

**OFFICIAL PROCEEDINGS  
OF THE  
DOWNTOWN DEVELOPMENT AUTHORITY  
OF THE  
CITY OF LOWELL  
THURSDAY, MAY 8, 2014**

**1. CALL TO ORDER; ROLL CALL**

The Meeting was called to order at 12:20 p.m. by Chair Jim Reagan.

Present: Greg Canfield, Mark Howe, Dean Lonick, April McClure, Mike Sprenger and Jim Reagan.

Absent: Shelley Catlin, Brian Doyle and Mike Larkin

Also Present: Dan DesJarden, Sue Olin, Liz Baker and Susan Ullery.

IT WAS MOVED BY LONICK and seconded by HOWE to excuse the absence of Boardmembers Shelley Catlin, Brian Doyle and Mike Larkin.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

**2. APPROVAL OF THE AGENDA**

IT WAS MOVED BY CANFIELD and seconded by HOWE to approve the agenda as presented.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

**3. APPROVAL OF THE MINUTES**

IT WAS MOVED BY SPRENGER and seconded by MCCLURE to approve the minutes of the April 24, 2014 meeting as written.

YEA: 6. NAY: 0. ABSENT: 3. MOTION CARRIED.

**4. TREASURER'S REPORT**

City Treasurer Sue Olin provided the following reports to the Boardmembers:

DOWNTOWN DEVELOPMENT AUTHORITY FUND  
FINANCIAL STATEMENT  
May 8, 2014

Beginning Balance:	\$203,776.09
Revenue:	
TIFA Revenue	\$538,670.70
Misc Revenue	\$1,375.19
Interest	143.96
Total Revenues:	\$743,965.94
Expenditures:	
Capital Outlay	
Salaries/FICA	\$23,252.61
Maintenance Supplies	\$16,969.01
Utilities	\$15,953.59
Misc. and Community Promotions	\$43,278.35
Debt Service	\$216,542.50
Accrued payables	\$1,252.44
Administration	\$10,898.59
Prof. Services	
Transfer to General Fund	\$139,500.00
Total Expenditures:	\$467,647.09
Ending Balance	\$276,318.85

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

YEA: 6. NAY: 0 ABSENT: 3. MOTION CARRIED.

5. **PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA** – No comments were received.

6. **OLD BUSINESS**

a. Downtown Development Plan. A meeting is scheduled for May 30, 2014 with the Steering Committee.

7. **NEW BUSINESS**

a. Chamber Request for Marketing Allocation. Vice Chairperson of the Marketing Steering Committee Cliff Yankovich explained the Chamber is requesting \$25,000 from the DDA and \$25,000 from the Lowell Area Community Fund to assist with marketing allocation. Yankovich noted the Chamber has also redesigned their website making it easier to use for those accessing it from their tablets and

phones. A budget of where the funds would be spent over the next year was presented as well as words of support from local businesses.

Reagan requested data to show how beneficial the advertising has been on radio and TV stations. Yankovich believed such advertising was producing results. The best way to get such data may have to be done during the EXPO and other community events.

Howe questioned when the Community Wide Business Marketing Plan was last updated. It is helpful to have an idea of how effective the marketing is and what the strategy is moving forward.

Howe also questioned if this request is for community marketing or for Chamber marketing. Yankovich responded it is Chamber marketing the community. The scope of their marketing is to encourage people to move here or bring in new businesses. Howe suggested a community website where these marketing dollars can be used. He believed if people are coming to a website to see things about the community then it ought to be the community as a whole rather than a specific organization with other links.

Sprenger believed none of this would have been done if it wasn't for the Chamber. However, Howe made a good point and maybe it is time to move it up a level and form a committee that is strictly for advertising and invite others.

Canfield stated the Chamber has done many great things for the community. He agreed, it may be time to move marketing up a level.

Lonick believed the Chamber is doing a great job. He did not believe tax dollars should be used for this.

IT WAS MOVED BY CANFIELD and seconded by HOWE to approve the Chamber request of \$25,000 for Marketing Allocation.

YES: 5. NO: 1. (Lonick) ABSENT: 3. MOTION CARRIED.

## 8. **REPORTS AND MEMBER COMMENTS**

Howe asked the boardmembers to review the article from the Michigan Planner Magazine that was sent through email.

The next meeting was scheduled for June 5, 2014.

IT WAS MOVED BY SPRENGER to adjourn at 12:45 p.m.

Date:

APPROVED:

---

James E. Reagan, Chair

---

Mark A. Howe, Secretary