

City of Portland Downtown Development Authority
Meeting Agenda 3:30 pm – May 19, 2016
Council Chambers, Portland City Hall, 259 Kent Street

- I. Call to Order – Tom Antaya
- II. Attendance –
- III. Approval of Agenda
- IV. Approval of April 2016 Minutes
- V. Treasurer’s Report
- VII. Old Business
 - A. Light pole painting project
 - B. Portland Billboard – with Chamber
- VIII. New Business
 - A. Beerfest Contract - draft
- IX. Director’s Report
 - A. National Conference – Milwaukee, WI – May 23-25
 - B. Building Michigan Communities Conference – April 25 – 27
 - C. "Connecting Entrepreneurial Community Boot Camp" June 7-8, Sault Ste Marie
 - D. DDA Project Priority Survey
 - E. Downtown Buildings – Status Report
- X. Committee Report’s
 - A. Promotions and Marketing Committee
 - 1. Block Party – May 21
 - B. Design Committee
 - 1. Planters
 - 2. Marker – Historic Registry Designation
 - C. Economic Revitalization Committee
 - 1. Portland Visitors Guide
 - 2. Building inventory
 - D. Organization and Finance
 - 1. Newsletter – published May 1
 - 2. Beerfest/Wine Walk festival/fundraiser
- XI. Board Member Comments
- XII. Adjournment

Next meeting: June 16

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

Held on Thursday, April 21, 2016
In Council Chambers at City Hall

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

Absent: Urie, Antaya

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

Guests: None

The meeting was called to order at 3:32 P.M.

Motion by Barnes, supported by Briggs, to approve the Agenda with the addition of item D under New Business.

All in favor. Adopted.

Motion by Tyler, supported by Blastic, to approve the minutes of the March 17, 2016 meeting as presented.

All in favor. Adopted.

Motion by Barnes, supported by Dumas, to approve the Treasurer's Report as presented.

All in favor. Adopted.

Under New Business, Director Perry gave an update on sponsorships and volunteers for the Block Party to be held on Saturday, May 21, 2016. There are currently 9 crafters and 5 teams for the barbecue contest. \$3,150.00 has been raised in sponsorships. Volunteers are still needed.

Director Perry presented the idea of splitting the cost of painting the light poles in the DDA with the Electric Department 50/50.

There was discussion.

Motion by Briggs, supported by VanSlambrouck to approve further exploring the idea of splitting the cost of painting the light poles in the DDA with Electric Department in order to determine what the cost will be.

All in favor. Adopted.

Director Perry presented the Fiscal Year 2016/2017 work plans and budget for approval.

There was discussion.

Motion by Dumas, supported by VanSlambrouck to recommend the Fiscal Year 2016/2017 to the City Council for approval.

All in favor. Adopted.

Director Perry recommended using a picture from the design services that Main Street was previously awarded in cooperation with the Chamber of Commerce for a billboard on I-96. She specifically asked for permission to “tweak” one of the pictures in order to better represent Portland. The Chamber of Commerce will pay for the billboard advertising.

Motion by Barnes, supported by Blastic, to approve the use and editing of a picture provided through the Main Street design services for a billboard on I-96.

All in favor. Adopted.

There was further discussion.

Under the Director’s Report, Director Perry reported that the Main Street National Conference will be held in Milwaukee, WI on May 23rd through the 25th. The theme is economic revitalization. There is still room available if anyone is interested in attending.

Director Perry provided a status report on the downtown buildings. Country Cupboard will be moving to Grand River Ave. and will leave its current building at 268 Kent St. vacant. Future plans for the building are uncertain. The Pizza Shop at 252 Kent St. is considering the installation of awnings on its building. Hiit Fitness at 220 Kent St. is looking to relocate as it has outgrown the facility. A possible sale is pending on Gerdes at 128 Kent St. David Lange has opened an accounting office in his building at 117 E. Grand River Ave., the former location of the Portland Café. The Chocolate Moose at 116 E. Bridge St. has several interested parties in purchasing the business.

Terry Frewen has submitted an application for a DDA Sign Grant by the deadline but they were lacking the final bid information at this time.

The DDA concurred the application should be considered.

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

Member Briggs reported the Design Committee will not have hanging planters in the downtown this year but will be working with the Garden Club to enhance the current planted areas.

Member Tyler reported the Economic Revitalization Committee is still working on developing brochures. One for developers and one that would include advertisements for distribution in the community. They are also making progress on hosting a seminar sometime during the 2nd Quarter.

Committee Chair Barnes reported for the Organization and Finance Committee. The On the Street Newsletter was mailed with the April utility bills.

The committee has also had discussion in regard to the Beerfest event and scheduled the event to be held August 13, 2016. The event will be similar to last year.

There was discussion.

The board concurred that a work plan/contract for the Beerfest event should be developed and signed by Paul Starr of I'm a Beer Hound who will be involved with the event.

Mayor Barnes stated that a date for Wine the Walk is still under consideration.

Director Perry distributed a survey for members to rank the importance of projects in the DDA plan passed in 2014.

Motion by Barnes, supported by Blastic, to adjourn the meeting at 4:32 P.M.
All in favor. Adopted

Respectfully submitted,

Kory Blastic, Secretary

Monday, April 18, 2016, 12:00pm, The Gallery Brewery

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

Absent: Bernie Pelc, Kory Blastic

12:07 pm, Chris Tyler called the meeting to order

Old Business

Business Seminars—No update on this, as Kory was unavailable

Customer Service Workshop—Chris is waiting to hear back from Emily. The funding is available. We were looking into Zing training, although it may be too expensive. **Action Item: Chris will touch base with Emily.**

Webisisodes—Kory was going to ask Eric to compile them for our usage. No update on how this is going.

New Business

Downtown Brochures—Shelley talked to Ken at Great Lakes Publishing regarding this, and they are willing to do it at no cost to us. Ken will sell ads to cover the cost, we would just have to facilitate his contact with local businesses. This needs to happen this fiscal year. We still need to figure out what style we want (booklet, brochure, etc) and how we will distribute them. **Action Items: Shelley will ask Ken our follow-up questions (How much content will we need to provide? How many copies will we get?). We will also offer to send out his first email to our contacts, and then those who are interested in buying ad space can contact him.**

Vacant Building Window Cling Project—We discussed the particulars of how this program would work. For now, we plan to offer this as a grant project, similar to the sign grants. The applicant will come up with content for the sign, which would have to be approved by our committee. We would offer a set amount of money to the applicant, and they would make up any difference. The clings run from \$200-\$800 or more, depending on the size. **Action Items: Shelley will create an application based on one of the other grant projects offered by Portland Main Street. We will also add one line to next year's workplan that will cover this project.**

Trail Map Brochure Project—It was decided to add this to the downtown brochure.

2016/2017 Workplans and Budget—We discussed the need to tweak our budget for next year, now that some of our workplans have changed. Julie moved to reduce the brochure line item by \$250 (for a total of \$1000 for that project), and to increase the development packet line item by \$400 (for a total of \$500 for that project), which brings out total expenses to \$5420. Seconded by Chris. Motion passed.

Volunteer Hours: Chris 2, Kory 1, Cory 1, Julie 6, Leo 2

Meeting Adjourned at 12:51pm.

Next Meeting will be May 16, 2016 at noon at the Gallery Brewery

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

April 20, 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), Holly Litchfield, Eric Proctor, Joel VanSlambrouck, Jason Williamson, Vicki Woolf

Staff: Shelley Perry (DDA / Main Street Director)

Guests: Brittney Hoszkiw (Michigan Main Street Center); Paul Starr (I'm A Beer Hound); Audrey VanSlambrouck

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 March 16, 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. To date, Shelley and Wanda Urie are the only ones who have committed to go. Eric has expressed an interest in attending.

Building Michigan Communities Conference is being held in Lansing at the Lansing Center April 25 – 27, Monday through Wednesday next week. Shelley is planning to go. Anyone who is interested in going should contact Shelley.

6. MANAGER'S REPORT

Brittney explained that she wanted to follow-up on the January training session. She expressed a concern that our work plans have too much planned without the volunteers in place to do everything that is planned. Her message was to do fewer things but do them well rather

6. MANAGER'S REPORT (Continued)

than do more events but do them poorly; or rely on the Main Street Manager to do whatever needs to be done. Brittney went on to look through the work plan and makes suggestions regarding what could be eliminated and what should be kept based on the goals identified at the January training session where the City's Master Plan was used to decide what the priorities were. Brittney challenged the committee to take one event, and sit down as a committee and work through each line, ensuring all tasks are the responsibility of a volunteer. She succeeded in doing this in Howell and they have increased the number of events and projects by building on the successes from prior years. Brittney also offered advice on how to be selective in taking on new projects. When someone approaches you with an idea, ask that they put their thoughts in the form of a detailed work plan. If they are really interested they will do the work plan. If not, they won't be back. The bottom line was that being good at two or three events or projects is better than planning many and doing none well.

7. NEW BUSINESS

Shelley discussed the help that was needed for the Block Party. Jason and Eric offered to assist in recruiting volunteers.

The committee decided to go over the Beerfest work plan as Brittney suggested and ensure all tasks are assigned. There was also discussion on an aspect of Brittney's presentation involving the way committee meetings are conducted. Specifically, to make sure that the various tasks that are supposed to be completed in the past month are done and the tasks for the month ahead are being worked on. Jim stated that he had asked about a calendar that would allow all work plan entries to be included. Such a calendar would also benefit the DDA Board. They are charged with overseeing the work of the DDA including Main Street. A calendar with all of the committees' tasks would facilitate such oversight.

There was a discussion concerning the Beerfest and the fact that it would be held on August 13, 2016. The event would not be held in conjunction with Wine the Walk, but there would be an effort to include some river-related activities. There was also discussion on how to ensure we are in compliance with the MLCC rules regarding such events.

8. MEMBER COMMENTS

Vicki commented on the Camel Race activity that might work well using a water theme for the animals racing rather than camels. Jason stated that people will volunteer if the cause is something they feel strongly about. He stated that he pays to volunteer as a marshal at a LPGA event in Grand Rapids. Eric wanted to confirm that August 13th was the date for the Beerfest. Paul stated that the best recommendation for Beerfest this year was the success of the event last year. Joel thanked Brittney and Paul for attending the meeting and sharing their time and expertise. Brittney stated the Beerfest could be a viable event for Portland.

9. VOLUNTEER HOURS

Jim - 6, Kurt – 0, Holly – 1, Eric – 7, Joel – 4, Jason – 4, 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, May 18, 2016.

12. ADJOURNMENT

Motion by Joel, supported by Eric and carried to adjourn the meeting at 8:20 P.M.

Chairperson

Dated

MAIN STREET
Portland Michigan
on the Street

YOUR DOWNTOWN CONNECTION

MAY 2016

The 7th annual "Downtown Block Party" Sat., May 21st
Great FUN for the Whole Family! Noon - 11:00 pm

2016 Headlining Band
SKANK!
8:00 pm

Live Music and Entertainment -- Noon-11:00 pm

Community Orchestra, Irish Dancers, Life Support, and SKANK!

Stage sponsored by Portland Federal Credit Union

Life Support sponsored by Dr. Jason Williamson & Hot Shots

SKANK sponsored by Portland Products & AllState

Downtown Party Pavilion -- Noon - 11:00 pm

Sponsored by Coldwell Banker Frewen Realty

BBQ "Rib Burn" Competition and Sales

Sponsored by Fleis and Vandenbrink Engineering

"Portland's Got Talent" Show -- 2:30 pm

Sponsored by Union Bank of Lake Odessa

Hot Dog Eating Contest -- 4:00 pm

Sponsored by The Pizza Shop

Downtown Dunk Tank! (weather permitting)

Sponsored by Independent Bank

**Demonstrations -- Portland Rodeo, Hiit Fitness,
Hubbardston Irish Dance Troop, and others**

**Family Activities -- Inflatables, Kiddie Rides, Petting Zoo
Climbing Wall, Clowns, Face Painting, Games**

Sponsored by Ionia Area Hospice

Portland Pong & Marshmallow Golf Fundraisers

Friends of the Red Mill and Others

Craft Fair and Food Vendors -- 11:00 pm - 6:00 pm

Sponsored by Portland Main Street



Life Support 4:30 pm



Life Support

HIGH ENERGY VARIETY BAND



Contact Us

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michigan.org

For more information, please visit our website:

www.portlandmainstreet.org

The 2016 Block Party is brought to you by:



Businesses Volunteering:

- ◆ Sparrow Medical Group
- ◆ The Pizza Shop
- ◆ Cutting Edge Hair Salon
- ◆ Studio 176 Hair Salon
- ◆ Coldwell Banker Frewen Realty
- ◆ Portland Girl Scouts
- ◆ Portland Main Street Committee members
- ◆ {Your Group Here}



Sign-up Today!

Want to take part in the Portland's Got Talent Contest, or be in our BBQ "Rib Burn" Competition? Showcase your talents -- Win Cash Prizes!! Visit the Main Street website, download a registration form for your event, and sign-up today!

Info at:
portlandmainstreet.org

What's Happening

DDA/ MAIN STREET PROGRAM MEETING SCHEDULE

- ◆ Downtown Development Authority - Thurs., May 19, 3:30 pm , Portland City Hall
- ◆ Design - Thursday, May 12, 2:30 pm, Portland City Hall
- ◆ Economic Revitalization - Monday, May 16, 12:00 pm, The Gallery Brewery
- ◆ Organization & Finance - Wednesday, May 18, 7:00 pm, Portland City Hall
- ◆ Promotions & Marketing - Wednesday, May 18, 3:00 pm, The Gallery Brewery

COMMUNITY CALENDAR

- ◆ Mon., May 2 & 16 - City Council Meeting(s), 7:00 pm, Portland City Hall
- ◆ Thurs., May 5 - Garden Club, 6:30 pm, Two Rivers Counseling, 307 Kent
- ◆ Thursday & Sat., May 5 & 7 - Geranium Sale and Gardening Q&A, 5 - 8 pm (Thurs.) & 8 - noon (Sat.) Portland Garden Club, 307 Kent
- ◆ Monday, May 9 - Portland Area Chamber's Legislative Luncheon, 12:00 noon, Wagon Wheel American Grill
- ◆ Wed., May 18 - Chamber of Commerce Meeting, 8:15 am, Fabiano's
- ◆ **Saturday, May 21 - Downtown Block Party, 12:00 pm - 11:00 pm**
- ◆ June - Summer Theater, grades 4 -12, Portland Civic Players
- ◆ Tuesday, August 2 - Upcoming county-wide millage -- Vote
- ◆ Saturday, Aug. 13 - Beer on the Bridge (tentative)



CEC Boot Camp **June 7-8, 2016... Sault Ste. Marie, MI**

Connecting Entrepreneurial Communities



Patterned after our successful state-wide conferences, this unique training session will be a noon-noon style event with keynote speakers, breakout sessions embedded in local businesses and interesting networking opportunities.

Anyone interested in helping entrepreneurs grow and prosper in your town will want to attend.

Program content will focus on the basics of creating an entrepreneurial support team in your community. Why do it... Who should be part of it... What tools and resources are available... and How this will help your community assist entrepreneurs. The first day of the conference will be in downtown Sault Ste. Marie and the second day on the campus of Lake Superior State University.

Keynote Speakers



Dave Ivan
MSU Extension

"What is an entrepreneur, what do they look like and why are they important?"



Josh MacDonald
Edward Jones,
Sault Ste Marie

"Young professionals in your community. How Sault Ste. Marie gets them engaged... you can too! "



Ken Hopper
Bird's Eye Outfitters

"An entrepreneurs story"

Registration is now open!

Conference fee: \$50/per person. We encourage "teams" attend representing various segments of your community. Business, Government, Education, Economic Development, etc.

Conference agenda & breakout sessions detail and registration information: <http://msue.anr.msu.edu/program/info/cec>

Lodging: Lots of lodging options available in various price ranges. Contact the Sault CVB at 800-647-2858 for a complete list.

Check out Sault Ste. Marie: www.saultstemarie.com

Conf. Registration: <http://events.anr.msu.edu/CECBootCamp/>

Questions: Contact hayesan@anr.msu.edu (231-582-6482)

Day 1 Breakout Sessions

- Forming an active local entrepreneurial support team.
- How to Kill an Entrepreneur.
- Basic tools/resources to assist local entrepreneurs.
- LSSU Prototype Development Center – a great resource for your local entrepreneurs.
- Can Small Towns be Cool?
- Entrepreneurship Benchmarking – is your community entrepreneurial friendly?

Day 2 Workshops

- Walking tour of LSSU Campus Robotics, Prototype Development and Environmental Lab
- Case studies of well-functioning community teams. Sturgis, MI and Green Light East Jordan.

Special Thanks To Conference Sponsors

- Sault Ste. Marie Convention & Visitors Bureau
- City of Sault Ste. Marie
- Lake Superior State University
- Northern Lakes Economic Alliance
- Eastern Upper Peninsula Planning & Development
- Sault Ste. Marie Economic Development Corporation
- Sault Ste. Marie Downtown Development Authority
- 1668 Winery/Lockside Brewery

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