

City of Portland Downtown Development Authority  
Meeting Agenda 3:30 pm – December 17, 2015  
Council Chambers, Portland City Hall, 259 Kent Street

- I. Call to Order – Chairperson Dumas
- II. Attendance
- III. Approval of Agenda
- IV. Approval of November 2015 Minutes
- V. Treasurer’s Report
- VII. Old Business
  - A. DDA Board Retreat - date change
- VIII. New Business
  - A. Request to approve Verdin Clock maintenance contract
  - B. Tom’s account/reimbursements
  - C. Ionia County Library Association “1000 Books Before Kindergarten”
- IX. Director’s Report
  - A. Quarterly Training – Economic Development
  - B. Opera House up-date
  - C. Holiday Fest report
  - D. New businesses downtown
  - E. Work Plans 2016-2017
  - F. National Conference – Milwaukee, WI – May 23-25
- X. Committee Report’s
  - A. Promotions and Marketing Committee
    - 1. Holiday Fest – Saturday, December 12
    - 2. Block Party date – May 21
  - B. Design Committee
    - 1. Storage of water tank
  - C. Economic Revitalization Committee
    - 1. Business After Hours – January
    - 2. Developer information packets
  - D. Organization and Finance
    - 1. Newsletter – published Dec. 1, featured Holiday Fest businesses, and activities
    - 2. Volunteers and sponsors recruitment for Holiday Fest
    - 4. Social Media: Facebook – 2078 “likes”; 4925 post reach this week
- XI. Board Member Comments
- XII. Adjournment

Next meeting: January 21

**Minutes of the Downtown Development Authority Special Meeting  
City of Portland**

Held on Thursday, November 19, 2015  
In Council Chambers at City Hall

Members Present: Dumas, Barnes, Gorman, Antaya, Grimminck, VanSlambrouck, Tyler, Briggs, Blastic

Absent: Clement, Urie

Staff: DDA/Main Street Director Perry, City Clerk Miller

Guests: None

The meeting was called to order at 3:30 P.M.

Motion by VanSlambrouck, supported by Tyler, to approve the Agenda as amended to add Item A. under New Business.  
All in favor. Adopted.

Motion by Barnes, supported by Gorman, to approve the minutes of the October 15, 2015 meeting as presented.  
All in favor. Adopted.

Motion by Antaya, supported by Gorman, to approve the Treasurer's Report as presented.  
All in favor. Adopted.

Under Old Business, Director Perry stated details are still being discussed with Mr. Piggott in regard to his Façade Grant Application for his property at 226 Kent Street.

Under New Business, Director Perry stated the Michigan Main Street Center would like to hold a Board retreat to provide a training opportunity before the 2016 work plans are developed.

There was discussion in regard to scheduling.

Under the Director's Report, Director Perry reported Portland Main Street and the Portland Area Historical Society held their 5<sup>th</sup> Annual History Walk on Sunday, October 25, 2015. Participants were greeted by past Portland business people at their former's places of business. Portland Main Street also held its 12<sup>th</sup> Annual Volunteer Recognition event on Monday, October 26, 2015 at The Gallery Brewery with approximately fifty people in attendance.

Under Committee Reports, Director Perry reported that the Promotions & Marketing Committee will hold Holidayfest on Saturday, December 12, 2015 this year and will feature many changes. The theme is "Old Time Christmas". Events will include an eggnog contest, horse and wagon group tours, crafts, music and a light parade. Ameri-Pro will begin repairs to the roof of the

Opera House this week. They will also remove decaying interior aspects of the property. Several parking spaces in front of the building will be blocked off for placement of dumpsters.

Director Perry also reported the Christmas decorations have been put up per the 3-year contract that was signed. This is the first year of the contract. The DDA is responsible for decorating Scout Park and the pergola at City Hall.

Under Committee Reports, Director Perry reported the Promotions & Marketing Committee are planning Holidayfest which will be held Saturday, December 12, 2015 with the theme “Old Tyme Christmas”. Many family fun activities are planned. A Halloween Spooktacular was held at the Library with approximately 500 individuals in attendance.

Member Briggs reported the Design Committee is still in discussions with Mr. Piggott in regard to his Façade Grant Application submitted for his property at 226 Kent St.

Member Tyler reported the Economic Revitalization Committee met with Emily Pantera from the Michigan Main Street Center. They are working on developing a brochure to distribute to potential developers. They would also like to implement quarterly small business trainings through SBTDC. Webisodes are also being developed.

Committee Chair Barnes reported that the Organization and Finance Committee has discussed the proposed Michigan Main Street Center training. The Committee would also like to self-assess the Main Street Board and how to best get “engagement” to make ideas happen more effectively. He also stated the VFW will host a Burger Night to benefit the Red Mill Pavilion Project on December 4, 2015.

Committee Chair Barnes stated that Holly Huff and he husband are the owners of a soil erosion business here in Portland and have proposed a “Portland Day” at the end of May that would incorporate the Clean up Day, a planting day, and a community event.

There was discussion.

Secretary Blastic arrived at 3:56 P.M.

Under Member Comments, City Manager Gorman stated the VFW will provide a free, home cooked Thanksgiving meal to the public on Thanksgiving, Thursday, November 26, 2015.

Motion by Antaya, supported by VanSlambrouck, to adjourn the meeting at 3:57 P.M.  
All in favor. Adopted

Respectfully submitted,

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Kory Blastic, Secretary

**MINUTES**  
of the  
**ORGANIZATION AND FINANCE COMMITTEE**  
of the  
**Portland Main Street Program**  
**November 18, 2015, Wednesday**

**1. CALL TO ORDER**

The meeting was called to order by Chairperson Barnes at 7:00 P.M.

**2. ROLL CALL**

Present: Jim Barnes (Chairperson), Eric Proctor, Joel VanSlambrouck, Jason Williamson

Guests: None

**3. AGENDA**

There was a motion by Joel, supported by Jason and carried to approve the agenda.

**4. MINUTES**

There was a motion by Joel, supported by Jason and carried to approve the minutes of the October 21, 2015 meeting.

**5. UPCOMING EVENTS AND TRAINING OPPORTUNITIES**

11-21-15 – (Saturday) Downtown Portland will begin the holiday activities with the window decorating contest however, the actual HolidayFest will take place on 12-12 with the snowball drop, eggnog contest, parade, etc.

11-26-15 – (Thursday) The VFW will host a Thanksgiving Dinner from noon until 3 P.M.

12-7 and 8-15 – (Monday and Tuesday) Michigan Main Street Center (MMSC) will hold Economic Revitalization training in Otsego.

12-12-15 – (Saturday) Holiday Fest will be celebrated. The event is being moved to the second Saturday in December to avoid the conflict with the holiday events in Lansing. The first Saturday in December was considered but Mr. and Mrs. Santa Claus and the carriage operator are scheduled for that Saturday in perpetuity.

The play “Oliver” is going to be performed at the Civic Players theatre at various times

between 11-13 through 11-22-15.

## **6. MANAGER'S REPORT**

Shelley was unable to attend the meeting due to illness but she provided information on several topics by email.

The Volunteer Recognition event was a success. (Thank you Eric!) There were some issues with the serving of the food but for the most part it went well.

Newsletter – The December edition of the “On the Street” newsletter will be about HolidayFest. Volunteers and sponsors are needed!

Michigan Main Street Center (MMSC) has contacted Shelley and expressed a desire to hold a training session with the DDA to “build the board’s capacity for economic development, and provide general training on what Main Street is supposed to accomplish.” Several possible dates for full and half day session were discussed.

## **7. NEW BUSINESS**

Holly Huff has contacted Jim as a follow-up to a discussion they had at the ribbon cutting held at the business she and her husband are operating out of the old Builders’ Lumber. Holly has worked with cities where she has lived in Ohio to promote a community pride day. The event features several activities including planting flowers, clean-up efforts at public parks, and helping elderly homeowners clean and fixup their homes. At the end of the day they hold a community dinner where all of the volunteers come together and enjoy hot dogs and soft drink type meals. The event would fit nicely with the Portland Area Cleanup Day except that event is usually held in April. Due to the planting of flowers, the event would have to be moved into May. That would also increase the likelihood of a warmer more pleasant day to work outside. More discussions and planning will need to take place, including the creation of a workplan.

## **8. MEMBER COMMENTS**

Joel mentioned that the Portland Area Community Fund was in need of donations but due to the large volume of money donated as a result of the tornado, they are reluctant to go out and solicit funds. Joel indicated the VFW has offered to hold a “Hamburger Night” on Friday, 12-04-15 and Saturday, 03-19-16.

Jason stated that they have put up a “Giving Tree” at his office with approximately 50 ornaments, each representing someone in need. Within the first day, most of the ornaments were gone.

## **9. VOLUNTEER HOURS**

Eric – 15, Jason – 10, Jim – 10, Joel – 4

**10. OTHER COMMENTS**

There were no other comments

**11. NEXT MEETING**

The next meeting of the O&F Committee is scheduled for Wednesday, December 16, 2015.

**12. ADJOURNMENT**

Motion by Jason, supported by Joel and carried to adjourn the meeting at 8:05 P.M.

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Chairperson

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Dated

**Wednesday, November 18, 2015, 12:00pm, The Gallery Brewery**

**Attendees: Chris Tyler, Shelley Perry, Leo Madarang, Cory Grimminck, Julie Clement, Kory Blastic**

**Absent: Bernie Pelc**

12:03 pm, Chris Tyler called the meeting to order

## **Old Business**

### **Workplan Items/Review**

Business Seminars—It's too late to get the SBDC involved in a seminar this year. **Action Items: Kory will follow up with the SBDC, and perhaps we can slot them into the quarterly trainings we create ourselves (see "Next Year's Work Plan" below).**

Customer Service Workshop—The state budget for this has been cut, so there is currently not funding to hold this workshop. We will be at the top of the list if funds become available. Reaction to the survey was mixed, with a number of businesses not having responded. As with the SBDC seminar, we could fold this into our other quarterly trainings when funds became available. **Action Item: Chris and Leo will follow up with the businesses that have not yet responded to the survey. Chris will let Emily know that we have nine businesses interested and that we would like to continue to pursue this option.**

Downtown Brochures—Nothing to report **Action Items: Shelley will work on updating the contact information for the businesses.**

Webisodes—Julie and Shelley discussed the forms, and made some changes. There was some conversation about what we can do to make more use of these webisodes. Kory will ask Eric Procter to make a "highlight reel" of all the webisodes that have been created thus far, which can be put on the Main Street website, shown before the outdoor movies, etc. The expectation is that this can be done easily and for no additional fee. **Action Item: Shelley will get the amended contract to the committee for review.**

## **New Business**

### **Next Year's Work Plan**

Although there was no new business on the agenda, we did discuss the committee's work plan items for the coming year. Overall, we are interested in streamlining the work plans and focusing our efforts on just a few, important items in the areas of recruitment and retention.

In terms of recruitment, we'd like to fast track a packet, possibly in conjunction with the EDC, that would gather all the information that a potential developer would need. We also discussed making recommendations to the DDA, based on the studies that have been done in the past, on what sorts of businesses we think the downtown could support.

For retention, we would focus on education and promotion. The webisodes would fulfill the promotion part of the plan. As for education, we discussed creating quarterly business trainings using local experts, which could be tailored to the needs of our community. **Action Item: Julie will work on creating a work plan for the committee for next year, which we will have ready in time for the board retreat.**

## **Manager's Report**

Conference Call with MI Main Street Center

Board Retreat—Since the DDA is transitioning into a Main Street Board, there will be a board retreat this year.

Opera House update—The floor in the pub is being removed, and the upper floor is being gutted as a precaution. The roof is being repaired. There are several ideas for how this space could be utilized by developers and/or the DDA.

New business in the Peake Building—vintage comic books.

**Volunteer Hours:** Chris 3, Leo 3, Cory 2, Julie 1

**Meeting Adjourned at 1:00pm**

**Next Meeting will be December 21, 2015 at noon at the Gallery Brewery**





YOUR DOWNTOWN CONNECTION

DECEMBER 2015

## Holiday Fest on the Grand

Saturday, December 12th, 2:00 - 7:00 pm

- ~ **Breakfast with Santa** - Sponsored by the Portland Area Chamber of Commerce, at Portland Party Store, 9-11 am
  - ~ **Snow Ball Drop** - on Maple Street, 2:00 pm
  - ~ **Garden Club Wreath Workshop** (144 Kent St.) 2-4 pm
  - ~ **Horse-Drawn Wagon Rides** - Historic Tour, 2-5 pm
  - ~ **Eggnog Contest** - Ballots at "Welcome Tent" 2-5 pm
  - ~ **Downtown Window Decorating Contest**, 2-5 pm
  - ~ **Olde Tyme Crafts** (144 Kent/various businesses) 2-5 pm
  - ~ **Ice Carving** - corner of Kent St. and Bridge St., 2-6 pm
  - ~ **Business Open Houses**, various locations, 2-6 pm
  - ~ **Olde Tyme Music** -The Gallery Brewery (143 Kent) 3-6 pm
  - ~ **Story Time with Elves** (144 Kent St.) 4:30 - 5:30 pm
  - ~ **Luminary Lane** - sponsored by Portland Community Arts Council
  - ~ **5th Annual Holiday Fest Light Parade**, 6 pm
  - ~ **Lighting of the Christmas Tree** and Contest Winners  
Announced at Scout Park, following Parade
  - ~ **Caroling Around the Tree** - led by Mt. Hope Church
  - ~ **Christmas Gala** - Portland Orchestra, 7 pm (approx.)  
at the Portland Playhouse, free concert, refreshments
- ~~ Visit the Welcome Tent in Scout Park on Dec. 12th for more information ~~

## "Olde Tyme Christmas"



Pick up an Eggnog tasting ballot at the "Welcome Tent" in Scout Park during the event and join the fun!

## Snow Ball Drop



**HELP WANTED:** ELVES-any shape or size. 647-5027

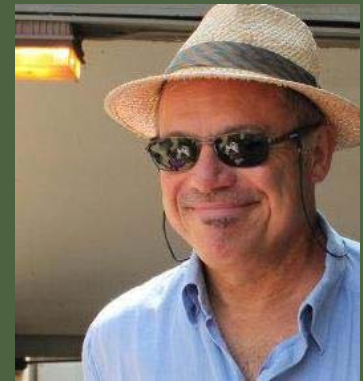
**The Snow Ball Drop** will kick-off the festivities at 2:00 pm on Saturday, December 12<sup>th</sup> on Maple Street in front of the Portland Playhouse. The snowball drop is a fun retail event that will offer the opportunity for anyone retrieving snowballs to redeem them for prizes and discounts at participating businesses throughout the downtown. This event is for shoppers of all ages. We will be dropping approximately 1,000 numbered ping-pong balls, with each number corresponding to a different participating downtown business.

## Business Spotlight - HOLIDAY FEST!

These businesses and organizations are holding Open Houses and activities on Dec. 12th. Be sure to stop in from 2:00 - 6:00 pm. There will be special activities throughout the downtown. We've heard of magicians, cartoon artists, ice sculptors, musicians, wreath making workshop, make-n-takes, face painters, wagon rides, cookie decorating, eggnog sampling, candle dipping, window voting . . . and more! Maybe even . . . roasted chestnuts.

Sunkissed Tanning	Portland District Library	Studio 176
Chocolate Moose	Comic Book Displays	Hot Shot's
Sandborn Reality	Fabiano's RiverHouse Grill	Miller in Motion
Jeneen's Nails & Day Spa	Williamson Chiropractic	Hoort Law
Portland Black Belt Acad.	Simon Insurance Agency	Country Cupboard
The Gallery Brewery	The Law Offices of Duff, Chadwick and Associates	
Portland Garden Club / St. Andrews Lutheran Church at the Senior Center		

## Our Volunteers



**Randy Markey** has served on the Promotions and Marketing Committee for four years. He is an accomplished musician and has recently retired from the Lansing State Journal. Thank you for sharing your talents with our community!

We welcome new volunteers in the Portland Main Street program. No experience necessary! Join us, it's fun and rewarding.  
[www.portlandmainstreet.org](http://www.portlandmainstreet.org)  
 (517) 647 5027



**A big "Thank You"**  
 to the City of Portland Electric Department for all of their hard work putting up the Christmas lights in Scout Park and on the pergola next to City Hall.  
**It looks great!**

Thanks, Shane Scheurer, Mike Kapcia, Scott Cassel, Scott Honsowitz and Mike Hyland!



## What's Happening

### MAIN STREET PROGRAM MEETING SCHEDULE

- ◆ **DDA Board** - Thursday, Dec. 17, 3:30 pm, Portland City Hall
- ◆ **Design** - Thursday, Dec. 10, 2:30 pm, Portland City Hall
- ◆ **Economic Revitalization** - Monday, Dec. 14, 12:00 pm, Gallery Brewery
- ◆ **Organization & Finance** - Wednesday, Dec. 16, 7:00 pm, Portland City Hall
- ◆ **Promotions & Marketing** - Wednesday, Dec. 23, 3:00 pm Gallery Brewery

### COMMUNITY CALENDAR

- ◆ **Portland Civic Club** -- Dec. 1 and 15, 12:00 noon at the Red Tomato, all welcome.
- ◆ **Portland Area Chamber of Comm.** - Legislative Lunch, Dec. 14, noon, Wagon Wheel
- ◆ **Portland Garden Club** -- Dec. 10, 6:30 pm, wreath making, 10744 Charlotte Hwy
- ◆ **Main Street Holiday Fest** - Dec. 12, 2:00 - 8:30 pm
- ◆ **Breakfast with Santa** - Dec. 12, Portland Party Store, Chamber event, 9:00 -11:00 am
- ◆ **Christmas Gala** - Free concert, Dec. 12, Portland Orchestra, theater, 7:00 pm (approx)
- ◆ **Portland Area Historical Society** -- Dec. 22, Portland District Library, 6:30 pm

## DDA Board

- Chuck Dumas**  
Board Chairperson
  - Tom Antaya**  
Board Vice Chair
  - Margery Briggs**  
Design Committee Chair
  - Wanda Urie**  
Board Member
  - Jim Barnes**  
Organization & Finance Chair
  - Chris Tyler**  
Economic Revitalization Chair
  - Rush Clement**  
Board Member
  - Michelle VanSlambrouck**  
Board Member
  - Cory Grimminck**  
Board Member
  - Kory Blastic**  
Board Secretary
- 
- Heather Wiborn**  
Promotions & Marketing Chair

### Thank you Sponsors!



More at: [www.portlandmainstreet.org](http://www.portlandmainstreet.org) or call 517 647 5027 *Shelley Perry, Main Street Manager*