

CITY OF LOWELL
DOWNTOWN DEVELOPMENT AUTHORITY
THURSDAY, JUNE 9, 2016
12 NOON

AT

LOWELL CITY HALL
COUNCIL CHAMBERS
SECOND FLOOR
301 EAST MAIN STREET

1. CALL TO ORDER; ROLL CALL
2. APPROVAL OF THE AGENDA
3. APPROVAL MINUTES OF PREVIOUS MEETING(S)
 - a) May 12, 2016 Regular Meeting
4. TREASURER'S REPORT
5. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
6. OLD BUSINESS
 - a) Downtown Development Plan
 - b) South Monroe Parking - Update
 - c) Economic Development
 - d)
7. NEW BUSINESS
 - a) 2016 Marketing Grant – Chamber of Commerce
8. REPORTS AND MEMBER COMMENTS
9. ADJOURNMENT

**OFFICIAL PROCEEDINGS
OF THE
DOWNTOWN DEVELOPMENT AUTHORITY
OF THE
CITY OF LOWELL
THURSDAY, MAY 12, 2016**

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

The Meeting was called to order at 12:30 p.m. by Chair Jim Reagan.

Present: Brian Doyle, Dean Lonick, Dave Pasquale, Mike Sprenger, Cliff Yankovich and April McClure and Chair Reagan.

Absent: Rita Reister.

Also Present: City Clerk Susan Ullery, City Treasurer Sue Olin, Interim City Manager Dave Pasquale, DPW Director Rich LaBombard and Councilmember Alan Teelander.

2. **EXCUSE OF ABSENCES**

IT WAS MOVED BY YANKOVICH and seconded by MCCLURE to excuse the absence of Boardmember Reister.

YES: 8. NO: 0. ABSENT: 1. MOTION CARRIED.

3. **APPROVAL OF THE AGENDA**

IT WAS MOVED BY SPRENGER and seconded by YANKOVICH to approve the agenda as written.

YES: 8. NO: 0. ABSENT: 1. MOTION CARRIED.

4. **APPROVAL OF THE MINUTES**

IT WAS MOVED BY LONICK and seconded by LARKIN to approve the minutes of the April 21, 2016 meeting as amended.

YES: 8. NO: 0. ABSENT: 1. MOTION CARRIED.

IT WAS MOVED BY LONICK and seconded by DOYLE to approve the minutes of the April 29, 2016 special meeting as amended.

YES: 8. NO: 0. ABSENT: 1. MOTION CARRIED.

5. **TREASURER'S REPORT**

DOWNTOWN DEVELOPMENT AUTHORITY FUND
 FINANCIAL STATEMENT
 March 30, 2016

Beginning Balance:	\$396,776.49
Revenue:	
TIFA Revenue	\$638,364.13
Interest	269.23
Misc.	19.92
Total Revenues	\$1,035,429.77
Expenditures:	
Capital Outlay	\$57,127.45
Salaries/FICA	\$22,229.06
Maintenance Supplies	\$22,095.73
Utilities	\$13,889.04
Misc. and Community Promotions	\$36,817.14
Accrued Wages	\$1,644.68
Accrued payables	\$1,566.43
Administration	\$15,952.57
Prof. Services	
Transfer to General Fund	
Total Expenditures:	\$171,322.10
Ending Balance	\$864,107.67

Capital outlay appropriated:
 \$10,000 S. Monroe temporary parking
 \$100,000 S. Monroe Parking
 \$110,000 – Avery Street project, 1/3 the cost not to exceed \$110,000 carried over from last fiscal year.

IT WAS MOVED BY LONICK and seconded by SPRENGER to accept the Treasurer's Report with the addition of \$30,000 to Capital Outlay Appropriated for the South Monroe parking lot.

YES: 8. NO: 0 ABSENT: 1. MOTION CARRIED.

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

Mark Anderson from LARA spoke about the plans to extend the trail. He stated that they would like to meet with Mr. Lonick and some other residents and then come back to the board with their request.

7. **OLD BUSINESS**

a. Downtown Development Plan.

There are no further updates at this time.

b. South Monroe Parking – Update.

Last Friday the project was approved and is now underway. Water will be shut off at some point, but they will let residents know as far in advance as possible.

c. Economic Development.

There are no further updates at this time.

d. Riverwalk Stage & Showboat Masterplan – Continued Discussion.

Karen Wade spoke about the chess table and benches for the Chess Club. She proposed that the DDA consider matching what the Chess Club raises with the goal of having this ready to go in the summer or fall of 2017. Currently, the estimated cost is \$5,000 (\$2,800 for the chess table and \$2,000 for cement work needed). However, the quote was given two years ago and the granite company suggested adding an increase of 5-10% each year beyond the quote.

7. NEW BUSINESS

a. Sidewalk Project.

Some sidewalks within the DDA District need replacement and the City would like the DDA to fund those replacements. There are 49 squares that need replacing and the estimated cost is \$196.25/square which would add up to just over \$9,600. There are also 10-12 squares in front of Trombly Chiropractic that need replacement as well.

Rich LaBombard was introduced as the new Public Works Director.

IT WAS MOVED BY SPRENGER and seconded by YANKOVICH to pay up to \$12,000 to replacement the hazardous sidewalk squares within the DDA District.

YES: 8. NO: 0 ABSENT: 1. MOTION CARRIED.

6. REPORTS AND MEMBER COMMENTS.

Chairman Reagan stated that he was happy to get the South Monroe Parking Lot project underway and appreciated everyone's efforts in getting things resolved.

The next meeting was tentatively set for Thursday, June 9.

IT WAS MOVED BY DOYLE and seconded by SPRENGER to adjourn at 12:41 p.m.

Date:

APPROVED:

James E. Reagan, Chair

Susan Ullery, City Clerk

DOWNTOWN DEVELOPMENT AUTHORITY FUND
 FINANCIAL STATEMENT
 June 8th, 2016

Beginning Balance:	\$396,776.49
Revenue:	
TIFA Revenue	\$647,576.30
Interest	269.23
Misc.	19.92
 Total Revenues	 \$1,044,641.94
Expenditures:	
Capital Outlay	\$100,252.50
Salaries/FICA	\$28,372.17
Maintenance Supplies	\$25,357.63
Utilities	\$15,555.63
Misc. and Community Promotions	\$37,153.28
Accrued Wages	\$1,644.68
Accrued payables	\$1,566.43
Administration	\$18,942.61
Prof. Services	
Transfer to General Fund	
<i>Total Expenditures:</i>	\$228,844.93
 Ending Balance	 \$815,797.01

Capital outlay appropriated

- :
- \$ 10,000.00 S. Monroe temporary parking
- \$334,686.00 S. Monroe Parking
- \$110,000.00 – Avery Street project, 1/3 the cost not to exceed \$110,000
- \$ 13,447.00 exterior handicap assessibility Lowell Arts
- \$ 2,000.00 radar speed signs

06/08/2016 02:41 PM
 User: SUE
 DB: Lowell

CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL
 CHECK DATE FROM 05/12/2016 - 06/08/2016

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
05/12/2016	GEN	67800	THREE BROTHERS	COMMUNITY PROMOTION	880.000	740	57.30
05/13/2016	GEN	67803	BERNARDS ACE HARDWARE	OPERATING SUPPLIES	740.000	463	5.98
05/13/2016	GEN	67806	C & D HUGHES, INC	CAPITAL OUTLAY	970.000	450	1,599.94
05/13/2016	GEN	67841	THORNAPPLE RIVER NURSERY, INC.	OPERATING SUPPLIES	740.000	463	52.00
05/13/2016	GEN	67847	WILLIAMS & WORKS INC.	PROFESSIONAL SERVICES	801.000	450	6,643.15
05/25/2016	GEN	67883	THORNAPPLE RIVER NURSERY, INC.	OPERATING SUPPLIES	740.000	463	120.50
05/26/2016	GEN	67887	PETTY CASH	COMMUNITY PROMOTION	880.000	740	11.97
06/02/2016	GEN	67909	KERKSTRA PORTABLE, INC.	COMMUNITY PROMOTION	880.000	740	180.00
06/02/2016	GEN	67912	SITEONE LANDSCAPE SUPPLY LLC	OPERATING SUPPLIES	740.000	463	9.29
Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							8,680.13



Greater Lowell Chamber Foundation

June 8, 2016

City of Lowell DDA
301 E Main St
Lowell, MI 49331

Dear DDA Directors:

Nine years ago we began branding the Greater Lowell Area with our slogan "Lowell The Next Place to Be!", logo, re-designed website and the efficient use of an annual advertising budget utilizing all avenues of media (broadcast, cable, radio, outdoor, print & e-marketing). We will continue using these means of marketing.

From the very beginning of the implementation of our community-wide marketing program, our marketing efforts have been focused on directing people to the Chamber website for information on all community events, program and services.

Ongoing marketing of the Greater Lowell area benefits our entire community. For a community to grow, it must build strong relationships. That's where an effective marketing plan comes in. With a comprehensive, collaborative marketing plan, the Lowell Area Chamber of Commerce can effectively communicate the mission, values and messages in ways that speak to a target audience. Benefits of an effective collaborative marketing plan include:

- A stronger, more consistent universal image
- Greater loyalty among stakeholders
- A general public that is more aware of "Lowell the Next Place to Be!" local and regional impact
- The ability to attract and retain the best the visitors/customers, businesses and residents
- The ability to establish partnerships with a team atmosphere within the community
- The ability to show supporters that our brand equity is a valuable commodity

Mission of the Community-Wide Business Marketing Plan:

To strengthen the Greater Lowell Community through the development of a Community-Wide Business Marketing Plan, which will promote Lowell as an attractive area to work, start a business, relocate a plant, go to school, raise a family, shop, dine and enjoy its many other amenities.

Today, we are requesting that the DDA continue their support for Marketing the Greater Lowell Community.

Sincerely,

Mike Sprenger

Mike Sprenger
Chairperson - Marketing Steering Committee

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.lowellchamber.org

2016 Marketing Grant

Need:

The Membership of the Lowell Area Chamber of Commerce continues to recognize the need for collective marketing for the Lowell Community. This collective marketing effort is put forth and supported by businesses, non-profits, churches, schools and governmental agencies.

Mission of the Community-Wide Business Marketing Plan:

To strengthen the Greater Lowell Community through the development of a Community-Wide Business Marketing Plan, which will promote Lowell as an attractive area to work, start a business, relocate a factory, go to school, raise a family, shop, dine and enjoy Lowell's many other amenities.

We also understand it's time to weigh the plan and back it up with repeated research.

Plan:

Several years ago the Lowell Area Chamber of Commerce in collaboration with and support of business, government agencies, organizations, churches, and school established a Community Wide Business Marketing plan. We listened to several presentations by Marketing Agencies that recommended the first and critical stage for a marketing plan was to obtain accurate research. The Chamber hired The Aegis Group to provide us with marketing intelligence about the business community and local population to assist us in the development of a Community-Wide Business Marketing Plan. The research was split between a phone survey among local businesses and a mail survey among residents in the Greater Lowell Community.

The Aegis Group completed 103 personal interviews via phone among Lowell Area businesses. The primary objective of this research was to provide the Lowell Area Chamber of Commerce with market intelligence about the business community and the local population to assist in the development of a Community Wide Business Marketing Plan, which would promote the Lowell Area as an attractive area to work, raise a family, start a business, relocate a plant, shop, dine and enjoy its many other amenities.

The Aegis Group sent surveys to 800 households in the Greater Lowell Community, 385 surveys were returned giving us a 48% net response rate. The data helped us to have a deeper understanding of the attitudes and opinions of home owners in The Greater Lowell Community.

We would like to hire the Aegis Group once again to repeat this research. Our objective for this research will assist us in obtaining an "after" reading on the business community, we would ask owners/managers about the changes in the business climate and whether their business has increased or decreased. We would also determine whether their reaction to Lowell's marketing/promotional efforts are viewed in favorable terms and what improvements they would like to see if any. An "after" mail-based study among Lowell residents would gather essentially the same information. We'd be looking for positive changes in shopping patterns and general attitudes/opinions about Lowell.

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From the very beginning of the implementation of our community-wide marketing program, our marketing efforts have been focused on directing people to the Chamber website for information on all community events, program and services.

We will continue to dedicate a part of the budget to online opportunities; Facebook, and other means that become available, striving to find the platforms that best suit our needs that reach our marketing goals.

As stated in years past: It's important to keep an open mind and reserve funds for new ideas in marketing that come our way over the course of year. Marketing should be at times spontaneous and flexible.

Impact:

Research

The Business research is designed and intended to accomplish the following:

- Rate local government entities on various issues.
- Determine the relative importance of various factors affecting the business environment.
- Determine the level of agreement on statements dealing with the contribution made by various elements of the local community.
- Evaluate the business climate and trends in the Lowell Area.
- Measure what areas need greater emphasis (natural, agricultural, residential, commercial, and industrial).
- Determine the level of support on various possible initiatives.
- Obtain an overall rating on the business climate in the Lowell Area, and whether the business climate has improved, or not.
- Rate Community Wide Business Marketing Plan, how affective it has been
- Segment/cross-tab key findings by business type (i.e., retail/dealer, building contractors, restaurants, business services, non-profit organizations, etc.)

The Home Owners research is designed and intended to gather the following information

- Ranking of major management issues for the local community
- The level of satisfaction on various community-related attributes (characteristics)
- The relative importance of various community-related attributes (characteristics)
- The respondents' perceived level of involvement in the local community and type of involvement
- Time spent on various community-related activities
- Readership levels of local publications
- Reasons why respondents do or don't shop in The Greater Lowell Area
- The current work status of respondents (i.e., employment situation)
- The length of time respondent has lived in The Greater Lowell Area
- Level of household or family income
- The size of household (i.e., the number of people living at this residence)
- Profile of respondents (i.e., approximate age, gender, and level of education)

Marketing

Ongoing marketing of the Greater Lowell area benefits our entire community. For a community to grow, it must build strong relationships. That's where an effective marketing plan comes in. With a comprehensive, collaborative marketing

plan, the Lowell Area Chamber of Commerce can effectively communicate the mission, values and messages in ways that speak to a target audience. Benefits of an effective collaborative marketing plan include:

- A stronger, more consistent universal image
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- The ability to establish partnerships with a team atmosphere within the community
- The ability to show supporters that our brand equity is a valuable commodity

We believe that collaborative marketing benefits everyone. For example, the additional marketing of the Lowell Community Expo benefits not only the Lowell Area Chamber of Commerce, our sponsors, but all of the vendors that participate in the Expo. Overall impact on businesses that see increased traffic and sales from the extra marketing efforts!

Other community events that benefit from our collaborative marketing include:

Lowell Showboat Sizzlin’ Summer Concerts

Lowell Area Farmers Market

Riverwalk Festival

Fallasburg Fall Festival for the Arts

Harvest Celebration

Christmas Through Lowell

Christmas Festivities

Girl’s Night Out and other business events to bring consumers to Lowell businesses

Project Management:

Coordination of the Community Wide Business Marketing Plan will be conducted through the Lowell Area Chamber of Commerce – Marketing Steering Committee. The Marketing Steering Committee will oversee the Community Wide Business Marketing Plan. The steering committee consists of:

Chairperson, Mike Sprenger – Springrove Variety, Business Owner

Cliff Yankovich, Chimera Design, Business Owner

Susan Serne – Litehouse Inc., Director of Lowell Operations

Eric Halstead – Regal Financial, Health Specialist

Rick Seese – Greenridge Realty, Manager & Associate Broker

Liz Baker – Lowell Area Chamber of Commerce & Chamber Foundation, Executive Director

Evaluation:

The research part of this grant will give us valuable feedback that will help us substantiate the Greater Lowell Community Marketing Plan.

Marketing is subjective and very hard to evaluate, however here are some of the ways that we attempt to track the effectiveness of the marketing program;

- Increased hits to the website
- Increased visitors from Lowell and beyond to special events and programs
- Increased use and support of local businesses
- Business testimonials
- Informal feedback and stories collected from the community

Community Cooperation:

These funds will further our mission to implement this Community Wide Business Marketing Plan and repeat the research. The City of Lowell DDA has been a significant supporter and we will again request their support.

In addition, in-kind support includes:

- Marketing Steering Committee (5 individual's X 12 hrs. @ \$30 hr. = \$1,800)
- Chamber Administration (80 + hrs. @ \$30 hr. = \$2,400)

Community-Wide Business Marketing Plan: June 2016 - May 2017

EXPENSES

Marketing Plan

Cash

Research

The Aegis Group (see detail below) \$ 11,750.00

Advertising using the various means of media

Broadcast/Cable \$ 10,000.00

Radio \$ 10,500.00

On-line Marketing (M-live, Websites, Facebook & other opportunities) \$ 12,000.00

Digital & Static Billboards \$ 7,500.00

Print (local papers, flyers, inserts and post cards) \$ 11,000.00

Promotional Items (water, bags & misc.) \$ 1,500.00

Supplies and Postage \$ 2,750.00

Chamber Business Marketing Plan Administration - 100 hours x \$30 hour \$ 3,000.00

Total Expenses: \$ 70,000.00

REVENUE

Marketing Funds

DDA \$ 25,000.00

Lowell Area Community Fund \$ 45,000.00

Total Revenue: \$ 70,000.00

Aegis Group Research Cost (Budget)

Phone Survey

Project administration, methodology, supervision & script development, etc. \$ 600.00

Making the necessary phone contacts (quota is 100 completed interviews). \$ 2,200.00

Editing, sorting, computer data entry. \$ 600.00

Creating tables and graphics \$ 850.00

Analysis, interpretation, written report & presentation of findings. \$ 1,000.00

Total Phone Survey Cost \$ 5,250.00

Mail Survey

Project administration, methodology, supervision, & questionnaire design, etc. \$ 600.00

Out-of-pocket costs (printing 2 envelopes, cover letter/questionnaire, inbound & outbound files) \$ 3,800.00

Editing, sorting, computer data entry. \$ 850.00

Creating tables and graphics \$ 850.00

Analysis, interpretation, written report, and presentation of findings. \$ 1,000.00

Total Mail Survey Cost \$ 6,500.00

Total Aegis Cost \$ 11,750.00