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CITY OF LOWELL
DOWNTOWN DEVELOPMENT AUTHORITY
INFORMATIONAL MEETING
THURSDAY, NOVEMBER 5, 2020
12 NOON

Join Zoom Meeting

<https://us02web.zoom.us/j/89656226010>

Meeting ID: 896 5622 6010

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1. CALL TO ORDER; ROLL CALL
2. APPROVAL OF THE AGENDA
3. APPROVAL MINUTES OF PREVIOUS MEETING(S)
 - a) September 10, 2020 – Minutes will be provided Thursday morning
4. TREASURER'S REPORT
5. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
6. OLD BUSINESS
 - a) Amity
7. NEW BUSINESS
 - a) Christmas Marketing
 - b) Monroe/Washington
8. REPORTS AND MEMBER COMMENTS
9. ADJOURNMENT

**OFFICIAL PROCEEDINGS
OF THE
DOWNTOWN DEVELOPMENT AUTHORITY
OF THE
CITY OF LOWELL
ZOOM MEETING
THURSDAY, SEPTEMBER 10, 2020**

1. CALL TO ORDER; ROLL CALL.

The Meeting was called to order at 12:00 p.m. by Chair Reagan.

Present: Boardmembers Brian Doyle, Julie DeVoe, Rita Reister, Rick Seese, Eric Wakeman, Mike DeVore and Chair Jim Reagan.

Absent: Boardmember Mike Sprenger.

Also Present: City Manager Michael Burns, Deputy Clerk Amy Brown, Greg Canfield, Liz Baker and Dan Czarnecki.

2. APPROVAL OF THE AGENDA.

IT WAS MOVED BY REISTER and seconded by SEESE to approve the agenda as written.
YES: 7. NO: 0. ABSENT: 1. MOTION CARRIED.

3. APPROVAL OF THE MINUTES.

IT WAS MOVED BY DEVORE and seconded by DOYLE by to approve the minutes of June 4, 2020 as written.
YES: 7. NO: 0. ABSENT: 1. MOTION CARRIED.

4. TREASURER'S REPORT.

City Manager Michael Burn gave the treasurers report.

**DOWNTOWN DEVELOPMENT AUTHORITY FUND
FINANCIAL STATEMENT
September 4, 2020**

Beginning Balance:	\$427,461.68
Revenue:	
TIFA Revenue	\$307,500.00
Interest	
Total Revenues	\$734,961.68
Expenditures:	
Capital Outlay	\$72,235.19
Salaries	\$4,136.24
Maintenance Supplies	\$9,372.72
Utilities	\$2,986.72

Misc and Community Promotions	
Accrued Wages	\$4,626.50
Administration	\$5,529.32
Accrued Payables	\$2,901.55
Transfer to Equipment	
Transfer to General Fund	
Debt Service to light and power	\$34,263.28
<i>Total Expenditures:</i>	<i>\$136,051.52</i>
Ending Balance	\$598,910.16

5. **PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA.**

There were no public comments.

6. **OLD BUSINESS**

a) **Riverside Street.**

City Manager Michael Burns stated the project is complete and final costs have been paid. This project was lumped in with three streets that were not in the Downtown Development District but that was so we were able to reduce the cost. Total cost was about \$20,000 less than the bid so there will be some savings in the DDA's cost for the bid.

b) **Amity Street.**

City Manager Michael Burns stated we are just in the preliminary engineering for Amity Street. Still on track for May or June for the project as we are going to coordinate it with the schools.

7. **NEW BUSINESS.**

a) **Fred Meijer Flat River Trail.**

City Manager Mike Burns stated if you are not aware, the Lowell Recreation Authority has been working on a 4-mile stretch through Lowell to be connected as part of the Fred Meijer Flat River Trail. The LARA Board has been working on this issue for several years. The City of Lowell and LARA have been seeking significant amounts of public and private grant assistance and is approximately \$1,000,000 short of the \$6 million needed to complete this stretch of trail.

LARA is continuing to fundraise and is approaching the Downtown Development Authority for assistance. Of the proposed 4 miles of trail, .7 miles of the trail will traverse through the Downtown Development Authority district. They are requesting \$300,000 from the DDA. This would be made in \$100,000 installments beginning in Fiscal Year 2023 and ending in Fiscal Year 2025.

While, Burns has not projected 2023 through 2025 revenues, he can assume we will see increased taxable values due to the sale of a number of properties in the district as a result of the city's adult use marijuana ordinance. We also anticipate the Unity School project will be completed and should be bringing in additional new tax capture to the district. From a budgetary aspect, the request over three fiscal cycles, and not beginning until Fiscal Year 2023, is not a concern.

By approving to pledge this amount will assist them with their remaining fundraising requests. Additionally in the process of applying to the Michigan Department of Natural Resources and the Michigan Department of Transportation for multiple grant requests pertaining to this project.

The trail when complete will be 125 miles and will extend from Alma to Owosso. Burns stated this will be the fifth largest trail in the United States. Trails have proven to be vital towards economic development where they are built.

Burns recommended the City of Lowell Downtown Development Authority approve the request from the Lowell Area Recreation Authority in the amount of three \$100,000 installments not exceeding \$300,000 from Fiscal Year 20203 to Fiscal Year 2025.

IT WAS MOVED BY DEVORE and seconded by DEVOE to approve the request from the Lowell Area Recreation Authority in the amount of three \$100,000 installments not exceeding \$300,000 from Fiscal Year 2023 to Fiscal Year 2025.

YES: 7. NO: 0. ABSENT: 1. MOTION CARRIED.

8. **REPORTS AND MEMBER COMMENTS.**

No comments were noted.

IT WAS MOVED BY DEVORE and seconded by REISTER to adjourn at 12:20.

YES: 7. NO: 0. ABSENT: 1. MOTION CARRIED.

Date:

APPROVED:

James E. Reagan, Chair

Susan Ullery, Lowell City Clerk

DOWNTOWN DEVELOPMENT AUTHORITY FUND
FINANCIAL STATEMENT
November 5, 2020

Beginning Balance:	\$427,461.68
Revenue:	
TIFA Revenue	\$543,800.00
Interest	
Total Revenues	\$734,961.68
Expenditures:	
Capital Outlay	\$72,235.19
Salaries	\$8,193.03
Maintenance Supplies	\$12,333.47
Utilities	\$4,845.90
Misc and Community Promotions	
Accrued Wages	\$4,626.50
Administration	\$14,530.90
Accrued Payables	\$2,901.55
Transfer to Equipment	
Transfer to General Fund	
Debt Service to light and power	\$34,263.28
<i>Total Expenditures:</i>	\$153,929.82
Ending Balance	\$817,331.86

CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL
 CHECK DATE FROM 09/05/2020 - 11/05/2020

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
09/10/2020	GEN	74750	LOWELL LIGHT & POWER	ELECTRIC STATEMENTS	920.000	463	486.94
09/18/2020	GEN	74779	KERKSTRA PORTABLE, INC.	PORTABLE RESTROOM - BOAT LAUNCH	802.000	463	230.00
09/18/2020	GEN	74789	SELF SERVE LUMBER	ACCOUNT STATEMENT	740.000	463	14.30
09/18/2020	GEN	74798	WILLIAMS & WORKS INC.	RIVERWALK DNR	740.000	463	328.55
10/02/2020	GEN	74849	SELF SERVE LUMBER	ACCOUNT STATEMENT	930.000	463	121.79
				ACCOUNT STATEMENT	930.000	463	41.96
				CHECK GEN 74849 TOTAL FOR FUND 248:			<u>163.75</u>
10/16/2020	GEN	74876	FANDANGLED CUSTOM APPAREL & GIFTS	APPRECIATION PLAQUE - SPRENGER	740.000	463	40.00
10/16/2020	GEN	74893	LOWELL LIGHT & POWER	SEPTEMBER 2020 ELECTRIC STMTS	920.000	463	493.54
10/16/2020	GEN	74911	WILLIAMS & WORKS INC.	RIVERWALK DNR LEGAL DESCRIPTION	740.000	463	782.25
10/30/2020	GEN	74942	KERKSTRA PORTABLE, INC.	PORTABLE RESTROOM BOAT LAUNCH	740.000	463	230.00
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			2,769.33

LOWELL DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM



DATE: November 4, 2020

TO: Downtown Development Authority Board of Directors

FROM: Michael T. Burns, City Manager *MTB*

RE: Christmas Marketing

The DDA has received its annual Christmas in Lowell marketing funds requests from the Lowell Area Chamber of Commerce. The DDA has provided sponsorship for a number of years on these events in the Downtown district.

This year the Chamber of Commerce is recommending \$3350 in sponsorship for the event. This is lower than years past but there are a number of changes this year due to COVID-19. Information is attached explaining what this will entail. Anyhow, these funds are budgeted.

I recommend the Downtown Development Authority provide a sponsorship to the Lowell Area Chamber of Commerce at a cost not to exceed \$3,350 for the Christmas in Lowell marketing sponsorship.



November 3, 2020

Dear DDA Directors,



For years, the Lowell Area Chamber of Commerce has had the privilege of presenting a Lowell tradition the annual Christmas Festivities, Night-time Santa Parade and Santa Visits on the Riverwalk. However due to COVID-19, this year will look much different than in the past. Keeping safety first and foremost for the community we will be doing a 4-part video series with Santa that will be produced by Ozone Films and promoted through Ventures Creations. The video's will be released to the public on You Tube and Facebook beginning November 27th – December 18th. Next, we will hold a drive-thru parade at the Kent County Fairgrounds. Parade entries will be lined up for viewing and Santa will be present at the end of the parade for the kids. Our last event will be a walk-by Santa visit held on the Riverwalk Plaza. Santa will be stationed on the bow of the Lowell Showboat and families will walk-by and be able to visit with Santa and Mrs. Clause.

2020 Christmas Festivities

- November 27 – Release of Video #1
- December 4 – Release of Video #2
- December 5 – Winter Wonderland Drive-thru Parade – Kent County Fairgrounds
- December 11 – Release of Video #3
- December 18 – Release of Video #4
- December 19 – Walk-by Santa Visit on the Riverwalk Plaza

We are seeking \$3350 in funding from the DDA. I have also included on the budget the value of the other in-kind contributions from sponsors outside of the DDA support. The DDA has funded Christmas for many years. This event would not be possible without your contribution, nor would it be possible without the private in-kind contributions and the numerous volunteers! We look forward to working with you again this year.

Sincerely,

Liz Baker

Liz Baker
Executive Director
Lowell Area Chamber of Commerce

113 Riverwalk Plaza - PO Box 224 - Lowell, Michigan 49331
Phone (616) 897-9161 - Fax (616) 897-9101
E-mail info@lowellchamber.org - Web Site www.discoverlowell.org

Christmas Budget for 2020 Christmas Season

Activity	Expense
Decorating the Riverwalk & Showboat Area	\$ 500.00
Advertising	\$ 1,000.00
Candy Canes & misc supplies	\$ 300.00
Drive-thru parade	\$ 450.00
Santa & Mrs. Clause	\$ 600.00
Requesting from DDA - Total Expenses for Christmas	\$ 3,350.00
In-Contributions	Value
Marketing Budget	
Lighting the Christmas Tree & trees in front of the Chamber	\$ 4,200.00
Management & Implementation of Christmas Festivities	\$ 800.00
Implementation of Christmas Festivities	\$ 1,200.00
	\$ 1,125.00
	\$ 7,325.00