

CITY OF HARBOR SPRINGS
DOWNTOWN DEVELOPMENT AUTHORITY
AND PRINCIPAL SHOPPING DISTRICT
BOARD MEETING MINUTES

February 2, 2017

In the absence of the Chairman, Board Member Baker called the Downtown Development Authority (DDA) to order at 8:04 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, Bill Brown, Matthew Clarke, Mary Ellen Hughes, Cece Johnston, Jeff Graham

Absent: Kathie Breighner, Jeff James, Rob Mossburg

Also present: City Manager Tom Richards, DDA/PSD Administrator Rachel Smolinski, and City Clerk Nick Whitaker

City Clerk Whitaker acknowledged that a quorum was present.

2. Approval of Minutes

The January 5, 2017 DDA/PSD Board Meeting Minutes were presented and the following corrections were suggested:

- on page three, item D, the word "is", after "it", should be added to the second sentence
- on page 5, item B, the word "are", after "they", in the third sentence should be added
- on page 5, item B, the word "is", after "there", in the fourth sentence, should be added

Motion by Hughes second by Baker, to approve the January 5, 2017 minutes of the DDA/PSD Board Meeting as corrected.

Ayes – 6

Nays – 0

Motion carried.

3. Administrator's Report

Administrator Smolinski presented a review of her recent activities on behalf of the DDA/PSD Board.

A. Redevelopment Ready Communities

Administrator Smolinski stated that she, and City Manager Richards, recently attended an informational meeting about Redevelopment Ready Communities (RRC). She explained that grants from the Michigan Economic Development Corporation would soon require RRC qualification by each applicant. Administrator Smolinski gave a brief explanation of what was learned at the meeting, in particular, the process of becoming an RRC. The process would include completing a checklist of best practices, performing a self-evaluation, followed by the adoption of a resolution by the City's governing body of its intent to participate in the RRC program. City Manager Richards stated that the initial review of the requirements and standards would be a fairly high hurdle for a small town, many of which would be difficult for us to complete, and many of the recommendations do not necessarily apply to our situation.

B. Northern Lakes Economic Alliance DDA Forums

Administrator Smolinski stated that she recently attended a forum about downtown area marketing best practices. Administrator Smolinski will continue working with the Harbor Springs Area Chamber of Commerce and other entities to help leverage the funding process related to downtown development. Administrator Smolinski also discussed some ideas that she has, and will continue to work on, relative to promoting downtown businesses. Mayor Brown asked about recruitment of employees and affordable housing. Administrator Smolinski explained that she has attended forums related to recruiting and retention of employees, as well as affordable housing forums, and will continue to stay engaged. Administrator Smolinski stated that a Michigan Works! representative will be presenting information about workforce retention at the March 2, 2017 DDA/PSD Meeting.

C. Reporting Requirements and Annual Report

Administrator Smolinski stated that she will be looking into 2016 reporting requirements for TIF and DDA as well as working on the Annual Report.

4. Project Committees

A. Third Street Committee

Administrator Smolinski introduced Tim Knapp and explained that he would be discussing the Third Street holiday lighting project, which would be partially funded through the special assessment. Committee Chair Knapp discussed the status of the project. Knapp further stated that they will be limited by the funds available for the project and may need to pursue other funding opportunities. Administrator Smolinski discussed the ongoing maintenance costs that would be incurred from any installation of new lights and that the DDA may be seeking City Council approval to cover these additional costs. City Manager Richards further clarified that taxpayer funds are not used for downtown

holiday lights; the holiday lighting is funded from a Community Promotion Fund. Administrator Smolinski also discussed how the DDA is funded.

B. Wayfinding

Administrator Smolinski explained that a work session on the documentation phase of the Wayfinding project was recently held. The committee thoroughly reviewed and edited the documentation plan, it will be sent back to Corbin Design, another review will be held, and then the committee will move on to the design phase.

Mayor Brown asked about the revenue generated from the Special Assessment. A discussion followed about the timeline of the receipt of that revenue as well as any potential income received from TIF.

Mayor Brown also commented on the way the holiday lighting is done in Charlevoix. A discussion followed about how the City of Charlevoix's holiday lights are installed. Mayor Brown also commented on dark sky provisions and noted that those should be considered when looking planning for the purchase and installation of any new holiday lights.

C. Waterfront – Marina Park Recreation Plan

Administrator Smolinski stated that she was contracted by the Harbor Commission, (through HARBOR, Inc.) to assist in developing the 5-year Marina Park Recreation Plan for the downtown waterfront area. The plan is tied to the requirements for the Michigan Department of Natural Resources funding and is currently in the public comment stage, members of the public are invited to comment on the plan at the special meeting of the Harbor Commission at 4:00 p.m. Wednesday, February 15, 2017.

D. Downtown Enhancement and Economic Restructuring

Administrator Smolinski stated that there has been a meeting to discuss priorities for 2018 and a proposal and funding plan will be forthcoming.

5. Old Business

City Manager Richards reviewed the status of the proposed sign ordinance changes being presented at the next Planning Commission meeting. A review of the proposed language of Ordinance 402 will be held at the February 16, 2017 Planning Commission meeting. Once approved by the Planning Commission, Ordinance 402 will be presented to City Council approval. The proposed language of the ordinance reads (in part):

In addition to the sign area determined in Section 50.303(9), a total of two (2) pedestrian level signs are permitted at the entry of the business provided each sign does not exceed one (1) square foot in area, plus one (1) non-electronic message board not to exceed six

(6) square feet in area is permitted for the purpose of displaying daily specials, sale items, menu items or others as approved by the City Manager.

7. New Business

A. DDA Board Member Attendance

City Manager Richards discussed board member attendance expectations for members of the DDA/PSD Board meetings. There currently is nothing written in the by-laws that specifically addresses attendance expectations. City Manager Richards further suggested that the DDA Board consider adding a rule to the by-laws relative to attendance. Discussion followed about the option that exists for a member to conference in to meeting by telephone if physical presence is not possible and how many meetings missed is acceptable. Administrator Smolinski offered to draft proposed language for consideration at the next meeting.

B. Outdoor Display of Goods

City Manager Richards discussed recent issues with downtown businesses placing items outside of their stores that are not permitted. The Planning Commission will be discussing this issue at an upcoming meeting; DDA Members, and the public, are invited to attend if they are interested in hearing the considerations or making comment.

C. Harbor Springs Area Chamber of Commerce – Business Conference

Administrator Smolinski discussed the plans that are underway for the planning of a local business conference hosted by the Harbor Springs Chamber of Commerce. This event would be an educational opportunity for local business owners. The event is currently scheduled to take place on May 3rd or May 4th at Holy Childhood of Jesus Church in Harbor Springs. Administrator Smolinski further stated that she has been approached by the Chamber and asked to consider partnering with the DDA on a presentation at the event. More information will be forthcoming about the conference. City Manager Richards stated that the Chamber of Commerce is also currently conducting interviews for a new Executive Director.

8. Public Comment

Vice Chairman Baker asked if anyone had any public comments.

Bill Mulder, City resident and representative of HARBOR, Inc., spoke about the issue of unsafe sidewalks in the downtown area due to untreated ice. Mulder asked if the City had ever considered heated sidewalks. City Manager Richards discussed the enormous cost associated with the installation and maintenance of this type of system, further stating that there are many benefits, but at a very high


cost. City resident and business owner, Tawna Naturkas, also commented on the ice on the sidewalks in front of downtown businesses, further stating that a patron had recently fallen in front of Kilwins due to the ice buildup, which was particularly bad that week due to the weather. Discussion followed about notices that are regularly sent to downtown business owners reminding them of their responsibility for maintaining the safety of the sidewalk in front of their business by treating the ice and clearing the snow. City Manager Richards suggested that if anyone had any concerns about a particular area within the City limits, where snow or ice had been a problem, to please notify the City's Public Works Department

Mary Catherine Hannah discussed her continued involvement on the Communities for a Lifetime and Affordable Housing initiatives.


Mayor Brown commented about Harbor Springs being a brand, that Harbor Springs is an identity, not just a destination. Further stating that Harbor Springs is a unique location and the DDA is entrusted with keeping the identity and helping it grow.

9. Adjournment

With no further business, Vice Chairman Baker adjourned the meeting at 9:13 a.m.


Thomas Q. Richards, Secretary

Approved: March 2, 2017


Rob Mossburg, Chairperson