



301 East Main Street
Lowell, Michigan 49331
Phone (616) 897-8457
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CITY OF LOWELL
DOWNTOWN DEVELOPMENT AUTHORITY
THURSDAY, SEPTEMBER 6, 2018
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) June 28, 2018
4. TREASURER'S REPORT
5. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
6. OLD BUSINESS
 - a) Downtown Plan
7. NEW BUSINESS
 - a) Recreation Park Study
 - b) Christmas Marketing
 - c) Marketing
8. REPORTS AND MEMBER COMMENTS
9. ADJOURNMENT

**OFFICIAL PROCEEDINGS
OF THE
DOWNTOWN DEVELOPMENT AUHTORITY
OF THE
CITY OF LOWELL
THURSDAY, JUNE 28, 2018**

1. CALL TO ORDER; ROLL CALL

The Meeting was called to order at 12:15 p.m. by Chair Reagan.

Present: Boardmembers Cliff Yankovich, Rita Reister, Mike Larkin, Rick Seese, and Chair Jim Reagan.
Absent: Brian Doyle, Mayor Devore, April McClure, Dean Lonick.
Also Present: City Manager Mike Burns, City Clerk Susan Ullery, Treasurer Suzanne Olin and DPW Director Rich LaBombard, Police Chief Steve Bukala.

2. EXCUSE OF ABSENSES

IT WAS MOVED BY YANKOVICH and seconded by LARKIN to excuse the absence of Brian Doyle, Mayor DeVore, April McClure, and Dean Lonick.

YES: 5. NO: 0. ABSENT: 4. MOTION CARRIED.

3. APPROVAL OF THE AGENDA

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

YES: 5. NO: 0. ABSENT: 4. MOTION CARRIED.

4. APPROVAL OF THE MINUTES

IT WAS MOVED BY YANKOVICH and seconded by LARKIN to approve the minutes of the April 12, 2018 meeting as corrected.

YES: 5. NO: 0. ABSENT: 4. MOTION CARRIED.

5. TREASURER'S REPORT

**FINANCIAL STATEMENT
June 26, 2018**

Beginning Balance:	\$246,308.11
Revenue:	
TIFA Revenue	\$470,582.97
PPT Reimbursement	8,201.79
Misc	72.98
Interest	\$1,274.47
Total Revenues	\$726,440.32
Expenditures:	
Capital Outlay	\$9,845.00
Salaries/FICA	\$43,656.51
Maintenance Supplies	\$43,258.32
Utilities	\$18,894.06
Misc. and Community Promotions	\$42,599.64

	Accrued Wages	\$3,045.57
	Administration	\$16,216.98
	Accrued Payables	\$7,347.62
Fund	\$148,022.00	Transfer to General
<i>Total Expenditures:</i>		\$332,885.70
Ending Balance		\$393,554.62

IT WAS MOVED BY LARKIN and seconded by REISTER to accept the Treasurer’s Report as submitted.

YES: 5. NO: 0. ABSENT: 4. MOTION CARRIED.

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

No comments were received.

7. **OLD BUSINESS**

a. **Downtown Master Plan.**

City Manager Mike Burns stated that the report from the walkability study with Dan Burden came back with several suggestions including bump outs, which would have to be discussed with MDOT, a possible splash pad to enhance South Monroe, target speed of 20 miles an hour on Main Street through town, enhancing the east and west entries into downtown, possible roundabouts, enhancing the back side of the business buildings and possible on street parking on Washington Street and Monroe. Burns stated he would like to sit down with Williams & Works and go through the report, make modifications to the Master Plan, bring it back to the board for approval and then take it to Council from there.

b. **Planter Proposal.**

City Manager Mike Burns stated Integrated Plantscapes came back with a quote for \$22,866.00. It is not something that was budgeted, but if we had some help from the DDA and merchants, it could be considered. Burns also suggested planter flower boxes for the bridge. Board members discussed and decided to include in next years budget, start small and just do the flower boxes for the bridge to start.

8. **NEW BUSINESS**

a. **Holiday Decorations.**

City Manager Mike Burns explained for a number of years the Downtown Development Authority has entered into an agreement with Hometown Decorations and Display LLC of Hudsonville to install lighting for the holiday season. The new contract is a three-year contract for 68 decorations and 6 poles with bow wrap. Cost is \$4,884.00 for these decorations and it is intended this price remains for the next two years of the contract and funds are budgeted at this time.

IT WAS MOVED BY YANKOVICH and seconded by LARKIN to approve the Downtown Development Authority enter into agreement with Hometown Decoration and Display LLC of Hudsonville at a cost not to exceed \$4,884.

YES: 5. NO: 0. ABSENT: 4. MOTION CARRIED.

b. Public Act 57 of 2018.

City Manager Mike Burns explained what Public Act 57 of 2018 signed by Governor Rick Synder earlier this year means and all the requirements to be compliant and transparent effective January 1, 2019.

9. REPORTS AND MEMBER COMMENTS

Boardmember Rita Reister asked the timing of the South Broadway project.

Boardmenber Cliff Yankovich added he believes the yellow crosswalk signs are helping on Main Street.

Boardmember Mike Larkin mentioned on North Broadway, he sees some stones in the asphalt, so we may need to take a look at that.

Boardmember Rick Seese mentioned the walking tour was very interesting and mentioned the summer concert series has started.

IT WAS MOVED BY LARKIN and seconded by YANKOVICH to adjourn at 12:49 p.m.

YES: 5. NO: 0 ABSENT: 4. MOTION CARRIED.

Date:

APPROVED:

James E. Reagan, Chair

Susan Ullery, City Clerk

DOWNTOWN DEVELOPMENT AUTHORITY FUND
FINANCIAL STATEMENT
August 22, 2018

Beginning Balance:	\$292,918.62
Revenue:	
TIFA Revenue	\$35,500.00
PPT Reimbursement	
Total Revenues	\$328,418.62
Expenditures:	
Capital Outlay	
Salaries/FICA	\$7,129.78
Maintenance Supplies	\$6,476.19
Utilities	\$1,186.43
Misc. and Community Promotions	\$2,075.00
Accrued Wages	\$2,454.14
Administration	\$1,945.57
Accrued Payables	\$10,195.92
Transfer to General Fund	
<i>Total Expenditures:</i>	\$31,463.03
Ending Balance	\$296,955.59

CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL
 CHECK DATE FROM 06/27/2018 - 08/22/2018

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
06/28/2018	GEN	71411	OLIN, SUZANNE	DDA LUNCH 6/28/18	880.000	740	47.52
06/28/2018	GEN	71428	THORNAPPLE RIVER NURSERY, INC.	WOOD CHIPS	930.000	463	196.00
06/29/2018	GEN	71439	PETTY CASH	COMMUNITY PROMOTION	880.000	740	10.00
				COMMUNITY PROMOTION	880.000	740	7.50
				CHECK GEN 71439 TOTAL			<u>17.50</u>
07/06/2018	GEN	71441	BHS INSURANCE	ADDITIONAL COVERAGE - FIREWORKS	880.000	740	1,700.00
07/06/2018	GEN	71453	KERKSTRA PORTABLE, INC.	PORTABLE RESTROOMS	802.000	463	190.00
07/06/2018	GEN	71459	O'LEARY PAINT	TRAFFIC PAINT	740.000	463	411.18
07/06/2018	GEN	71466	THORNAPPLE RIVER NURSERY, INC.	WOOD CHIPS	740.000	463	196.00
07/06/2018	GEN	71471	VISA	ACCOUNT STATEMENT	880.000	740	25.61
				ACCOUNT STATEMENT	880.000	740	62.87
				ACCOUNT STATEMENT	880.000	740	139.31
				ACCOUNT STATEMENT	880.000	740	108.95
				CHECK GEN 71471 TOTAL			<u>336.74</u>
07/10/2018	GEN	71473	WOOD TV	EIGHT WEST CELEBRATES LOWELL	880.000	740	375.00
07/13/2018	GEN	71476	BERNARDS ACE HARDWARE	HARDWARE SUPPLIES			** VOIDED **
07/13/2018	GEN	71477	BLUE ZONES, LLC	WALKABILITY DISCOVERY			** VOIDED **
07/13/2018	GEN	71481	ECO GREEN SUPPLY	SEED MIXTURE			** VOIDED **
07/13/2018	GEN	71489	LOWELL LIGHT & POWER	LIGHT AND POWER			** VOIDED **
07/13/2018	GEN	71494	SITEONE LANDSCAPE SUPPLY LLC	LANDSCAPE SUPPLIES			** VOIDED **
				LANDSCAPE SUPPLIES			** VOIDED **

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
07/13/2018	GEN	71499	THORNAPPLE RIVER NURSERY, INC.	LANDSCAPE SUPPLIES			** VOIDED **
07/13/2018	GEN	71502	WILLIAM BOS GREENHOUSE	WOOD CHIPS			** VOIDED **
07/13/2018	GEN	71505	BERNARDS ACE HARDWARE	FLOWERS			** VOIDED **
07/13/2018	GEN	71506	BLUE ZONES, LLC	HARDWARE SUPPLIES	740.000	463	14.49
07/13/2018	GEN	71510	ECO GREEN SUPPLY	WALKABILITY DISCOVERY	801.000	450	8,216.05
07/13/2018	GEN	71518	LOWELL LIGHT & POWER	SEED MIXTURE	740.000	463	109.00
07/13/2018	GEN	71523	SITONE LANDSCAPE SUPPLY LLC	LIGHT AND POWER	920.000	463	519.86
07/13/2018	GEN	71528	THORNAPPLE RIVER NURSERY, INC.	LANDSCAPE SUPPLIES	740.000	463	7.76
07/13/2018	GEN	71531	WILLIAM BOS GREENHOUSE	LANDSCAPE SUPPLIES	740.000	463	58.00
07/26/2018	GEN	71565	KERKSTRA PORTABLE, INC.	LANDSCAPE SUPPLIES	740.000	463	41.28
07/26/2018	GEN	71638	BERNARDS ACE HARDWARE	CHECK GEN 71523 TOTAL			107.04
08/03/2018	GEN	71613	LOWELL LIGHT & POWER	WOOD CHIPS	740.000	463	296.60
08/17/2018	GEN	71638	BERNARDS ACE HARDWARE	FLOWERS	740.000	463	15.00
08/17/2018	GEN	71638	BERNARDS ACE HARDWARE	PORTABLE RESTROOM - BOAT LAUNCH	802.000	463	30.00
08/17/2018	GEN	71638	BERNARDS ACE HARDWARE	PORTABLE RESTROOM - DDA BOAT LAUNCH	802.000	463	190.00
08/17/2018	GEN	71638	BERNARDS ACE HARDWARE	CHECK GEN 71565 TOTAL			220.00
08/17/2018	GEN	71638	BERNARDS ACE HARDWARE	LANDSCAPE SUPPLIES	930.000	463	85.38
08/17/2018	GEN	71638	BERNARDS ACE HARDWARE	ELECTRIC STATEMENTS	920.000	463	560.14
08/17/2018	GEN	71638	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	930.000	463	9.54

08/22/2018 09:18 AM

User: SUE
DB: Lowell

CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL
CHECK DATE FROM 06/27/2018 - 08/22/2018

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
08/17/2018	GEN	71651	EVERGREEN UNDERGROUND, INC.	DDA TREES R & M	930.000	463	1,350.00
08/17/2018	GEN	71664	KERKSTRA PORTABLE, INC.	PORTABLE RESTROOMS = BOAT LAUNCH	802.000	463	190.00
08/17/2018	GEN	71679	SELF SERVE LUMBER	ACCOUNT STATEMENT	930.000	463	60.99
08/17/2018	GEN	71688	TRACTOR SUPPLY CREDIT PLAN	ACCOUNT STATEMENT	930.000	463	24.99

Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

15,249.02

LOWELL DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM



DATE: September 5, 2018

TO: Downtown Development Authority Board of Directors

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

RE: Recreation Park

In this year's budget, funds were budgeted for a feasibility study of the future use of Recreation Park once the Kent County Youth Fair vacates to their new location. I reached out to our consultant, Williams and Works, to submit a proposal to us for this study. Recently, Williams and Works completed the Parks and Recreation Master Plan and is currently finalizing the Downtown Master Plan. I asked them to conduct a study similar in fashion to those previously.

We have requested Williams and Works to approach this study in phases. The first phase would be for background with City administration and other key representatives regarding the property. We would then begin a community outreach phase where we can look at different options including a charrette. We would then take the information from those engagements and utilize toward designing a plan. After this, we would finalize the plan and take steps to begin implementation once the KCYF leaves.

Total project cost is \$10,000 without a design charrette and \$13,500 if we hold a design charrette. It may be the best option to hold one as an opportunity to seek greater input.

I recommend the Downtown Development Authority partner with Williams and Works to conduct a feasibility plan for the future use of Recreation Park.

LOWELL DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM



DATE: September 5, 2018

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 requesting \$6,450 in sponsorship for the event. Information is attached explaining what this will entail.

I recommend the Downtown Development Authority provide a sponsorship to the Lowell Area Chamber of Commerce at a cost not to exceed \$6,450 for the Christmas in Lowell marketing sponsorship.



September 4, 2018

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 to the Greater Lowell Community and beyond.

On parade day we will present several activities, prior to the parade as shown below. The parade has become a great family attraction and many businesses have joined in the fun by entering in the parade.

LOWELL CHRISTMAS FESTIVITIES AND ANNUAL NIGHT-TIME SANTA PARADE "SONGS OF CHRISTMAS" – DECEMBER 1

- 9:00 am – 4:00 pm *Rogue River Artisans 30th Anniversary Fine Art and Craft Holiday Show, Lowell High School, 11700 Vergennes*
- 2:00 pm – 4:00 pm *Santa Visits on the Riverwalk, Hot cocoa and Cookies in the Cookie Room, Riverwalk Plaza*
- 2:00 pm -4:30 pm *Rudolph's Craft Workshop in the Chamber building (children 2 to 6), 113 Riverwalk Plaza*
- 4:00 pm -6:00 pm *Pancake Supper, King Memorial Center at Lowell Fairgrounds, S. Hudson Street*
- 4:45 pm -5:45 pm *Eat with Santa, King Memorial Center at Lowell Fairgrounds, S. Hudson Street*
- All day — *Christmas Shopping and Eateries in Historic Lowell*
- 6:00 pm *Annual Night-time Santa Parade down Main Street Lowell*

The Lowell Area Chamber of Commerce will be open the month of December offering free cookies and hot chocolate. The City of Lowell will offer Santa's space in the old head end cable building on the Riverwalk. Local non-profit groups and businesses have committed to adopt a Santa Visit. These groups staff and provide the cookies for the visits.

SANTA ON THE LOWELL RIVERWALK

- *Wednesdays – December 5, 12 & 19 – 5:30 pm to 7:00 pm. Free digital photos with Santa.*
- *Friday – December 7-- 5:30 pm to 7:30 pm. Free digital photos Santa, Horse & Carriage Rides, Warming Fires, Ice Sculpture, Hot Dogs, Roasted Chestnuts and Entertainment*
- *Saturdays – December 8, 15 & 22 – 10:30 am to 1:00 pm. Free digital photos with Santa.*

Suggested Donation \$2! Please note that the line to see Santa is outdoors and you should dress accordingly.

We are seeking \$6450 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 2018 Christmas Season

Activity	Expense
Decorating the Riverwalk & Showboat	\$ 650.00
Advertising	\$ 2,000.00
Parade	\$ 450.00
	\$ 350.00
Santa & Mrs. Clause	\$ 600.00
Miscellaneous	\$ 400.00
Horse & Carriage Rides, Reindeer and Ice Carving	\$ 2,000.00
	\$ 6,450.00
In-Contributions	Value
Building for Santa Visits	\$ 1,500.00
Wednesday Night Santa Pictures	\$ 3,000.00
Friday Night Santa Pictures	\$ 2,000.00
Saturday Santa Pictures	\$ 6,000.00
Lighting the Christmas Tree & trees in front of the Chamber	\$ 800.00
Management & Implementation of Christmas Festivities	\$ 1,200.00
Implementation of Christmas Festivities	\$ 2,250.00
Various Organizations	\$ 516.00
	\$ 17,266.00

LOWELL DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM



DATE: September 5, 2018

TO: Downtown Development Authority Board of Directors

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

RE: Marketing

The DDA has received its annual 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 in the amount of \$25,000.

This year the Chamber of Commerce is requesting \$40,000 in sponsorship for the event. Information is attached explaining what this will entail. We provided an increase amount for marketing in the Fiscal Year 2019 budget.

I recommend the Downtown Development Authority provide a sponsorship to the Lowell Area Chamber of Commerce at a cost not to exceed \$40,000 for the Christmas in Lowell marketing sponsorship.



Greater Lowell Chamber Foundation

September 4, 2018

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

Dear DDA Directors:

Several years ago the Lowell Area Chamber of Commerce in collaboration with and support of businesses, government agencies, organizations, churches, and school established a Community-Wide Business Marketing plan. Ten 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, which utilized all avenues of media (broadcast, cable, radio, outdoor, print & e-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, programs and services. In addition, our continued marketing strategy was to promote established and successful community events, showing people having a great experience, enhanced all of the marketing efforts.

Last year our focus was e-marking, local print and radio. This coming year we will continue with that focus, but add television marketing as a new dimension. Adding television marketing is a natural next step, which gives us the opportunity to showcase our new video library, which is filling up with great community clips of our natural resources and assets.

We will further our co-op marketing opportunities with our businesses, government agencies, organizations, churches, and school in print and digital ads.

Lowell Bucks, our community currency, has been gaining momentum and needs continued promotion to boost shopping, eating and playing locally.

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 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

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



Greater Lowell Chamber Foundation

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/programs 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
- Lowell Bucks
- Co-op Marketing Opportunities

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.

In the past we have requested \$25,000. Today, we are requesting that the DDA continue their support for Marketing the Greater Lowell Community in the amount of \$40,000.

Sincerely,

Liz Baker

Liz Baker
Executive Director – Lowell Area Chamber of Commerce
Committee Member - Marketing Steering Committee

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Community-Wide Business Marketing Plan: June 2018 - May 2019

EXPENSES

Marketing Plan

2018/2019

Advertising using the various means of media

Radio	\$ 18,000.00
TV/Cable	\$ 25,000.00
On-line Marketing (Facebook and other online oportunities)	\$ 25,000.00
Print (local papers, flyers, inserts and post cards)	\$ 17,100.00
DiscoverLowell Website	\$ 1,000.00
Promotional Items (Lowell Bucks, bags,water & misc)	\$ 4,500.00
Supplies and Mailings	\$ 2,000.00
Chamber Business Marketing Plan Administration - 80 hours X \$30 hour	\$ 2,400.00
Total Expenses:	\$ 95,000.00

Marketing Funds

Co-op Marketing Opportunites	\$ 5,000.00
DDA (confirmed)	\$ 40,000.00
Lowell Area Community Fund (received \$40,000)	\$ 50,000.00
Total Revenue:	\$ 95,000.00