

**DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS REGULAR MEETING MINUTES  
JULY 16, 2018**

**PRESENT:** Patti Owens, Ryan Wieber, Jeff Breneman, Susan Lindemann, Grant Fletcher, Stephanie Hinman, Mayor Bobby Hopewell, Carl Brown, Bob Miller, Andrew Haan

**ABSENT:** Greg Taylor, Bjorn Green

**OTHER:** Ben Muldrow, Michael O'Connor

**I. CALL TO ORDER**

**DIRECTOR FLETCHER CALLED THE MEETING TO ORDER AT 3:01 P.M.**

**II. ROLL CALL**

**PRESENT:** Patti Owens, Ryan Wieber, Jeff Breneman, Susan Lindemann, Grant Fletcher, Stephanie Hinman, Mayor Bobby Hopewell

**ABSENT:** Carl Brown, Greg Taylor, Bjorn Green, Bob Miller

**III. ADOPTION OF AGENDA**

**DIRECTOR OWENS MOTIONED TO ADOPT THE AGENDA. DIRECTOR LINDEMANN SECONDED. MOTION CARRIED.**

**IV. MINUTES – June 18, 2018**

**DIRECTOR WIEBER MOTIONED TO APPROVE THE MINUTES. DIRECTOR MAYOR HOPEWELL SECONDED. MOTION CARRIED.**

**V. FINANCIAL REPORT –**

Deb Houseman reviewed the TPM May 2018 financial report and the 2 MILL and TIF June 2018 financial report. Deb opened for discussion and questions.

**DIRECTOR MAYOR HOPEWELL MOTIONED TO APPROVE THE FINANCIAL REPORT. DIRECTOR OWENS SECONDED. MOTION CARRIED.**

**VI. PRESENTATION**

Director Haan welcomed Ben Muldrow from Arnett-Muldrow – the firm conducting the branding process Downtown Kalamazoo Incorporated is currently undergoing.

Ben Muldrow introduced himself and the firm Arnett-Muldrow (based out of Greenville, South Carolina). The firm has worked in 25 communities in Michigan, and in 500 communities in 40 states.

Ben said that the firm is focusing in on the organizational identity and how DKI communicates with Downtown and its people – which in turn will help downtown as a whole. He explained an important aspect of this is to make people understand what DKI does and why it is important to downtown (parking, business connections, development, etc).

Ben presented a brief PowerPoint showing some of the work Arnett-Muldrow has done. He noted the firm's work with Downtown Lansing to launch their branding in early 2013 and their subsequent destination branding launch in 2017.

On Tuesday, July 17, there will be four branding sessions throughout the day taking place to provide input. On Thursday, July 19, Ben will present findings to DKI staff and spend the day refining in order to present to the DKI Board the same day.

Ben opened for discussion and questions. There was no discussion.

## **VII. DISCUSSION ITEMS**

### **A. Downtown Report**

Director Haan reviewed the Downtown Report. Among the items, he noted that City Commission passed the resolution of intent for the DEGA and set a public hearing on August 6; The recent move into the new DKI office at 162 E. Michigan Ave. and thanked the DKI team for getting into the new office, the partnership with the Gilmore Foundation and DKI Board Chair Tom Shuster for the work he put in; Andrew thanked Patrick Halpin for his work at the Festival Place in preparation of the Blues Festival July 12-14.

Director Mayor Hopewell asked about the status of Bates Alley. Andrew Haan noted that regarding the parklets, DKI plans to build and own them and they will be rented to the restaurants on a seasonal basis and the funds will be put into a maintenance fund in order to maintain them. DKI is also working on a possible street mural.

Director Mayor Hopewell asked about processes in place ensuring that there aren't any complications such as the past complication between DKI and Downtown Design Review Committee regarding a rear garage door on Bates Alley. Andrew said that while the official process has not changed due to it requiring an ordinance, he is diligent in ensuring complications of similar nature do not occur.

## **VIII. COMMITTEE REPORTS**

### **A. Transportation, Parking, & Mobility**

Leslie Hoffmann noted that Central City Parking is concentrating on working with customers in Lot 9. The first Epic Center elevator will be

completed this week and then will move on to second elevator. Lot 1 (on Edwards Street) will have a 45-day pay station trial because the current Hamilton equipment is failing.

- B. **Capital Improvements** – No report given.
- C. **Project Review** – No report given.
- D. **Citizens Council** – No report given.
- E. **Safety** – No report given.

#### IX. DIRECTOR COMMENTS

Director Hinman said that she enjoyed the open house and the PBS “Ten Streets That Changed America” special at The Union.

Director Mayor Hopewell said that Lot 9 will be sold tonight. He thanked Director Owens for the investment in Downtown. Director Owens noted that 21 of the apartment units will be “affordable.” Mayor noted that a definition on “affordable” will be asked at City Commission meeting July 16.

Director Mayor Hopewell said that he is challenging staff to dive into holiday planning early. He said that he is hoping to pull some people together now to begin the planning process. He said that he would like to see a minority Santa someday.

Director Haan noted that 12 animatronic elves to be used in Santa’s Workshop were restored by Darrid Morrison. Sue Huggett noted that only 2-3 elves were being used, and now all 12 will be usable.

#### X. PUBLIC COMMENTS

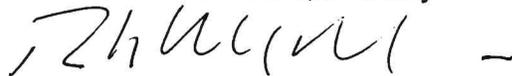
No public comment.

#### XI. ADJOURNMENT

**DIRECTOR FLETCHER ADJOURNED THE MEETING AT 3:36 P.M.**

APPROVED:

Bob Miller, Secretary

A handwritten signature in black ink, appearing to read "Bob Miller", with a horizontal line extending to the right.