

DDA Minutes
JULY 27, 2023

ITEM 1: CALL TO ORDER

In attendance: Dave Groendyk, Seth Ganton, Joe Wolf, Larry Loeks, Nick Loeks, Alexandra Copeland, Steve Bosch

Absent: Andrew Schultz; Paul Carlson

ITEM 2: APPROVE AGENDA

Motion: Steve Bosch

Support: Dave Groendyk

Motion Carries

ITEM 3: APPROVAL OF MEETING MINUTES

Motion: Nick Loeks

Support: Alexandra Copeland

Motion Carries

ITEM 4: NEW BUSINESS

A. DDA Capital Improvement Plan for 2023-2028:

Superintendent Wilson provided an update on the 2023-2028 Capital Improvement Plan process. Seth Ganton will serve as the DDA representative to the Policy Group, which is meeting on July 31. The DDA reaffirmed the order and prioritization of the projects, which is:

- 1) Ring Road – Vineyard to Shooting Star
- 2) DDA Crosswalk repair
- 3) DDA streetlight upgrade
- 4) CBD entrance signage
- 5) Ring Road – Texas Drive to Q Ave

B. Holiday Market Event Presentation:

Shari Groendyk presented an event concept for a Holiday Makers Market. This event would feature booths for crafts/artists to rent and sell goods at a family-friendly event, where the tree lighting would also take place.

The DDA discussed the proposed date of November 11 as well as facilitating the decoration of the pavilion and purchase of a tree. There was general support for the event and the DDA recommended having a representative also serve on the event subcommittee.

Motion to create a Holiday Market Subcommittee consisting of: Shari Groendyk, Karen Matson, Ruthanne Valsicak, Linda Kerr, and Karen Daneshvari, with Dave Groendyk as the DDA Representative.

Motion: Steve Bosch

Support: Seth Ganton

Motion Carries

The DDA evaluated the budget proposal provided for the event and felt that the funding request was reasonable, with several one-time equipment costs being prudent for the continuation of the event. The DDA also inquired about the possibility of additional power drops being added to the Farmers' Market Pavilion to help facilitate event programming.

Motion to approve the addition of revenue/expenditure DDA budget line items for the Holiday Market with a 2023 expense not to exceed \$6,000.

Motion: Dave Groendyk
Support: Steve Bosch
Motion Carries

C. 2023 Q2 Financial Report:

Treasurer Roberts presented the 2023 Q2 financial report. A question was raised about a reimbursement transaction for Corners Coins.

ITEM 5: OLD BUSINESS

A. Dollar General / Fletchers Pub Connection:

Steve Bosch presented an estimate for the connection between Dollar General Parking Lot and Lofts on Q/Fletchers' Parking Lot. The scope of work included curb cut and demo of existing curb, excavation for new gravel base, asphalt, and restoration with a total cost of \$9,200. The DDA discussed pausing on taking any action until President Schultz was present and could provide an update from the Dollar General representatives.

B. Mac & Cheese Bake-Off

Several questions were raised by the DDA about the upcoming Mac & Cheese Bake-Off and how the event was being facilitated.

ITEM 6: ADDITIONAL COMMENTS

DDA plans to submit from for Consumers Energy Prosperity Award.

ITEM 7: ADJOURNMENT

With no further comments, the meeting was adjourned at 10:25 AM

Respectfully submitted,

Brooke Hovenkamp