

MILAN MAIN STREET / DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MINUTES
Tuesday, September 17, 2018 at 5:30 p.m.
Milan City Hall

- 1) **CALL TO ORDER:** Ryan Royal called the meeting to order at 5:32 p.m
- 2) **ROLL CALL OF MEMBERS PRESENT:** Sal Calabrese, Barbara Gardinier, Carrie Ritchie, Ryan Royal, Jade Smith, Dave Snyder, & Shannon Dare Wayne,

MEMBERS ABSENT: Mayor Hamden, Doug Strader, & Ryan Wilman

OTHERS PRESENT: Jill Tewsley
- 3) **APPROVAL OF AGENDA:** Motion by Sal Calabrese, supported by Carrie Ritchie to approve the September 17, 2018 agenda. Motion carried unanimously.
- 4) **APPROVAL OF PREVIOUS MEETING MINUTES:** Motion by Sal Calabrese, supported by Barbara Gardinier to approve the August 28, 2018 meeting minutes. Motion carried unanimously.
- 5) **INFORMATION TO RECEIVE AND FILE:** Motion by Sal Calabrese, supported by Shannon Dare Wayne to receive the following items:
 - a) **MMS/DDA Fund Balance**
 - b) **Route 23 Recap & Budget**
 - c) **Monthly Reports to Michigan Main Street**
 - i. **June**
 - ii. **July**
 - iii. **August**
- 6) **OLD BUSINESS:**
 - a) **3rd Thursday Inclement Weather Plan –**
 - i. Dave Snyder feels the September & October 3rd Thursday should have an inclement weather plan. Working with downtown business owners to go over options to remain downtown. Dave informed the business owners that this may involve the Senior Center. Would like to take a closer look at proposals for next year. Must consider impact on businesses if the event is cancelled.
 - ii. Jade Smith stated that we should also consider cancelling 3rd Thursday if the weather is bad and we cannot keep the event downtown.
 - iii. Jill Tewsley said that we should look at each 3rd Thursday individual event and decide how to handle based on vendors.
 - iv. Carrie Ritchie proposes that we talk about this in November/December and include Amanda Kaiser in discussions.
 - b) **3rd Thursday MMS Presence:** Ryan Royal will man a table & sell T-Shirts (leftover from Route 23 event). May also integrate a “Text to Donate” event and will try to have a banner. Both Chamber of Commerce and Milan Main Street will be together at 3rd Thursday but in separate adjacent tents. Must bring a table/chair and set-up by 5 p.m.
- 7) **NEW BUSINESS DISCUSSION:**
 - a) **MMS Support Positions –**
 - i. **Social Media:** 5 hours per week (\$3,000 proposed) to schedule weekly social media posts based on submission from businesses, marketing planning calendar for annualized items, & sharing posts as needed. This is supplemental support and ensures consistent and regular social media presence.
 - ii. **Main Street Assistant:** 10 hours per week (\$7,800 proposed) to staff regular office hours at the Old Fire Barn, provide administrative support to Main Street program including but not limited to: Collecting content for monthly reporting and board meetings, data collection, select communication with business owners, event assistance, invoicing, volunteer data management donor/sponsor data management, Board Meeting prep, etc.

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iii. Budget Notes: If approved, we would be over budget by \$3,500. In the new fiscal year, we would have to budget \$15k vs. \$10k on those lines. Motion by Carrie Ritchie supported by Barbara Gardinier to approve initial funding for the Social Media Coordinator & Main Street Assistant. Motion carried unanimously.

b) Sign Grant Application: The Owl

- i.** Motion by Sal Calabrese supported by Barbara Gardinier to approve the \$493 sign grant for The Owl. Motion carried unanimously.
- ii.** Dave Snyder brought up the current process for sign approvals. Would like to encourage that if a business has a sign approved by the city and Jill Tewsley approves, that we allow the business to move forward with the construction of the sign. After discussion, it was decided that we will maintain the current process and owners will wait until the next Milan Main Street meeting for sign funding approval.

c) Upcoming Main Street Events

- i. September 20: 3rd Thursdays:** Set-up between 8 & 10 a.m. Would appreciate one volunteer.
- ii. October 18: 3rd Thursdays**
- iii. October 24: Downtown Retail Event**
- iv. November 24: Small Business Saturday/Pop on Main Downtown Retail Event**
- v. December 24: Christmas Eve Downtown Retail Event**
- vi. February 1 & 2: Let's Chill Winter Fest**

8) VISITOR COMMENTS: None

NEXT MEETING DATE: Monday, October 15, 2018 at 5:30 p.m., City Hall Conference Room

ADJOURNMENT: Motion by Jade Smith, supported by Sal Calabrese to adjourn the meeting at 6:18 p.m.

Ryan Royal, Chairperson

Shannon Dare Wayne