

CITY OF HARBOR SPRINGS
DOWNTOWN DEVELOPMENT AUTHORITY, PRINCIPAL
SHOPPING DISTRICT, AND CHAMBER OF COMMERCE
ANNUAL BOARD MEETING
MINUTES
October 13, 2016

Chairperson Mossburg called the Annual Meeting of the Downtown Development Authority (DDA) and Principal Shopping District (PSD) Board of Trustees to order at 8:00 a.m. in the City Council Chambers, City Hall, 160 Zoll Street, Harbor Springs, MI 49740.

1. Roll Call and Verification of Quorum

Present: Joshua Baker, Andrew Bultman, Jeff Graham, Mary Ellen Hughes, Rob Mossburg, and Pringle Pfeifer

Absent: Kathie Breighner, Matthew Clarke, Jeff James, CeCe Johnston, and Pam Pfeifle

City Clerk McRae acknowledged that a quorum was present.

Also present: City Manager Tom Richards, DDA/PSD Administrator Rachel Smolinski, Harbor Springs Area Chamber of Commerce Executive Director, Daniel DeWindt, City Clerk Ron McRae, and Assessor/Planning & Zoning Administrator, C. Jeffrey Grimm.

2. Approval of Minutes

Motion by Hughes, second by Pfeifer, to approve the July 7, 2016 minutes of the regular DDA/PSD Board Meeting as read.

Ayes – 6

Nays – 0

Motion carried.

3. Reports

A. Special Assessments

City Manager Richards stated that the proposed special assessment is in process to be levied on the December 1, 2016 property tax bills. Further, the next special assessment will be levied on the July 1, 2017 property tax bills. City Manager Richards explained the steps that were taken in the approval process for the special assessment levy.

DDA/PSD ANNUAL BOARD
MEETING MINUTES
October 13, 2016
Page 2

City Manager Richards provided an update on TIF and what is happening at the state level. Administrator Smolinski stated that the DDA/PSD Board would be in compliance with requirements in proposed legislation. Further, Administrator Smolinski stated that the required annual meeting took place on August 17, 2016.

B. Outdoor Seating

City Manager Richards discussed the Planning Commission's latest discussions and potential action on outdoor seating for restaurants, outdoor seating or planters for non-restaurants, retail inventory displayed outside, and building signage limitations and enforcement. City Manager Richards stated that the Planning Commission would like to receive input from the Harbor Springs Area Chamber of Commerce and the DDA/PSD Board on these issues and invited them to attend the next Planning Commission meeting to join in the discussion.

4. Purpose of Meeting Jointly with the Harbor Springs Area Chamber of Commerce

Administrator Smolinski discussed the history of the DDA/PSD and what lead the DDA/PSD Board to seek input from the Harbor Springs Area Chamber of Commerce. Smolinski also discussed the need for businesses to stay open and be successful year round.

Executive Director DeWindt discussed some of the short term needs of the downtown businesses and the Chamber of Commerce. After a few moments, the conversation switched to long term needs.

Frank Shumway, a downtown property owner and business owner of the Birchwood Inn., discussed what makes Harbor Springs a destination year round. Ben Doornbos, Nubs Nob, stated that it is not uncommon for over 2,000 people to be traveling to Harbor Springs to ski on Saturdays and 1,000 people on Sundays. Many of those people ask the questions:

- Where can we get a room and sleep?
- Where can we go to eat?

Barbara Boz suggested a shuttle from the slopes into the downtown area on weekend evenings. Jeff Anderson suggested events could be held that draw people in.

Jody Ewbank stated that the Chamber of Commerce is still discussing the idea of having a shuttle. Further, Ewbank believes Boyne and other resorts offer package rates and have restaurants and special events that keep its guest at those resorts. Ewbank also discussed having events Downtown to draw people in during the shoulder seasons. DeWindt stated that perhaps vouchers from restaurants and stores in town could be passed out to people at the resorts.

DDA/PSD ANNUAL BOARD

MEETING MINUTES

October 13, 2016

Page 3

Also discussed was the need to increase and improve the marketing of the Downtown District to skiers. Doornbos suggested we focus on improving the use of the Nubs Nob glass display case which is there for our use. Mention was also made of marketing at the local airports. Smolinski stated that a discussion with Nub's Nob and Boyne may help improve how the businesses can cross market.

Chairman Mossburg and Administrator Smolinski further discussed the need for additional signage that would direct patrons to the central business district, perhaps along Harbor Petoskey Road. Further discussion was had about retailers staying open later to get the skiers to come to town in the evening. Later business hours will require additional staffing, where do the businesses get the additional staff needed?

Jania Taylor, magician and entertainer, stated she moved here ten (10) years ago from Ohio. She would like to produce a "Fringe Festival". Taylor explained what "Fringe Festival" is and how this type of festival would play on our local arts community. The success of the Festival of The Book was discussed. Administrator Smolinski reminded everyone that September is a large festival month for Harbor Springs and we would need to take timing into consideration, early May might be a good time. Smolinski supported the idea of a "Fringe Festival" and asked Taylor to return with further research. Mary Ellen Hughes also suggested a "Trillium Festival", which is something that happens naturally and we might as well market it.

Chairman Mossburg discussed the additional Christmas lighting proposed for Third Street. City Manager Richards discussed coupons and/or directories as a way to advertise stores. Further, it may help to entice some businesses to stay open similar hours.

Michelle Kruzel, partner in Buday-Kruzel Architects, discussed the meaning of a year round economy. She suggested more vacation rental property be considered although it may be in conflict with affordable housing. Planning & Zoning Administrator Grimm discussed benefits and drawbacks of vacation rentals. City Manager Richards also touched on some of the drawbacks on rentals and would the community support it or not.

Chairperson Mossburg stated that affordable housing is very short in the City of Harbor Springs. Hannah stated that based on a Wade-Trimmm study the City needs to be more "Sidewalk Friendly." Hannah also discussed "Communities for a Lifetime" studies and that Harbor Springs is a NORC (Naturally Occurring Retirement Community).

Administrator Smolinski stated that Harbor Springs is a certified connected community and that we should capitalize on that. Smolinski shared an idea from Mr. Mulder that we hold a campaign to attract a dozen or so new families. Smolinski would like to personally take that on as an action item. Idea was further discussed about enticing families to move to the community by suggesting tele-commuting to their larger employers outside of the community.

DDA/PSD ANNUAL BOARD
MEETING MINUTES
October 13, 2016
Page 4

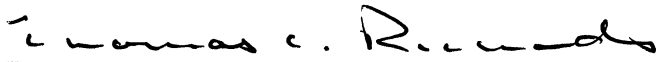
Further discussion also had about the lack of affordable housing and how we go about fixing that problem. Ewbank suggested that the City and its Council Members assist in the development and promotion of the Central Business District and affordable housing initiative. Administrator Smolinski reviewed some of the action issues and who would spearhead these items, consistent hours of operation, brochure or director as well as conversation with Boyne and Nubs, signage into the Central Business District, branding for the shoulder and winter seasons, capitalizing our connected Community Status, building on Communities for a Lifetime initiative, pursuit of a Fringe Festival, and further discussions on affordable housing. Smolinski suggested a follow up meeting to these action items in February.

5. Next Meeting

The next regular DDA/PSD Board Meeting shall be at 8:00 a.m., Thursday, November 3, 2016, in the City Council Chambers of City Hall, 160 Zoll Street, Harbor Springs, MI 49740.

6. Adjournment

With no further business, Chairperson Mossburg adjourned the meeting at 9:55 a.m.


Thomas C. Richards, Secretary

Approved: Next Annual Meeting


Rob Mossburg, Chairperson