinckier
Also Present: Harbor Master Stephanie Schriener

Approval of Minutes

Motion by Grover, supported by Wade, to approve the February 17, 2011 meeting minutes as corrected (page 2, Palmer Park Boardwalk Bollard Installation, delete "... pump-out and fueling capabilities"). Carried.

Financial Report

Discussed capital projects and funding sources. Motion by Moore, supported by Grover, to receive and file the financial report for the month of March 2011. Carried

Old Business/Committee Reports/Project Updates

Come to St. Clair Program (Lockwood)

The Sears store in Riverview Plaza will be approved for a Come to St. Clair Loan. There is one application outstanding, pending receipt of a business plan.

Burma Shave Ads (Lockwood)

There are currently no businesses interested in this advertising project. Rollins volunteered to solicit businesses to participate.

Clinton Avenue Streetscape (Lockwood)

As a result of a walkthrough with MDOT, plans are expected to be completed the first of June, with bidding in July and construction August through November. There is space for 24 of the ship building historic tiles. All utilities will be underground. This project is important because it will establish the look for future enhancements in the area.

New Business

Riverview Plaza Revitalization Plan (Lockwood)

Dan explained the review process that resulted in the selection of LSL to provide the study. The first project proposed is the center courtyard improvement to attract important foot traffic. Possible funding will be from the Department of Agriculture if the project meets the "Rural Development" project qualifications. Motion by Moore, supported by Grover to approve the expenditure of \$41,500 to LSL for planning services and the production of a plaza revitalization plan. Carried. Vinckier abstained.

Harbor Advertising (Schriner)

An advertising proposal was presented whereby businesses can pay to have their advertising placed on the exterior of the Harbor van.

Other Business

Discussed various beautification issues: the need for Council to approve an updated tree list, creation of a group to brainstorm on what would make St. Clair the most beautiful town in Michigan.

Adjourn

The next meeting is scheduled for May 12, 2011. Motion by Schoeneweg, supported by Moore, to adjourn the meeting. Meeting adjourned at 6:15 pm.

**City of St. Clair
Downtown Development Authority
May 19, 2011
Municipal Offices**

The meeting was called to order by Chairman Lockwood at 5:02 pm.

Roll Call

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

Financial Report

Motion by Moore supported by Rollins to receive and file the financial report for the month of April 2011. Carried

Old Business/Committee Reports/Project Updates

Chamber of Commerce (Skonieczny)

Two new businesses are in the application process for Come To St. Clair Loans.
Discussed Discover the Blue and other ongoing promotions

Burma Shave Signs

Schoeneweg will direct this program in the future.

Clinton Avenue Streetscape (Adkins)

The project on schedule: bid award in July, project start in August and completion in November.

Palmer Park Bollards (Lockwood)

The project is on schedule.

Riverview Plaza Revitalization (Lockwood)

Meetings of LSL Planning Consultants, City Council Members, business owners and other stake holders are proposed for June 14-17 or July 5-8. Specific dates will be announced when chosen.

M-29 Bridge Flower Boxes (Lockwood)

After brief discussion, motion by Klecha, supported by Moore, to approve the expenditure of \$1,400 for the bridge flower boxes. Carried (opposed: Wade)

Adjourn

The next meeting is scheduled for June 16, 2011. Meeting adjourned at 6:10 pm.

**City of St. Clair
Downtown Development Authority
June 16, 2011
Municipal Offices**

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

Roll Call

Present: Johnson, Klecha, Lockwood, Moore, Schoeneweg, Vinckier
Absent: Adkins, Grover, Neiman, Rollins, Tierney, Wade
Also Present: Council Representative Tim Burns, Chamber of Commerce
Director Jody Skonieczny

Approval of Minutes

Because there was not a quorum, approval of the Minutes will be carried over to the next meeting.

Approval of Invoices

There were no invoices presented for approval.

Financial Report

Lockwood advised that the DDA has received a \$20,000 grant from the Community Foundation for the fishing pier on Pine River. Because there was not a quorum, action on the May Financial Report will be carried over to the next meeting.

Old Business/Committee Reports/Project Updates

Chamber of Commerce Report (Skonieczny)

A Come to St. Clair Loan application has been provided to Ink and More, a new business in Riverview Plaza. Ink and More, previously located in Fort Gratiot, is a printer ink and toner recycling service.

St. Clair Events is coordinating the issuance of vendor permits for the July 4th fireworks. As a result, \$100 of each permit fee will be contributed to the 2012 fireworks fund. Local restaurants are also accepting contributions from their patrons.

Burma Shave Signs (Schoeneweg)

Neiman's Market and Riverview Credit Union are the sponsors for the summer sign series. A review process will be implemented to maintain the quality of the limericks. The city will ask the property owner to cut the weeds that are blocking the signs.

Floating Docks (Lockwood)

The Corps of Engineers was on site last week to inspect the floating docks. This is the final approval required for the project.

Boardwalk Bollards (Lockwood)

The boardwalk bollards are expected to be completed soon. The only interest shown in the docking facilities has been from the Coast Guard.

Riverview Plaza Redevelopment Project (Lockwood)

LSL Planning Inc. conducted interviews to gain input on the opinions, priorities and experiences of the Riverview Plaza project stakeholders. The DDA discussed the challenges involved and how dissolving the current condo association will impact the project's success.

Wireless Internet (Lockwood)

RESA contractor Teoma is working on solutions to the wireless signal problems being experienced downtown.

New Business

Kauffman Resignation (Lockwood)

The Board received Bill Kauffman's resignation from the DDA. Because there was not a quorum, official acceptance will be carried over to the next meeting.

Bramble Docking (Lockwood)

A proposal has been received to dock the decommissioned Coast Guard Cutter Bramble at the Palmer Park boardwalk. Discussed the proposal and its related financial investment. The Bramble has historical value, but not significant to St. Clair. It was agreed that the DDA is not the appropriate group to make the decision and the request was forwarded to City Council.

Other Business

Discussed QR (Quick Response) codes and their possible use in DDA projects; i.e. on the sample LED light posts along the boardwalk for survey response and on the Clinton Avenue historic tiles for a descriptive narrative.

The Board received a thank you card for their funding of the bridge flower boxes.

Adjourn

The next meeting is scheduled for July 21, 2011. The meeting adjourned at 6:06 pm.

**City of St. Clair
Downtown Development Authority
July 21, 2011
Municipal Offices**

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

Roll Call

Present: Adkins, Grover, Johnson, Lockwood, Moore, Neiman, Rollins,
Schoeneweg, , Wade
Absent: Klecha, Tierney, Vinckier
Also Present: Council Representative Tim Burns, Planning Commission Chairman
Terry Beier, Chamber Director Jody Skonieczny

Approval of Minutes

Motion by Grover supported by Moore, to approve the June 16, 2011 meeting minutes as submitted. Carried.

Approval of Invoices

Motion by Moore supported by Grover, to approve payment of LSL Planning Consultants invoice #548-2011B06 in the amount of \$4,716.85 for the Riverview Plaza Revitalization Plan. Carried.

Financial Report

Motion by Moore, supported by Wade, to receive and file the financial reports for the months of June and July 2011. Carried

Old Business/Committee Reports/Project Updates

Chamber of Commerce (Skonieczny)

The Economic Development Alliance is planning a site selection tour of area waterfront properties available for development. As part of the tour, potential developers will be brought to St. Clair on the Huron Lady, docking at the boardwalk. A twenty minute presentation of development opportunities in downtown St. Clair will be offered. Promotional materials are being compiled in preparation for the event.

Burma Shave Signs (Schoeneweg)

Weeds are still overgrown at the site. Reviewed the rental agreement with the owner of property where the signs are located. The board agreed that the agreement will not be renewed after its expiration in June 2012. Member Johnson volunteered to mow the existing weeds.

Clinton Avenue Streetscape (Adkins)

Project bids will be opened by MDOT on Friday, August 5, 2011.

Whistles On The Water (Lockwood/Johnson)

Reviewed the Whistles On The Water budget for the 2012 event. Motion by Schoeneweg, supported by Grover, to commit up to \$2,500 for the event. Carried.

Winter White Out (Lockwood)

Reviewed the 2012 event budget and funding needs. Motion by Rollins, supported by Schoeneweg, to commit up to \$2,000 for the 2012 Winter White Out. Carried.

Floating Docks (Lockwood/Adkins)

The City's engineers and Corps of Engineers are looking at alternative means of securing the docks due to very poor soil conditions at the site.

Sign Incentive Program (Lockwood)

The first sign incentive grant payment was given to St. Clair Chiropractic in the amount of \$500.

Wireless Internet Service (Lockwood)

Discussed the feasibility of providing wireless service to private businesses through the contract with RESA. The question of government competing with private providers could be circumvented if it is offered as an economic development or business promotion tool and charges were based on covering the DDA's associated costs and providing stability to the system.

Crossroads Community Church (Adkins/Lockwood)

Crossroads Community Church has opened a drop-in center in Riverview Plaza, which is a non-conforming business. There is no allowance for churches in the ordinance, but this could be considered a "private club or lodge" and, as such, a special use. The church would, however, need to submit a site plan for Planning Commission approval and a possible ZBA variance approval. As this could become a controversial issue, the members were asked for their position on enforcement of this ordinance. It was the consensus that ordinance requirements should be met and the same procedures followed as with any other business.

New Business

Kauffman Resignation (Lockwood)

Motion by Adkins, supported by Schoeneweg, to accept with regrets the resignation of Bill Kauffman from the DDA. Paul Wade was appointed to fill the vacancy until the term expires in 2013.

Other Business

Discussed the use of QR codes in the downtown and the need to develop a means of making them vandal-proof.

Burns commented on the Visitors Center being closed during events and the need to secure volunteers to man the center at peak visitor times.

Adjourn

The next meeting is scheduled for August 18, 2011. Meeting adjourned at 6:37 pm.

**City of St. Clair
Downtown Development Authority
August 18, 2011
Pine Shores Golf Course**

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

Roll Call

Present: Grover, Johnson, Klecha, Lockwood, Moore, Neiman, Vinckier, Wade
Absent: Adkins, Rollins, Schoeneweg, Tierney
Also Present: City Council Representative Tim Burns, Chamber of Commerce Director
Jody Skonieczny

Approval of Minutes

Motion by Grover, supported by Klecha, to approve the May 19, 2011 and July 21, 2011 meeting minutes as submitted. Carried.

Financial Report

Motion by Moore, supported by Neiman, to receive and file the financial report for the month of July 2011. Carried

Old Business/Committee Reports/Project Updates

Chamber of Commerce (Skonieczny)

The Economic Development Alliance is hosting an investors tour of waterfront property from Port Huron south to St. Clair. The tour is scheduled for Friday, August 19, 2011. The St. Clair properties featured in the presentation are the St. Clair Inn, Industrial Park, Riverview Plaza and the Clinton Avenue Carwash/Pine River site.

Clinton Avenue Streetscape (Lockwood)

MDOT received bids for this project, however, all bids were rejected by the City because they were considerably higher than expected. It is believed that a fall re-bid will produce more favorable results, so MDOT will re-bid the project in November for spring construction. Local foundations are funding the development of QR codes for the historic tiles along Clinton Avenue, and for the related historical commission website.

Come To St. Clair Loans (Skonieczny)

The latest recipient of a Come To St. Clair Loan, Boomerang's, advises that business is better than originally projected. Other applications are still outstanding.

Website Analytics (Lockwood)

The analysis of stclairontheriver.com shows that activity continues to increase. New events or postings create approximately three days of increased interest.

New Business

Meetings Scheduled (Lockwood)

A joint meeting of City Council, St. Clair County Representatives, and the DDA is scheduled for 5:30 pm on July 28, 2011 at Fred Moore's boathouse. The purpose of the meeting is to discuss the future of the St. Clair Inn and explore possibilities for assistance by the city, county and state.

A meeting with Senator Phil Pavlov will be scheduled in the near future to discuss the new direction of MDOT and its possible effect on the M-29 redesign project.

Adjourn

The next regular meeting is scheduled for August 17, 2011. Meeting adjourned at 5:50 pm.

**City of St. Clair
Downtown Development Authority
September 15, 2011
Municipal Offices**

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

Roll Call

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

Approval of Minutes

No minutes were submitted for approval.

Financial Report

Motion by Moore, supported by Rollins, to receive and file the financial report for the month of August 2011. Carried

Old Business/Committee Reports/Project Updates

Investors Tour Review (Lockwood)

One of the St. Clair sites included in the investor's tour was the former car wash on Clinton Avenue. An offer has now been made and accepted for sale of the property. The developer's plans are incomplete presently.

Riverview Plaza (Lockwood)

Discussed the possibility that the Schwark building will qualify for Federal Historic Credits if developed.

Burma Shave Signs (Lockwood)

This advertising program will be discontinued after the lease agreement on the property expires in June of 2012.

Floating Docks (Lockwood)

There are still permits needed for the installation of the docks. RFP's are expected to go out this year. The DEQ has indicated that they will grant an extension if needed.

Boardwalk Bollards (Lockwood)

The third boardwalk bollard will be installed in October.

Website Analytics (Lockwood)

Activity on stclairontheriver.com keeps improving. There were 1,800 hits on the photo gallery of the Fire Hall Open House. The most visited pages are maps and the calendar of events.

M-29 Improvements (Lockwood)

Reviewed the DDA/City Council meeting with Senator Phil Pavlov regarding MDOT and the M-29 Improvement Project. It is possible to make changes to the plan that was previously approved by MDOT, and their new direction regarding road improvements offers a favorable opportunity to do so. The earliest construction date for the project is 2016. City Council's re-affirmation of approval will be provided when they approve the Master Plan (which includes the M-29 redesign). Discussed the possibility of the DDA pledging funds as a sign of commitment to the project in the form of a reserve account to be used for the local match on the project. Motion by Rollins, supported by Grover, to approve a one time contribution of \$5,000 into a reserve account to be used to offset local costs of the M-29 project. Carried

New Business

Other Business

Adjourn

The next meeting is scheduled for October 20, 2011. Meeting adjourned at 6:30 pm.

City of St. Clair
Downtown Development Authority
October 20, 2011
St. Clair Art Association – Alice Moore Gallery

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

Roll Call

Present: Grover, Johnson, Lockwood, Neiman, Moore, Rollins, Vinckier and Wade

Absent: Adkins, Klecha, Schoeneweg and Tierney

Guests: Burns, Skonieczny and Schriener

Jo-Anne Wilkie (President of St. Clair Art Association) spoke about the Association and the Public Art Committee's "*Seasons in St. Clair*" Art Contest sponsored by the DDA. 1st prize is \$1,000 plus the DDA pays artist's entry fee for the 2012 St. Clair Art Fair. 2nd and 3rd place winners have their entry fees for the 2012 St. Clair Art Fair paid by the Commission.

A motion was made by Grover to pay the entry fees for this year's two Honorable Mentions. The motion was seconded by Moore and passed unanimously.

Minutes of the DDA's August 18th meeting were accepted as presented.

Minutes of the DDA's September 15th meeting were accepted with changes.

The Commissioners received the September 30th financial statements.

The Commissioners voted unanimously to approve for payment the Discover the Blue invoice for the 2011-2012 fiscal year.

Skonieczny updated the Commissioners on the Chamber's activities. She also detailed the expenses the Chamber paid from the \$5,000 marketing budget the DDA had given it in 2010. The Commissioners voted spend \$5,000 to refund the Chamber's marketing budget (these are pass-through funds from the St. Clair Foundation).

The Clinton Avenue Streetscaping project is being rebid. New bids are due November 4th.

The "Come to St. Clair" Forgivable Loan program and the Redevelopment District's Sign incentive programs end December 1st, 2011.

Floating dock project having trouble with permits; Water Ways Commission has said it will give an extension on the Boat Harbor's grant for this project.

Palmer Park boat bollard project is not complete.

Riverview Plaza – LSL’s presentation for revitalization of the Plaza will be made in November.

Website Analysis – September’s numbers were lower than August 2011, but higher than September 2010.

Wireless St. Clair – Schriener surveyed transient and seasonal boaters. The wireless service received an average grade from the seasonal and a higher grade from the transients. Due to the length of time it took to install the system and that there is another free wireless service available at the harbor, we need to do more investigation on our service.

Schriener said she received 60% surveys back: activities received an average, shopping average while dining was rated above average.

Dan brought up an idea about having coasters in the bars Wednesday before Thanksgiving with a QR Code for the St. Clair on the River calendar. The commissioners authorized \$200 to be spent on this project.

The meeting closed at 6:15 pm.

**City of St. Clair
Downtown Development Authority
November 17, 2011
Municipal Offices**

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

Roll Call

Present: Grover, Johnson, Klecha, Lockwood, Vinckier, Wade
Absent: Adkins, Moore, Neiman, Rollins, Schoeneweg, Tierney
Also Present: Chamber of Commerce Director Jody Skonieczny, City Council
Member Tim Burns

There was no quorum so no action was taken on any items.

Discussion:

The Clinton Avenue Streetscape (re-)bids were once again over budget. The reason may be the stamped concrete sidewalks.

The Come To St. Clair Loan Program is ending at the end of the year. Lockwood provided an analysis of the program. The program was a success. Only two of the fourteen loan recipient businesses were not successful.

Various ways of sorting and analyzing the St. Clair On The River website were discussed. Analysis shows that only 1/3 of the visitors are from St. Clair County and the largest number of visitors are from Macomb County. Marketing activities should be changed to address this shift in interest. Advertising in the Macomb Daily or Metro Parent may be advisable.

Recent Chamber of Commerce activities were reviewed: the Gourmet Gallop, radio and printed publication advertising, *Blue Meets Green* Committee (focusing on educating businesses about marketing skills and enhancing a visitor's experience), and advertising in regional publications such as Vacationland and Discover the Blue Guide.

Plans for the Winter White Out are progressing. The 2012 buttons are ready to be ordered. Several groups have expressed interest in participating.

LSL Planning Inc. presented an initial plan focused on development of the plaza courtyard area. The presentation was well received by the business owners and others who attended. Funding through contributions is currently limited because it is private property; the possibility of returning it to public property is being discussed. Emphasized the importance of a maintenance endowment being part of future capital projects. LSL will return with completed plans and an implementation plan.

Lockwood advised the Board of the uncertainty of his serving another term as the DDA chairman. Discussed more equitable distribution of work.

The next meeting will be on December 15, 2011. Adjourned at 6:24 pm.