

**DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
February 25, 2008**

DIRECTORS PRESENT: Bob Doud, Jennifer Shoub, Chris Shook,
Dan Van Sweden, Ann Rohrbaugh, John Schmitt,
Jim Escamilla

DIRECTORS ABSENT: Bobby Hopewell, Jeff Nicholson, Kenneth Miller,
John Steele

STAFF PRESENT: Steve Deisler, Mary Staron, Vicky Kettner,
Nicole Wilson, Jillian Green

OTHER: Michael O' Connor

Director Doud called the meeting to order at 3:04 p.m. He then introduced Rob Peterson, new Business Recruitment / Retention Director with Downtown Kalamazoo, Inc.

II. ADOPTION OF AGENDA

**DIRECTOR SHOUB MOVED TO APPROVE
THE AGENDA AS PRESENTED. SUPPORTED
BY DIRECTOR VAN SWEDEN. MOTION CARRIED.**

III. MINUTES — January 28, 2008

J. Green noted there were some corrections that she had made.

**DIRECTOR SHOOK MOVED TO
ACCEPT THE MINUTES OF 1/28/08
AS AMENDED. SUPPORTED BY
DIRECTOR ROHRBAUGH.
MOTION CARRIED.**

IV. FINANCE REPORT — None (end of year)

No action.

V. ACTION ITEMS

A. Park Trades Project

S. Deisler noted that WMU has entered into a lease with the Park Trades center to create 15 new studios for the WMU Art faculty. John Thingstad, landlord, approached D's staff a few months prior regarding some assistance from the D's on code-related improvements for the studios ranging from 600-700 sq. ft. each. The upgrades include adding some water lines and HVAC work. Staff feels it is a great recruitment effort for downtown and has taken the item to the Business Recruitment / Retention Committee for endorsement. The committee has approved a contribution of \$20,000 toward the project; with \$5,000 being earmarked for retention of any current Park Trades Center who might be displaced in the process. The funds have been identified within the Downtown Development Authority budget and staff is asking for approval by the Board.

Director Doud asked if the building was within the Downtown Development Authority district. S. Deisler confirmed they were.

Director Van Sweden asked if the faculty were coming from WMU's East Campus. S. Deisler confirmed it was.

Director Schmitt asked where the funds were coming from and how long the leases were. S. Deisler clarified the funds would come from a special project line item in the two-mil budget and he believed the leases with WMU were for five year; noting he would verify the lengths of the leases.

Director Shoub asked which entity would receive the grant funding. S. Deisler clarified it would go directly to the Park Trades Center.

Director Escamilla observed it wasn't a lot of money for such a large project. Director Doud agreed.

**DIRECTOR SCHMITT MOVED TO APPROVE
THE ALLOCATION OF \$20,000 FROM THE TWO-
MIL BUDGET TO THEPARK TRADES CENTER
PROJECT AS DISCUSSED. SUPPORTED BY
DIRECTOR ESCAMILLA. MOTION CARRIED.**

B. Business Recruitment Incentive Program Grant Request

1. Treystar—161 E. Michigan Ave., new retail tenant

S. Deisler noted he had received a letter of intent from Treystar regarding bringing The Wine Loft to the Haymarket Building, occupying the former Earthly Delights and Food Dance Café space. The project includes a \$500,000 private investment, a 10-year lease and 15 new jobs. Based on these criteria, the applicant is eligible for \$5,000. There are plans for café seating in the front and in the side alley with a slated opening late-May or early-June. The Business Recruitment / Retention Committee is recommending approval.

**DIRECTOR SHOUB MOVED TO APPROVE
THE GRANT REQUESTS TO TREYSTAR
NTE \$5,000 FOR 161 E. MICHIGAN AVE.
AS DISCUSSED. SUPPORTED BY DIRECTOR
SHOOK. MOTION CARRIED.**

C. Building Revitalization Program Grant Request

1. Mavcon—232 W. Michigan Ave. (facade)

S. Deisler updated the attendees on an application from Mavcon for the former Lawyer's Building on W. Michigan Ave. and shared photos of the concept. The proposed private investment is \$275,000 with plans for retail on the ground floor and offices on the second and third floors. Based on available grant funds, the Project Review Committee agreed to award \$23,000 for the project. The applicant would normally qualify for \$25,000, but there have been some large requests thus far in 2008 and full funding is not available. The Project Review Committee is recommending approval.

Director Escamilla asked if the project had passed the Downtown Design Review Committee process. S. Deisler confirmed that it had.

**DIRECTOR ESCAMILLA MOVED TO APPROVE
THE FACADE GRANT REQUEST NTE \$23,000.
FOR 232 W. MICHIGAN AVE. AS DISCUSSED.
SUPPORTED BY DIRECTOR VAN SWEDEN.
MOTION CARRIED.**

2. Nancy Troff—112-118 South St. (design)

S. Deisler briefed attendees on a request from Nancy Troff for design assistance. The plan is to renovate the façade of the existing South St. Wine & Cigar Shop and Spaman Jewellers.

Director Doud asked if the applicants were aware that there is no funding left for façade grants. S. Deisler confirmed they were aware that the funding was depleted.

Director Schmitt asked if the project would be applicable for multiple façade grants and what the definition of a façade was for purposes of administering grants. S. Deisler confirmed the project would be eligible for two façade grants and that a façade is defined by the property description and address on file with the City Assessor.

**DIRECTOR SHOOK MOVED TO APPROVE
THE DESIGN GRANT REQUEST NTE \$3,000
FOR 112-118 SOUTH ST. AS DISCUSSED.
SUPPORTED BY DIRECTOR ROHRHAUGH.
MOTION CARRIED.**

D. Parking Lot #14 (S. Burdick and Cedar) Sublease

S. Deisler explained that since 2002, the parking system had been on a month-to-month lease with the Hinman Co. There has been a request of the Parking Committee to make some improvements to the lot, per the Hinman Co. Staff and a parking sub-committee have worked to negotiate a new rate and will be doing some improvements, including the gating of the lot. The plan is to charge a flat \$2 flat rate on evenings and weekends. C. Shook added that the sub-committee had met a couple of times to negotiate the terms and believed there is an opportunity to generate extra revenue for the parking system. S. Deisler noted \$15,000-\$17,000 in revenue is being generated annually. Staff is asking to authorize the Parking Committee to enter into a 10-year lease on behalf of the DDA Board.

Director Doud asked if there were options in the lease stating that if a better use for the property came along that one of the parties could get out of the lease. S. Deisler noted that there is an out for the parking system if the revenues decline for two consecutive years.

DIRECTOR VAN SWEDEN MOVED TO AUTHORIZE THE PARKING COMMITTEE TO RENEW THE LEASE WITH THE HINMAN CO. FOR A 10-YEAR PERIOD AS DISCUSSED. SUPPORTED BY DIRECTOR SHOOK. MOTION CARRIED.

VI. DISCUSSION ITEMS

A. 2008 Comprehensive Plan Update

S. Deisler shared that the Comprehensive Plan update kick-off took place the prior Monday at the State of the Downtown event. The first two focus groups, which are general purpose sessions, have been scheduled for March 19 and 25 at the Radisson Plaza Hotel, both sessions will take place at 5:30 p.m. Additionally, there will be 6 more focus groups; the process will take 6-8 months. The project team, which includes the chairs of all of the D's Boards and City representation, will be attending the focus groups in a listening role.

Director Rohrbaugh asked about the inclusion of non-profits in the information gathering process. Director Doud noted the reasoning by the project team was to include groups who had not been included in the original plan. Director Shoub added that the project team would encourage Board members who represent non-profits to attend the sessions.

Director Schmitt asked how staff planned to market the meetings, specifically to hear the non-traditional voices. Director Doud explained there would be some Gazette coverage, noting that word-of-mouth would be important. Director Shoub added that the project team was encouraging people to invite members of the community who would like to participate in the focus groups once the dates were set. S. Deisler added that there would be some interactive web site components. N. Wilson explained that podcast updates were being considered along with a dedicated e-mail address for feedback on the plan update. S. Deisler encouraged the Board to share their ideas with staff on other ways to communicate with the masses about process.

VII. COMMITTEE UPDATES

V. Kettner shared that with R. Peterson on staff; focusing on business recruitment/retention efforts, she will now resume her role managing the marketing functions. Kenna Bridges had been managing the marketing activities and has transitioned out of the role.

Director Doud commended staff on the State of the Downtown Address the prior Monday, stating the interactive portion was very-well received. Director Shook echoed the comments, citing a lot of enthusiasm regarding the interactive portion. N. Wilson noted that the results from the survey were available on the web site (www.central-city.net) under the 'download documents' section.

VIII. DIRECTOR COMMENTS

Director Van Sweden shared his excitement about the new Bermo Enterprises retail store downtown asking if any funds had been earmarked for them. S. Deisler explained that they were outside of the DDA district. V. Kettner added that staff had met with Ed Bernard regarding opportunities related to downtown events and marketing.

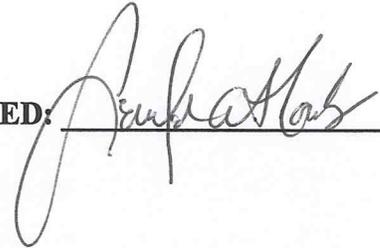
IX. PUBLIC COMMENTS

There were none.

X. ADJOURNMENT

The meeting was adjourned at 3:49 p.m.

APPROVED: _____

A handwritten signature in black ink, appearing to read "Jillian Green", is written over a horizontal line.

Jillian Green
Recording Secretary