

**CITY OF CHELSEA  
DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
7:30 A.M., THURSDAY, JANUARY 21, 2010**

**Present:** Frisinger, Heydlauff, Jackson, Lindauer, Morrel-Samuels, Schwarz, Hanifan  
**Absent:** Flintoft, Holman, Pierce  
**Others Present:** Cheri Albertson, City Council; Craig Common for Sounds & Sights; Brad Roberts, Utilities Superintendent; Jan Bernath, Cathy Clark, Tom Knox

President Jackson opened the meeting at 7:35 a.m.

1. **Street Light at Main & Middle – Brad Roberts** There has been a request for supplemental lighting at the corner of Main and Middle Streets. (Downtown property owner Marge )Faist, does not object, provided that she assumes no responsibility for maintenance or repair costs. Work on the project will proceed.
2. **Motion by Morrel-Samuels, second by Winans, to approve the minutes of the December 17, 2009 Board of Directors meeting, as amended. Motion carried.**
3. **Budget – Heydlauff (a) Motion by Heydlauff, second by Frisinger to pay Hank Weber \$1,400 for a set of four focus groups to assist Chelsea business owners. Motion carried. (b)** The DDA budget report will be sent out via email by Hanifan upon request.
4. **Marketing Committee and the Daniels Group – Jackson (a)** Jackson opened the discussion by summarizing the group's general goal: to formulate a plan that will promote Chelsea as a shopping destination. A follow-up meeting will be held at 8 am, Tuesday, January 26 in the McKune Room of Chelsea District Library. It was mentioned that we are in the preliminary stages of the process now, and that the relationship between the DDA and the Daniels Group will be formalized during upcoming meetings. **(b)** Heydlauff pointed out that this is not a DDA-directed program. Funds will come from individuals, the City of Chelsea, the DDA, and-potentially-from grants. Jackson mentioned that eventually the group will have a board and a director. Schwarz stated that she thought the focus groups were successful and that a lot of good information came out of them. **(c)** Hank Weber will be producing a summary report for the DDA's review.
5. **Sounds & Sights – Craig Common (a)**Common opened the discussion by stating that the current plan calls for merging Sounds & Sights with Summerfest. Common, speaking as chairperson of the Sounds & Sights Committee, presented a letter dated 1/21/2010, (appended) requesting the DDA's continued support. His packet of information contained a cover letter for potential sponsors that outlined benefits for potential corporate sponsors. The merged program would bring the advantage of centralized fund raising and increased efficiency. It is tentatively being called the Sounds & Sights Festival(hereafter S&S Festival).**(b)(A Kickoff event)** for the S&S Festival will be held in the private dining of the Common Grill on February 11, at 6 pm. **(c)**The S&S Festival would pull together music, entertainment, food and art in a unified program which would run under a common theme that will change annually. Current goals are to expand attendance, increase public awareness, retain the Kids' Zone, continue to provide the social tent, and add more food vendors on sidewalks. **(d)** Tentative schedule includes providing

free music on Thursday evenings as in prior years, and dropping the fund raising concert on the grounds that it does not generate sufficient financial return. Common also suggested that the S&S Festival series would end with a special three-evening program that would coincide with the beginning of Fair Week. Accordingly, the S&S Festival could start on or about June 17, 2010 and end on about Sunday 8/22/2010 when the Fair opens. **(e)** Common presented a budget (appended), and asked the DDA to continue existing funding level at \$25,000 for Sounds & Sights and \$5,000 for what had been call Summerfest. The budget was discussed. Winans said it seemed like a good investment; Morrel-Samuels and Heydlauff agreed. Heydaluff called it the “signature event in Chelsea.” Schwarz said “It's been been the core of our marketing effort,” and she indicated her support as well. Frisinger requested additional information about the DDA's total budget, and wondered whether current expenditures would make it possible for support to continue. Tom Knox provided a copy of the DDA's budget (as of June 1, 2009), which he had downloaded from the city's website. General discussion followed. **(f) Motion by Schwarz, second by Winans to approve \$30,000 for the Sounds & Sights Festival, with the understanding that the DDA will be listed as a sponsor. Motion carried.**

6. **Nomination Committee – Winans** **(a)** Winans opened the discussion by reporting that there are currently five applicants for the opening on the DDA Board, and that he has reviewed applications from each applicant. Heydlauff suggested that the next step entail discussing the positive attributes of the candidates during the next meeting and recommend one to Mayor Lindauer for consideration. Winans agreed to send a copy of each of the applications from Jeremy Montaigne, Pat Cleary, Tom Lynn, Mark Creswell, and Tom Knox, to the DDA Board members before the next meeting. **(b)** It was suggested that, despite the fact that the meeting necessarily will be open to the public, we might, out of courtesy, ask that the applicants to excuse themselves from the room when the applications are discussed. **(c)**The goal of having members attend 80% of DDA Board meetings was discussed.
7. **Parking – Hanifan** opened the discussion by mentioning that green information cards are still being placed on windshields, in lieu of parking tickets. The pros and cons of the current program were discussed. It was agreed to continue the current policy and reevaluate its effectiveness next month.
8. **Longworth\Jackson Street property – Hanifan** **(a)** Hanifan opened the discussion by telling the DDA Board and members and the public in attendance that there will be an information meeting at 1 pm, Wednesday, January 27 in the lower level of the City office building on South Main Street, to discuss the RFP for the Jackson Street property. **(b)** Tours of the Jackson Street property can be arranged by contacting John Hanifan. **(c)**The RFP is now available on the City's website.
9. **Preliminary Report on Bylaws – Morrel-Samuels** **(a)** Morrel-Samuels opened the discussion by mentioning that bylaws seem to be required for DDAs in Michigan, and that he had collected bylaws from 13 DDAs across the state to see which sections might be useful and appropriate for Chelsea. He added that many more than 13 DDAs in Michigan have bylaws, but that 13 were selected because they were easy to download from the web. **(b)** A general discussion followed which questioned the need for bylaws. Relevant sections of the two documents that seem to require the establishment of bylaws-Chelsea City Ordinance (**Article #2, Section 12-45**) and Michigan Act 197 of the Public Acts of 1975—were both read aloud and discussed.
10. 9:00 a.m. Lindauer, Frisinger and Heydlauff leave. A quorum is no longer present.
11. **Public Participation –** **(a)** Cheri Albertson shared marketing material from Salida, CO and spoke favorably of that town's similarity to Chelsea. **(b)** The benefits of having permanent sculptures in town was discussed. **(c)** Cathy Clark expressed her desire to see historical markers

at selected locations throughout the city, and spoke favorably about their educational benefits. Jackson expressed general support.

12. **New Business** – Schwarz suggested that garlands and decorative wraps on Chelsea streetlight be removed, but that decorative lights on trees remain lit during these winter months.
13. Meeting adjourned at 9:06 am