

MINUTES OF A REGULAR MEETING OF
THE MILAN MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY BOARD
HELD ON MONDAY APRIL 15, 2019, AT 5:30 P.M. IN THE CONFERENCE ROOM OF MILAN CITY HALL.
147 WABASH ST., MILAN, MI 48160

The meeting was called to order at 5:31 P.M. by Chair Ryan Royal.

MEMBERS PRESENT: Barbara Gardinier, Mayor Dominic Hamden (parts of meeting), Carrie Ritchie, Ryan Royal, and Dave Snyder. Executive Director Jill Tewsley and Assistant Shannon Budd were also present.

ABSENT: Shannon Dare Wayne (absent), Jade Smith (excused)

GUESTS: Councilwoman Mary Kerkes and Kelsea Kerkes were also present.

APPROVAL OF AGENDA: Moved by Snyder, seconded by Gardinier with addition of item "Pedestrian Crosswalk" under New Business. Passed unanimously.

APPROVAL OF MINUTES:

Minutes were not presented. They will be approved at a later meeting.

RECEIVED AND FILED:

1. MMS/DDA Financial Statement was in the Board Packet.
2. Monthly Michigan Main Street Report was prepared but not included in the Board Packet.

OLD BUSINESS:

1. Board Member job description and recruitment: The job description was posted online on April 11 and to date there have been eight inquiries.
2. Route 23 Arts and Music Festival: Though a new business item, this was inserted here to make a major event decision before considering the budget. It was moved by Snyder, seconded by Gardinier that MMS move ahead with SOME FORM of the Route 23 Festival. A committee of Royal, Snyder, Ritchie, and Tewsley will propose a basic form for the festival for approval at the May meeting. Passed unanimously.
3. 2019-2020 FY Budget: ED Tewsley presented the budget as previously discussed in March. It is a challenging budget, but the consensus was to move ahead. It was moved by Snyder, seconded by Gardinier that we approve the 2019-2020 FY Budget. Passed unanimously.

NEW BUSINESS DISCUSSION:

1. 2019 Community Plan: Michigan Main Street will be in town on July 16 for a meeting with the Board. All Board members should be present.
2. Fire House Friday May 3: MMS needs volunteers for that event. Needed volunteers were found from Board members.
3. 3rd Thursdays: MMS presence is needed to provide information about MMS and to "claim it" as our event! We also need to work with downtown businesses to encourage special sales opportunities to benefit them as part of each event.
4. Bloom: Mary and Kelsea Kerkes presented a plan for an August 10 Bloom associated with the Sunflower Festival planned by Zilke Farms. They are well underway with Bloom planning. It was moved by Gardinier and seconded by Ritchie that we approve the Bloom Work Plan. Passed unanimously.
5. Milan Cleanup Day: is April 20 from 12-2 PM.

6. Pedestrian Crosswalk: Royal has met with Chief Tillery and discussed safety in the downtown area and how to improve that. The current plan is to create a trial pedestrian crosswalk at Wabash between the West Parking Lot and Fenders.

VISITOR COMMENTS: None

ADJOURNMENT: Motion by Ritchie, seconded by Snyder, to adjourn meeting at 6:49 PM. Motion carried unanimously.

Next regularly scheduled meeting is Monday, May 20, 2019, at 5:30 PM at Milan City Hall.

Ryan Royal, Chair

David W. Snyder, Acting Secretary

Following the Board meeting the Board went into a work session to brainstorm and evaluate ideas for increasing funding of Milan Main Street. These are the ideas we discussed.

Selling Christmas Ornaments

Selling Buttons for special store pricing at events

Raffle with a Ducky Race (to occur once or twice over the five 3rd Thursdays)

Fifty-Fifty for each event

Sales at other community events (products or services)

Raise donations targeted to specific projects

Banner program income

Round UP for MMS campaign for sales in downtown stores

Sell raffle tickets throughout the year/small prizes at each event/big prize at end

Sales items specifically for sales at Wine Walk/Beer Walk AND/OR Add-on item to Walk ticket sales

Race across Ford Lake

Chocolate Walk

Dumpster Kayak Race

Items in many downtown stores with sales dedicated to MMS