

Board of Directors Regular Meeting Minutes

January 21, 2019 3 p.m. | City Hall – Community Room

PRESENT: Stephanie Hinman, Mayor Bobby Hopewell, Greg Taylor, Grant Fletcher, Susan Lindemann, Ryan Wieber, Bjorn Green, Bob Miller, Jeff Breneman

ABSENT: Patti Owens, Carl Brown

STAFF: Andrew Haan, Deb Houseman, Jennifer Jelenek, Maryann Flynn, Patrick Halpin, Sue Huggett

OTHER: Steve Vicenzi, Jerome Kisscorni

I. CALL TO ORDER

DIRECTOR TAYLOR CALLED THE MEETING TO ORDER AT 3 P.M.

II. ROLL CALL

PRESENT: Stephanie Hinman, Mayor Bobby Hopewell, Greg Taylor, Grant Fletcher, Susan Lindemann, Ryan Wieber, Bjorn Green, Bob Miller, Jeff Breneman

ABSENT: Patti Owens, Carl Brown

DIRECTOR LINDEMANN MOVED TO EXCUSE ABSENT BOARD MEMBERS.
DIRECTOR MILLER SECONDED. MOTION CARRIED.

III. ADOPTION OF AGENDA

Andrew Haan added Action Item F – Authorize staff to develop a policy for the rental of Lot 1 located behind Bates Alley.

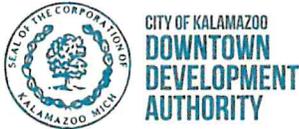
DIRECTOR MILLER MOVED TO ADOPT THE MODIFIED AGENDA. DIRECTOR GREEN SECONDED. MOTION CARRIED.

IV. APPROVAL OF MINUTES – December 17, 2018

DIRECTOR GREEN MOVED TO APPROVE THE DECEMBER 17 MINUTES.
DIRECTOR FLETCHER SECONDED. MOTION CARRIED.

V. FINANCIAL REPORT

Deb Houseman reviewed the Preliminary December 31 2 MILL, TIF and November 2018 financial report. She made note of the bottom line month actuals on page 3, including the + \$158,616.74 YTD variances, along with footnotes #4-7, #10-11.



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DIRECTOR MAYOR HOPEWELL MOVED TO APPROVE THE SUBMITTED FINANCIAL REPORT. DIRECTOR LINDEMANN SECONDED. MOTION CARRIED.

VI. ACTION ITEMS

A. Transfer of funds for Sign Grant Program

Andrew Haan requested the approval to transfer \$10,000 to the Kalamazoo Downtown Partnership from \$65,000 in business development funds originally allocated under previous administration. He explained the sign grant program has been utilized and had impact. Moving forward it continues to be a good way to let existing businesses with upgrade needs and potential new downtown businesses know support is available. The program would also be slightly retooled by increasing the current offering of \$750.00 which is a 1 to 1 match and to streamlining of the approval process.

DIRECTOR MAYOR HOPEWELL MOVED TO APPROVE THE TRANSFER OF \$10,000 TO KALAMAZOO DOWNTOWN PARTNERSHIP TO FUND THE UPDATED SIGN GRANT PROGRAM. DIRECTOR MILLER SECONDED. MOTION CARRIED.

B. Legal Services RFP

Andrew Haan reviewed the request to create a RFP for review of the board, prior to its release. He further explained as the organization has transitioned it is an important part of the process to review existing contracts to be the best stewards of public funds and getting the right suite of services needed.

DIRECTOR MAYOR HOPEWELL MOVED TO APPROVE THE LEGAL SERVICES RFP. DIRECTOR GREEN SECONDED. MOTION CARRIED.

C. Resolution 19-01 Interim Budget

Andrew Haan explained that the resolution is to continue to operate until the budget is approved tomorrow evening by the City Commission. This is to ensure procedures are followed.

DIRECTOR MAYOR HOPEWELL MOVED TO APPROVE RESOLUTION #19-01: SUPPORT INTERIM APPROPRIATION RESOLUTION. DIRECTOR GREEN SECONDED. ROLL CALL VOTE 9-0. MOTION CARRIED.

ROLLCALL

YAY: Greg Taylor, Grant Fletcher, Bob Miller, Jeff Breneman, Mayor Bobby Hopewell, Bjorn Green, Ryan Wieber, Stephanie Hinman, Susan Lindemann



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NAY: None

ABSENTION: None

- D. Resolution 19-02- Set date for public hearing for DDA liquor license for 329 South Park Street.

Andrew Haan shared this is a resolution setting the date for a request from the Civic Theatre seeking a redevelopment liquor license.

- E. Resolution 19-03 – Set date for public hearing for DDA liquor license for 315 West Michigan.

Andrew Haan added that this request is from the Crawlspace Theatre located in the former First Baptist Church.

DIRECTOR MAYOR HOPEWELL MOVED TO APPROVE IN ONE MOTION RESOLUTION 19-02: SUPPORT SET DATE FOR PUBLIC HEARING FOR DDA LIQUOR LICENSE FOR 329 SOUTH PARK STREET AND RESOLUTION 19-03: SUPPORT SET DATE FOR PUBLIC HEARING FOR DDA LIQUOR LICENSE FOR 315 WEST MICHIGAN. DIRECTOR GREEN SECONDED. ROLL CALL VOTE 9-0. MOTION CARRIED.

ROLL CALL

YAY: Greg Taylor, Grant Fletcher, Bob Miller, Jeff Breneman, Mayor Bobby Hopewell, Bjorn Green, Ryan Wieber, Stephanie Hinman, Susan Lindemann

NAY: None

ABSENTION: None

- F. Authorize Staff to Set Event Policy for Lot 1

Andrew Haan stated in programming discussions for Bates Alley it was realized that the adjacent parking- Lot 1 could be used to host associated events. The current request is to get approval to draft event policy working with the City Attorney's office, City Parks Office, Central City Parking, and any others necessary to develop a formal policy.

Director Miller did question whether TPM would be involved in writing the policy draft and Andrew Haan confirmed that they would.

DIRECTOR GREEN MOVED TO APPROVE STAFF TO SET EVENT POLICY FOR LOT 1. DIRECTOR BRENEMAN SECONDED. MOTION CARRIED.



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VII. DISCUSSION ITEMS

A. Downtown Report

Andrew Haan shared from the Downtown Report that Santa's Workshop had about 7500 visitors this year, an increase over last year's number of 6000. Andrew commended Sue Huggett and her team of volunteers for their work. The Chili Cook-Off is this coming weekend and the Partnership office will be one of the 30 venues hosting. The team is looking forward to sharing information about the work we do for the downtown and gather some additional emails for future contact. The Pop-Up shop in the former PNC space that hosted Handmade Kalamazoo a last-minute opportunity that was a successful event. Positive media coverage continues, there is a nice article done. He also thanked the team at the City of Kalamazoo, local institutional, business, and neighborhood partners for their support and advocacy in transferring the streets from MDOT to the City of Kalamazoo.

B. DEGA Establishment Update

Andrew Haan shared that the team along with the City Manager's Office, and Department of Planning & Economic Development are headed to Lansing to present to the Michigan Strategic Fund Board. This is to finalize the commitment of the additional \$11M. dollars over 15 years in tax increment funds from the local school taxes and state education taxes.

It was noted that Downtown Partnership team is working with Brownfield Authority, City Manager's and Attorney offices along with legal counsel on the transfers of the DDA obligations, and getting policies in place for supporting new development projects.

Partnership team is also working closely with the utilities, city staff and Public Services at the City Manager's Office on the upcoming construction season, which should not be as disruptive as last. However, there will be several key projects and extended shutdowns around town. Expect a major update next month or in March sharing our communication plan at a public meeting.

C. Citizen Coalition Report

Jennifer Jelenek gave a presentation that highlighted the applicant response, selection, along with those serving. The rough data stands as a gauge to those who applied and our knowledge and familiarity of the community. The goal of creating the coalitions was to expand the network of the organization, increasing community engagement, and to broaden the diversity in leadership.

- There were 132 applicants which allowed 60-80 seats to be filled, with 10-20 on each coalition making for a functional group per the board's direction.



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- Further data shows a breakdown of approximately 57% male/ 43% female, 92%/ 8% fall into the minority category, with 70% of the applicants being new leadership - not familiar with our organization which was a goal.
- Applicants first preference of which coalition they wanted to serve on was aligned when possible and factored into how groups were put together. Director Hinman asked if there was crossover with the groups and those serving. It was explained that in establishing the coalitions it would be best for members to serve and focus on one coalition only. The exception Andrew Haan shared might be where various chairs meet because of a project that overlaps.
- It was noted in establishing the first-year coalition chairs, meetings were held with the board/executive committees. Moving forward it is likely that the coalitions will be asked for nominations, still with final approval from the board per the legal parameters set by counsel.
- On each slide noted by a star are those who are downtown residents.
- Coalition for People has 16 members with Margaret Patton as chair. They will proactively focus on the idea of inclusivity within our leadership and programming. That includes engagement and programming within the different populations and will help with ideas in the build out of the Ambassador program.
- Coalition for Place, Experience, and Growth all have the maximum of 20 people serving due the response.
- The chair for Place is Greg Milliken which focuses on the built environment. That means infrastructure like wayfinding, sidewalks, street furniture and configuration of intersections.
- Coalition for Experience chair is Beth McCann. The focus is on key public art and how people engage on the built environment, activating the public places with programs and events, market and communicating the town.
- Coalition for Growth chair is Greg Dobson. The focus is on business growth, attraction and retention. They also will spearhead conversations about a business improvement district, reviewing what kind of workshops and resources are provided to help existing business growth and identifying and how to target new business for vacant store fronts.
- The last slide shows the breakdown of those selected and how they fell into the set categories. The goal was to be intentional about representing different voices, backgrounds and racial demographics. Out of 132 applicants- 76 were selected, 44% were female/ 56% male, 90% non-minority/10% minority.
- Director Mayor Hopewell asked if there had been goals set for the categories. Both Jenifer Jelenek and Andrew Haan explained the broad intention was to increase diversity and leadership and although not quite there yet, they will be looking at how to improve the outreach to achieve a broader representation.
- Director Wieber asked about terms set and when the coalitions begin. It was explained that stagger terms have been established so that 1/3 have 1year terms,



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1/3 have 2 years and 1/3 are 3-year terms, so the whole group does not turnover at once. Moving forward they are 2-year terms, with no more than 2 terms in a row served on any coalition. Coalition meetings begin in February.

- Jennifer Jelenek shared those not selected are encouraged to apply again next year with fewer seats being available.
- Director Hinman asked if there was access to this information and it was explained that a press-release and membership will be going up on the website.
- Director Mayor Hopewell asked about the elimination of any committees and Andrew Haan explained that Branding/Engagement folds into the Coalition for Experience, Capital Improvements into Coalition for Place, Business Development into Coalition for Growth. TPM remains pending any recommendations from the parking plan and the Safety will remain.

VIII. COMMITTEE REPORTS

A. Transportation, Parking and Mobility

Andrew Haan shared that in the final steps are happening for new equipment to be installed in Lot 1 on Edwards. This is the same used in the parking ramps installed last year, making it possible for communication and inventory. An app will be developed for this in the future.

IX. DIRECTOR COMMENTS

Director Hinman reminded everyone about the MLK Program beginning at 4:50 at the State Theatre today.

X. PUBLIC COMMENTS

John Schmitt wished everyone a "Happy MLK Day."

XI. ADJOURNMENT

DIRECTOR TAYLOR ADJOURNED THE MEETING AT 3:42 P.M.

Approved: _____

Bob Miller, Secretary