

City of Portland Downtown Development Authority  
Meeting Agenda 3:30 pm – March 17, 2016  
Council Chambers, Portland City Hall, 259 Kent Street

- I. Call to Order – Vice-Chairperson Antaya
- II. Attendance – Chairman Dumas, excused
- III. Approval of Agenda
- IV. Approval of February 2016 Minutes
- V. Treasurer’s Report
- VII. Old Business
  - A. Michigan Trails Magazine ad - final
- VIII. New Business
  - A. Request to adapt DDA Sign Grant Policy
- IX. Director’s Report
  - A. Quarterly Training – Farmington, MI -- March 8
  - B. National Conference – Milwaukee, WI – May 23-25
  - C. Work Plans 2016-2017
  - D. Chocolate Moose – for sale
- X. Committee Report’s
  - A. Promotions and Marketing Committee
    - 1. Block Party date – May 21
  - B. Design Committee
    - 1. Façade and Sign grant round closed March 11
    - 2. Block Party banners
    - 3. Planter inserts
  - C. Economic Revitalization Committee
    - 1. Brochures
    - 2. Seminars
  - D. Organization and Finance
    - 1. Newsletter – published March 1
    - 2. Beerfest/Wine Walk festival/fundraiser
    - 3. Sponsorships and Volunteers for Block Party
- XI. Board Member Comments
- XII. Adjournment

Next meeting: April 21

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

Held on Thursday, February 18, 2016  
In Council Chambers at City Hall

Members Present: Dumas, Barnes, Antaya, Gorman, VanSlambrouck, Briggs, Blastic, Clement, Urie

Absent: Tyler, Grimminck

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

Guests: None

The meeting was called to order at 3:34 P.M.

Motion by Barnes, supported by Clement, to approve the Agenda as presented.  
All in favor. Adopted.

Motion by Clement, supported by Blastic, to approve the minutes of the January 21, 2016 meeting as presented.  
All in favor. Adopted.

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

Under Old Business, Director Perry presented an example of the proposed layout for the Michigan Trails advertisement and explained the sponsors/businesses that would like to participate. Main Street will have the rights to the layout so it can also be used to create brochures.

Under New Business, Director Perry requested permission to submit an application for a Special Event Liquor License for the May 21, 2016 Block Party.

Motion by Antaya, supported by Clement, to submit an application for a Special Event Liquor License for the May 21, 2016 Block Party.  
All in favor. Adopted.

Director Perry requested permission to submit an application for a Charitable Gaming License for the 2016 Portland Pay Day promotion that will begin in June 2016.

Motion by Antaya, supported by Urie, to submit an application for a Charitable Gaming License for the 2016 Portland Pay Day promotion  
All in favor. Adopted.

Under the Director's Report, Director Perry reported that Quarterly training will be held in Farmington on March 8<sup>th</sup>. Volunteers are welcome to attend as well.

The Main Street National Conference will be held in Milwaukee, WI on May 23<sup>rd</sup> through the 25<sup>th</sup>. The theme is economic revitalization.

The work plans for 2016-2017 are being updated by the committees for the budget process.

A blanket permit for Block Party Rib Burn has been granted so all vendors will be able to sell ribs to customers.

The Economic Revitalization Committee continues to work on brochures.

Under Committee Reports, Director Perry reported that the Promotions & Marketing Committee is planning for the May 21<sup>st</sup> Block Party.

Member Briggs reported the Design Committee will accept applications for Façade grants through March 11<sup>th</sup>. Some interest has been shown.

Bids have been received for 10 light pole banners to advertise the Block Party event. There will be an area for businesses to sponsor a banner. RCP is the lowest price bid.

Member Briggs also stated that Director Perry has found a planter that has a large reservoir that will hold water at the bottom. These planters will not require as much labor to water over the summer.

Director Perry reported the Economic Revitalization Committee is still working on developing brochures.

Committee Chair Barnes reported for the Organization and Finance Committee. They continue to develop their work plans for the upcoming Fiscal Year. The "On the Street" publication and website continue to be published and updated. Another run is being considered later this year. The dates will be clarified to avoid a conflict with St. Patrick's. The Beerfest will be sponsored by another organization this year, not by Main Street.

There was discussion of a date for Wine the Walk.

Under Board Member Comments, City Manager Gorman noted the Kent Street Improvement Project will begin this summer from Academy St. to the City limits. There are some trees that require removal for the project. They will be removed by April 1<sup>st</sup>.

Motion by Barnes, supported by Clement, to adjourn the meeting at 4:10 P.M.  
All in favor. Adopted

Respectfully submitted,

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Kory Blastic, Secretary

## **Portland Main Street Design Committee Meeting February 11, 2016 Meeting Minutes**

I. Call to order 2:00 pm.

Attendance: Margery Briggs, Chair; Shirley Teachout, Shelley Perry, Mike Judd, Tutt Gorman; Guest Deb Johnson MSHDA/MMSC

II. Approval of Agenda: Approved with the addition of discussion re:

- A. Purchase of Block Party Banners
- B. Purchase of self watering planters
- C. Purchase of advertising in the Trails magazine

III. Approval of minutes from December 17, 2015 Meeting: Approved

IV. Deb Johnson, Design Specialist/Michigan Main Street, State Historic Preservation Office, MSHDA, joined us for discussion.

We reviewed the MSDC Goals and Activities list. Discussion regarding DDA There are two Community Goals: Ascetic Downtown and Economic Vitality,

There are Four Focus Areas:

1. Design and Historic Preservation
2. Awareness and Education
3. Design Assistance
4. Streetscape

Process for selecting Projects: Consider how a Project (Activity) falls under which of the four Focus Categories, and supports which of the two Community Goals.

- Deb has a folder with one page of information per Portland building which she will share with us.

V. Old Business

a) Downtown Façade Grant; Status on application process:

- 1) Styles has submitted a request for \$2,500.00 for assistance for a new awning.
- 2) Studio 176 is considering a request for assistance to replace six second story windows; three in front and three in back. Shelley noted that the front windows have a rounded top boarder which, the group felt, should be preserved. Discussion regarding replacement windows versus repairing the wooden windows. Deb Johnson suggested that we call Nancy Feingood(sp?) for a list of artisans who can do this repair. Shelley will check on the design of the rear windows.

b) State of Michigan Downtown Historic Marker: Progressing on completion of the forms required for submission to the State of Michigan. Mike will work with Shelley to complete the forms.

f) Quarterly Retreat, ??

VI. New Business

a. Purchase of Block Party Banners. Agreed to allocate \$500.00 from the Streetscape fund for purchase of ten (10) banners, leaving a balance of \$2,500 in the fund.

b. Purchase of self watering planters. Agreed to purchase six (6) planter inserts that will fit our current planters. Allocated \$900.00 from the Hanging Planter fund, leaving a balance of \$100.00.

c. Purchase of advertising in the Trails magazine. Once, purchased, we 'own' the ad information. The cost of this advertising will be offset by anticipated purchases of advertising by local businesses which will also benefit from the ad. \$200 was allocated from the Wayfinding fund for this purchase, leaving a fund balance of \$1,800.00.

VII. Volunteer hours for December: Margery, 7; Shirley, 7; Mike 8; Tutt, 3

Volunteer hours for January: Margery, 10; Shirley, 3; Mike, 5; Tutt, ??.

IX. Adjournment: 3:30 p.m. *Next Meeting: 2:00 p.m, Thursday, March 10, 2016, at City Hall.*

**MINUTES**  
of the  
**ORGANIZATION AND FINANCE COMMITTEE**  
of the  
**Portland Main Street Program**

February 17, 2016, 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), Joel VanSlambrouck, Jason Williamson

Staff: Shelley Perry (DDA / Main Street Director)

Guests: Vicki Woolf

**3. AGENDA**

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

**4. MINUTES**

There was a motion by Jason, supported by Joel and carried to approve the minutes of the January 20, 2016 meeting.

**5. TRAINING OPPORTUNITIES**

The National Main Street Center National Conference is being held in Milwaukee, WI. May 23 through 25, 2016. The Portland Main Street Program can send up to five (5) attendees without charging them. If more want to go, the cost would have to be shared. There was discussion that it might be best to set the number at five (5).

The quarterly training will be held in Farmington, MI March 7 and 8 with Todd Barman who will discuss economic vitality.

Shelley distributed an information sheet on a training opportunity sponsored by the Wayland Main Street Economic Restructuring Committee in Shelbyville, MI on March 15, 2016 from 11:30 A.M. until 1:30 P.M. on insights into leasing or selling properties in the downtown.

**6. MANAGER'S REPORT**

Shelley is working with downtown businesses to put together the advertisement in the “Michigan Trails” magazine she discussed at last month’s meeting. There was discussion about helping businesses who were interested buy ads in the magazine and the following action was taken:

Motion by Joel, supported by Jason and carried to have the Portland Main Street Program provide a \$100 copay for ad space in the “Michigan Trails” magazine for up to six (6) businesses for a total of \$600.

Attendees at this year’s Block Party will, for the first time, have the opportunity to purchase food from the participants. Shelley was able to obtain a special license for the event and vendors who wish to sell products will need to adhere to the rules that accompanied the license such as providing hand-washing stations.

Newsletter – The March edition of the “On the Street” newsletter will be about the events such as the Block Party on May 21, 2016.

## **7. NEW BUSINESS**

The committee reviewed the current work plans and using the rationale provided at the MMSC training in January, selected the projects that were most consistent with the City Master Plan, and the Portland Main Street Mission and Vision Statement as well as the volunteers and funds the committee has available. The committee also assigned committee members to the various roles associated with each project.

## **8. MEMBER COMMENTS**

Joel stated there would be a fundraising event to benefit the Portland Community Fund put on by the Men’s Auxiliary of the VFW on Saturday, March 19, 2016. at the VFW.

## **9. VOLUNTEER HOURS**

Jason – 2, Jim – 5, Joel – 2, Eric - 8, Vicki - 2

## **10. OTHER COMMENTS**

There were no other comments

## **11. NEXT MEETING**

The next meeting of the O&F Committee is scheduled for Wednesday, March 16, 2016.

## **12. ADJOURNMENT**



**Monday, February 15, 2016, 12:00pm, The Gallery Brewery**

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

**Absent: Bernie Pelc, Kory Blastic**

12:05 pm, Chris Tyler called the meeting to order

## **Old Business**

Business Seminars—This is largely on hold until the new fiscal year, at which point Cory will take it over.

Customer Service Workshop—Nothing new to report

Downtown Brochures—Julie is working with the EDC and the Chamber on this. We are planning on this being a smaller piece for visitors to the area, “inviting” them to come to Portland and telling them what they can do once they are here. These are largely obsolete in print form, and we talked about the need to have it available online. **Action Items: Shelley will talk to Great Lakes Printing to see if they are interested/able to produce this. Shelley and Leo will talk to the Chamber about possibly taking over this project.**

Webisodes—Nothing new to report

## **New Business**

### **Review of 2015-2016 Work Plan items**

This was not a separate discussion, and instead was covered during old business and as we discussed the new work plans.

### **Work Plan Items for 2016-2017**

#### **Recruitment**

Developer Packet—Julie has talked to Diane Smith at the EDC about this packet. They’ve had two phone meetings regarding it, one of which was more helpful than the other. This packet will have much of the same information as was in the branding site, which was created several years ago but never launched.

**Action Items: Julie will create a work plan.**

#### **Retention**

Host Business Seminars—We discussed how Julie’s work plan compared to Cory’s, and how the two fit together. Since Julie was envisioning a short presentation at the networking events, it was decided that we would combine these two. We also decided to use these short presentations as a sort of “teaser” for the longer business seminars. For example, we’ll have an accountant do a short presentation on end-of-the-year financials at the networking event, and then we can say “If you’d like to learn more about this topic, Mr. Accountant Man will be doing a half-day workshop on it in two weeks.”

### Quarterly Business Networking

We will continue this, with a few tweaks to make it more “value-added”. **Action Items: Julie will give proposed language to modify the networking work plan to Shelley. Leo will update the work plan to include coordinating with Cory.**

Webisodes—will continue

Business Survey—will continue

### **Miscellaneous**

We talked again about the market study application. The committee felt that it wouldn't hurt to apply for this, particularly as the focus would be a bit different than other studies that have been done in the past. **Action Item: Chris will work on the application.**

We also talked about Portland's inclusion in Michigan Trails Magazine, which is moving forward through the DDA. Cory moved to amend the ER committees current budget, taking \$200 from the brochure line item, \$200 from the quarterly business networking line, and \$100 from Showcase Find-a-place, and putting this \$500 toward paying for this project. Seconded by Chris, motion passes.

Shelley mentioned several upcoming training opportunities. She also reminded us that Main Street Trainings are open to Portland businesses, so we should promote them.

**Volunteer Hours:** Chris 2, Kory 1, Cory 4, Julie 4, Leo 1

**Meeting Adjourned at 1:15pm**

**Next Meeting will be March 21, 2016 at noon at the Gallery Brewery**

**Portland Main Street P &M Committee**  
**Minutes of February 2016 Meeting**  
3:30 pm The Gallery Brewery

Present: Shelley Perry, Wanda Urie, Heather Wiborn, Randy Markey  
Rush Clement, Jon Bair, Shelley Schneider, Tracy Nelson, Jennifer

I. Call to order -

Meeting called to order at 3:30

II. Approval of minutes from last meeting

III. Open issues

- A. Block Party Planning
- B. Michigan Trails magazine ad – all ads are sold
- C. BP street pole banners – a few left
- D. Dinner Theater ideas - Tracy and Wanda met

IV. New business

- A. Portland Pay Day – continue, new idea
- A. Articles in paper to ‘educate’ concerning MS

V. Volunteer hours: H - 1 R- 2 W – 5 J – 3 S – 1 TN – 3 Jen – 3 Rush - 2

VII. Adjournment – Meeting adjourned 4:15

Next meeting March 23 , The Gallery Brewery

# MAIN STREET Portland Michigan on the Street

YOUR DOWNTOWN CONNECTION

MARCH 2016

## Business Spotlight - Michigan Steel and Trim

Did you know there is a metal roofing and siding source right here in Portland? Michigan Steel and Trim, located in the former Builders Lumber location, is Portland's newest manufacturing business. Michigan Steel and Trim manufactures roll-formed roofing and siding right here in Portland. They offer several different options that fit different budgets and styles. From thru fastened steel panels, to hidden fastener standing seam, to painted metal shingles, to stone coated metal shingles – all of the options for your forever roof are right here in Portland. Stop in or call 517-647-4555.



## NEWS From the Portland District Library

It's time to vote for your favorite works of art in "Portland Creates," the Portland District Library's first all-ages art contest for the people of Portland. Children's and adult entries are displayed at the library, with the teen art at the Portland Federal Credit Union. Vote for your favorite at each site! Thanks to the MCACA, Lowell Arts!, and the Portland Federal Credit Union for their support with this program.

## Contact Us

DDA/Main Street Director  
Shelley Perry

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(517) 647 5027

[ddamainstreet@portland-michigan.org](mailto:ddamainstreet@portland-michigan.org)

[www.portlandmainstreet.org](http://www.portlandmainstreet.org)

## Façade and Sign Grant Opportunity Open Until March 11th

The Portland Main Street and Downtown Development Authority has various incentives available for business and property owners within the Downtown/DDA District.

**Sign Incentive Program:** This incentive program is administered by the Portland Main Street Design Committee and is available to any commercial property in the Downtown Development Authority District. Signs are reimbursed 50% of the cost of design, fabrication, and installation of qualified signs. The program encourages high-quality, projecting, three-dimensional signage. Application must be made prior to installation of the sign.

**Façade Grant Program:** This grant program is available to commercial and mixed-use historic buildings in the Downtown. The program reimburses 50% of the cost of eligible improvements to historic buildings, such as masonry restoration, re-pointing, painting, windows, new cornices, and storefront rehabilitation. The Portland Main Street Design Committee reviews all Façade Grant applications for compliance with the Secretary of the Interior Standards for Rehabilitation. Façade grant applications must be approved prior to any construction related to proposed improvements.

Interested applicants must review a "Design Basics" presentation and submit an application to the Portland Main Street Design Committee, 259 Kent Street. Applications are available at: [www.portlandmainstreet.org](http://www.portlandmainstreet.org) Please contact Shelley Perry, Portland Main Street/DDA Director, with any questions regarding these programs. 517.647.5027

*We couldn't do it without you...*

*Volunteers are the key to the success of the Portland Main Street Program. From serving on the Main Street committees to supporting the special events downtown, we couldn't do it without our many volunteers. Volunteers make it happen. Join us! All ages / families welcome. Email [ddamainstreet@portland-michigan.org](mailto:ddamainstreet@portland-michigan.org) for more info.*

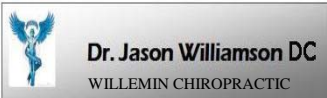
# Mark Your Calendar . . .

The **2015 Downtown Block Party** returns to Portland on Saturday, May 21st! We still have room for more sponsors, crafters, BBQ teams, and volunteers for this fun downtown event! For more information, please visit our website: [portlandmainstreet.org](http://portlandmainstreet.org)



**Thank You  
2016 Sponsors!**

There's still  
space for your  
business logo!



**Volunteering organizations include:**  
Duff, Chadwick and Associates, PC

## Community Reminders

### Annual Community Cleanup

The Annual Community Clean Up will be held Saturday, April 30 at the DPW compound at 451 Morse Drive. Hours will be from 7:00 a.m. to 3:00 p.m. Any type of junk or trash that can legally be placed in a landfill will be accepted.

### Annual Riverwalk Cleanup

The Parks and Recreation Director has scheduled a Riverwalk Clean-Up Day for Saturday, April 30<sup>th</sup>. Anyone interested in helping should meet at the Railroad Bridge at 9:00 a.m. For more information or if you have a group interested in helping please call Neil at (517) 647-3207.

### Spring Sports Registration!

The Recreation Department is now accepting registrations for many of their spring sports. For more information, please contact Neil Brown at (517) 647-3207. Registrations being accepted include adult softball, girls softball, t-ball, and kindergarten coach pitch baseball.

## What's Happening

### DDA/ MAIN STREET PROGRAM MEETING SCHEDULE

- ◆ **Downtown Development Authority** - Thurs., March 17, 3:30 pm, City Hall
- ◆ **Design** - Thursday, March 10, 2:30 pm, Portland City Hall
- ◆ **Economic Revitalization** - Monday, March 14, 2:30 pm, The Gallery Brewery
- ◆ **Organization & Finance** - Wednesday, March 16, 7:00 pm, Portland City Hall
- ◆ **Promotions & Marketing** - Wednesday, Mar. 23, 3:00 pm, The Gallery Brewery



### COMMUNITY CALENDAR

- ◆ **Portland Civic Club** -- March 1 & 15, 12:00 noon at the Red Tomato
- ◆ **Day of Music and Craft Show** -- March 5, Portland High School
- ◆ **Legislative Lunch, Chamber of Commerce** -- March 7, noon, Wagon Wheel
- ◆ **Portland City Council Meeting** -- Monday, March 7 & 21, 7:00 pm, City Hall
- ◆ **Portland Garden Club** -- March 10, 6:30 pm, Senior Center
- ◆ **Portland Civic Players** - Spring play - Soap Dish, March 11 -19, 2016
- ◆ **Christopher Wice, Art Exhibit and Sale** -- March 14 - April 10, benefitting the Red Mill Pavilion Project. Reception 3/18, 5:30 pm, The Gallery Brewery
- ◆ **Chamber of Commerce** -- Wednesday, March 16, 8:00 am, Red Tomato
- ◆ **Portland Area Historical Society** -- March 22, Senior Center, 6:30 pm
- ◆ **Portland Area Service Group** -- Senior Center Easter Candy Sale, 9:00 - 3:30 weekdays; Euchre Tournament 3/19, 10:00 am; Setback Tournament 3/5, 10:00 am; Feather Party (Bingo, win roasting Chickens and Turkeys).  
Call for info: (517)647-4004
- ◆ **Portland Main Street Downtown Block Party** --Coming Saturday, May 21, 2016

## DDA/MS 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