

OFFICIAL PROCEEDINGS  
OF THE  
DOWNTOWN DEVELOPMENT AUTHORITY  
OF THE  
CITY OF LOWELL

For the Regular Meeting of the Downtown Development Authority on Thursday, February 16, 2006.

The Meeting was called to order at 12:06 p.m. and Secretary Pasquale called the Roll.

Present: Catlin, Doyle, Ford, Lonick, Pasquale, Price and Sprenger.

Absent: Larkin and Chairman Reagan.

Also Present: Liz Baker, Dale Triplett, Mayor Charles Myers, Sue Olin, Dan DesJarden, Cliff Yankovich, Lorain Smalligan, Dan Schneider, Eric Halsted, Judy Straub, Tom Richards, Susan Serne, Pat Horn, Tim Wolf, Gary Eldridge and Phil Struckmeyer.

In the absence of Jim Reagan, Brian Doyle was selected as Acting Chairman.

IT WAS MOVED BY LONICK and supported by SPRENGER to approve the minutes of the January 19, 2006 meeting as submitted.

YEA: 7. NAY: 0. ABSENT: 2. MOTION CARRIED.

Item #1. TREASURER'S REPORT. City Treasurer Sue Olin provided the following reports to the Boardmembers.

DOWNTOWN DEVELOPMENT AUTHORITY  
ACCOUNTS PAYABLE  
FEBRUARY 16, 2006

BC Pizza	\$48.10
Grand Rapids Press	3,280.00
Lowell Light & Power	736.77
Petty Cash	9.76
Rickert Electric	<u>90.00</u>
TOTAL:	\$4,164.63

DOWNTOWN DEVELOPMENT AUTHORITY FUND  
FINANCIAL STATEMENT  
FEBRUARY 16, 2006

BEGINNING BALANCE:	\$101,704.34
REVENUE:	
TIFA Revenue	385,232.58
Interest	3,031.60
Miscellaneous Revenue	<u>1,016.00</u>
TOTAL:	\$490,984.52

**EXPENDITURES:**

Accounts Payable	\$1,253.12
Capital Outlay	44,724.00*
Accrued Wages	94.04
Maintenance Salaries/FICA	12,038.63
Maintenance Supplies	11,209.02
Utilities	5,193.90
Misc. & Community Promotions	15,627.21
Debt Service	<u>172,176.25</u>
TOTAL:	262,316.17

**ENDING BALANCE:**

\$228,668.35

**\*CAPITAL OUTLAY**

Kenmark	\$4,255.00
Lyonnais, Inc.	10,957.00
Rickert Electric	6,500.00
Spring Electric	21,769.50
Verdin Co.	1,040.00
Williams & Works	<u>202.50</u>
TOTAL:	\$44,724.00

**APPROPRIATED COMMUNITY PROMOTIONS:**

CHAMBER VISITORS	\$3,280.21
CHAMBER WOMEN'S EXPO	775.00 PAID
CHAMBER CHRISTMAS	5,600.00 PAID
CHAMBER ADV. CAMPAIGN	4,200.00 PAID
CHAMBER BANNER	1,150.00 PAID
PORT A JOHNS	<u>680.00 PAID</u>
TOTAL	\$15,685.21

Olin mentioned that the winter TIFA to be collected is approximately \$100,000.

IT WAS MOVED BY LONICK and supported by PRICE to approve the Treasurer's Report as submitted.

YEA: 7. NAY: 0. ABSENT: 2. MOTION CARRIED.

Item #2. PRESENTATION OF CHAMBER MARKETING PLAN PROPOSAL. Cliff Yankovich presented the Lowell Community Wide Marketing Plan to the Boardmembers providing collective advertising to the next level. He provided a powerpoint presentation prepared by the Ageis Group which outlined the marketing plan. This had been based on a community wide survey of 800 mail outs and 100 interviews.

An annual advertising budget of between \$100,000 to \$150,000 is needed to reach West Michigan. The Lowell Area Community Fund has provided \$32,500 as a match.

The promotion of Lowell "The Next Place to be!" was endorsed at the meeting by Eric Holsted, Mayor Charles Myers, Susan Serne, Judy Straub and Lorain Smalligan. Funds raised would be used for billboards and direct mailers promoting Lowell as an attractive area to live, work and shop.

Yankovich said the request to the DDA would be \$25,000 annually for three years. Price and Sprenger were supportive looking at the overall vision. Lonick was not in favor of spending DDA dollars on this. Pasquale noted the budget would need to be examined.

No further action was taken at the meeting.

Item #3. FUNDING CONSIDERATIONS

- A. Sidewalks. DPW Director Dan DesJarden provided a listing of seven sidewalk construction priorities in the DDA district. These were on Chatham, Smith, North Center, South Center and South West Streets covering 1,085 lineal feet costing an estimated \$21,700. The Boardmembers reviewed the request noting that Federal Community Development Block Grant would be used to complete the sidewalk work in the West and Center area. Since these funds would not be utilized until next year, it was recommended that DDA funds be deferred until that time.
- B. Public Works Garage Fence. DesJarden provided information on a six foot high chain link fence for the Public Works Garage. The fence would be 550 lineal feet with three strains of barbed wire for protection of equipment. A low bid of \$10,962 from Alto Services was received.

After discussion, the item was tabled.

- C. Further Review of Amphitheater. No further action on the issue until this is discussed with the Schools.

Item #4. OTHER BUSINESS. DesJarden had proposed conversion of power meters from three to one at the Graham Building which would save electrical cost. This would amount to \$1,500. No action was taken.

Item #5. DOWNTOWN PROMOTIONS. Lorain Smalligan of the Lowell Area Arts Council requested \$6,000 for the 2006 Summer Concert Series. The event will be kept on Thursdays. The fourth Friday events were not large last year. A total of \$8,000 had been previously requested.

IT WAS MOVED BY SPRENGER and supported by PRICE to allocate \$6,000 to the 2006 Summer Concert Series.

YEA: 6. NAY: 1. (Catlin) ABSENT: 2. MOTION CARRIED.

No action was taken on the 2006-2008 Christmas Decoration Contract.

The meeting was adjourned at 1:40 p.m.

DATE:

APPROVED:

---

James E. Reagan, Chairman

---

David M. Pasquale, Secretary