

**MILAN MAIN STREET / DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MINUTES
Monday, May 20, 2019 at 5:30 p.m.
City Hall**

- 1) **CALL TO ORDER:** Ryan Royal called the meeting to order at 5:29 p.m.
- 2) **ROLL CALL OF MEMBERS PRESENT:** Dominic Hamden, Barbara Gardinier, Carrie Ritchie, Ryan Royal, Dave Snyder, & Shannon Dare Wayne

MEMBERS ABSENT: Jade Smith (excused)

OTHERS PRESENT: Jill Tewsley, Shannon Budd, Karen Samborski, Chris Baker, Annie Riddle, & Jessica Meingasner
- 3) **APPROVAL OF AGENDA:** Motion by Jade Smith, supported by Barbara Gardinier, to approve the May 20, 2019 agenda. Motion carried unanimously.
- 4) **APPROVAL OF PREVIOUS MEETING MINUTES:** Motion by Jade Smith, supported by Carrie Ritchie, to approve the April, 2019 meeting minutes. Motion carried unanimously.
- 5) **RECEIVED & FILED**
 - **MMS/DDA GL Fund Balance as of 5/16/19**
 - **Monthly Report to the State**
 - Motion to receive & file both the MMS/DDA GL Fund Balance & Monthly Report to the State. Motion by Dave Snyder, seconded by Carrie Ritchie. Motion passed.
- 6) **OLD BUSINESS**
 - a) **Board Volunteers for 3rd Thursdays:** About a month away. Please see Sign-up Genius to sign up for shifts. When in attendance, expectations would be for Board Members to represent Milan Main Street and engage with the community.
 - b) **Route 23 Arts & Musical Festival Proposal:**
 - Proposal for a Friday night and a concert Saturday during a weekend in September. Two additional community events are planned for August in Milan: Sunflower Festival & Bloom. Tony from Fenders is a big supporter of the Beer Walk and would prefer that we select an August date. Will need his input. Also need to consider other competing events such as home football games. More details to follow.
 - Motion to postpone the August date for Route 23 Art & Music Festival and look for an alternative date later in the year. Motion by Dave Snyder & seconded by Carrie Ritchie. Motion passed.
 - c) **Fundraising Updates:**
 - 1) **Chocolate Walk:** Dave Snyder has been in contact with Lansing who typically does a Chocolate Walk around Valentine's Day. Typically, 12 business participate and each visitor receives a 2 lb. box of chocolate total and visits each business in order to fill the box. Sponsors do not have a fee but they do provide the chocolate. Dave Snyder also suggests that businesses could lead the event independently as opposed to Milan Main Street coordinating. Consider coupling with the Wine Walk. Still in brainstorming stage.
 - 2) **Duck Race:** Carrie Ritchie is working on licensing to do a Duck Race on September 19 at 6 p.m. at the last 3rd Thursday. Plan is to sell 800 tickets at \$5 each. License is \$50. First place is \$500, second \$250, & third \$100 resulting in about \$2,000 revenue. This event will bring exposure to Milan Main Street organization.
- 7) **NEW BUSINESS**
 - a) **Welcome New Board Members:** Annie Riddle, Jessica Meingasner, & Chris Baker. Will be officially on-board at the next City Council meeting after Memorial Day.

- b) **Karen Samborski - Property Tax Revenue Overview (Capture v. Mil):** Explained revenue from mileage levied on parcels within the DDA district. There is a millage reduction factor where residents are relieved of the growth in property taxes vs. inflation. We are currently levying 0.48 vs. the former 0.5 mills established at the baseline (2013/2014), which is the maximum under state law. There were also properties that were under tax exemptions and/or abatements. Therefore, \$4.2 million was the base and now we are at \$3.7 million. Projected out, there will not be an increase until 2023-2024 and will only minor in the first year.
 - c) **Maestro:** We will start to use Maestro, a cloud-based system that tracks volunteers, donations, downtown businesses, etc. Program has a flat cost of \$50 per month. Many other Main Street cities are using the same program. All board members will have access.
 - d) **Sign Grant Review – Peppers:**
 - Jill Tewsley & Dominic Hamden toured the inside of the new Peppers restaurant and their business will be open in the next few weeks. Application has been submitted for a \$500 sign grant. This application includes a combination of a projecting sign & sign in the front of the building.
 - Motion to approve up to \$500 for the sign grant for Peppers. Motion by Dave Snyder and seconded by Shannon Dare Wayne. Motion passed.
 - d) **Downtown Banner Update:** Worked with Paddock & Symons to create art around what the students love most about Milan. Over 600 entries submitted. Initially, 40 submissions were going to be selected but ended up with 54 banners planned. Parents to sign releases & banners will be created. Banners would be available for purchase after the display ends.
 - e) **Main Street Director Performance Evaluation Proposal:** Current Main Street Program Director has not had an evaluation in the last three years. Dave Snyder has created a proposed process. In the future, there will be concrete performance objectives determined. July 1 is the new budget year. Need to make sure evaluations are done annually by May of each year.
 - Motion to approve the performance review process for Milan Main Street Program Director with the caveat that timing be moved forward to May in subsequent years. Motion by Dominic Hamden and seconded by Carrie Ritchie. Motion passes.
- 7) **OPEN/VISITOR COMMENTS:** Vickie Zilke discussed an agri-tourism event of the Zilke Sunflower Festival. They plan to showcase sunflowers, Zilke farm, & the city of Milan. Zilke will own the event and planned date is currently August 9-18.
- 8) **ADJOURNMENT:** Motion by Dominic Hamden, supported by Barbara Gardinier to adjourn the meeting at 6:45 p.m.

NEXT MEETING DATE: Monday, July 15, 2019 at 5:30 p.m., Milan City Hall Conference Room

Ryan Royal, Chairperson

Shannon Dare Wayne, Secretary