

## Meeting Minutes

### St. Joseph Downtown Development Authority

Wednesday, June 20, 2012 1:00 PM St. Joseph City Hall

	<i>Present</i>	<i>Absent</i>
Members	Bret Bortner Vicki Campbell Janet Dykstra Mary Goff Stephanie Grill Tom Jennings Frank Walsh Diane Wollenslegel	Jered Dowdy
Staff:	Susan Solon, Communications & Marketing Director Derek Perry, Director of Public Works and Service	
Guests:	Tim Zebell, City Engineer Mark Clapp, Director of Public Safety Brian Smith, St. Joseph Today John Matuszak, H-P Kyle O'Meara, Intern	

**Minutes.** The Minutes of the meeting held on April 18, 2012, were unanimously approved, as presented.

**Financial Reports:** Solon reviewed the June financial report with the Board. A question arose regarding the beginning balance of \$58,184 as it did not match the Budget FY beginning balance of \$58,454. Staff will investigate and make the appropriate change. Vicki Campbell moved; seconded by Stephanie Grill, to approve the final report for June, 2012: Yeas: 8; Nays: 0. Motion passed.

#### **Agenda Items:**

- Pros/Cons for one-way street and ways to better improve traffic patterns.  
Tim Zebell, City Engineer, made a presentation regarding change of traffic flow in the 400 block of State Street. A copy of Tim's presentation is attached to the minutes. In summary, the City Engineer listed the obstacles that would take place by reversing the direction of State Street.
- PGA Overview. Chair Goff reported on the outcome of the 73<sup>rd</sup> Sr. PGA Presented by KitchenAid noting the many successes with this event; however, communicating with the local residents is important; example, ensuring the locals can get into the downtown to shop and dine and are made aware of the parking arrangements for the tournament. Also, we need to better inform folks about the "community" shuttle and where it goes with better signage. It was noted that all 3 city hotels were full (sold out) for the entire week.

- Public Art. The board gave a general consensus that this year's public art has been successful and may be the best display to date. Many compliments received. Stephanie Grille noted that she attended a graduation in Wisconsin and noted there was a pirate public art with a ship, but not as nearly as impressive as ours.
- Banner Overview. Bret Bortner reported that banners have been hung with the exception of the Library banner. He requested staff to take a look to see if the banner ever arrived from the manufacturer. Other interested parties might come aboard such as Lest We Forget and the Steelhead Triathlon. Board members noted their disappointment in the banners in that they do not stand out possibly because of the colors and height.
- Music throughout the downtown. Chair Goff reported that City Hall has received more than several negative opinions about music being installed throughout the downtown. She noted that this same idea surfaced 10+ years ago with the same response from residents. They are looking for a peaceful downtown where they can hear the birds, wind, waves, etc.
- Street Lighting Update. Derek Perry reported that the cost to place streetlights on Ship Street would be approximately \$240,000. The conduit was put in place when the street was resurfaced several years ago. Chair Goff said that this should be completed by the City, not the DDA, and that she would investigate it further with City staff.
- Expanding DDA Boundary Update. Chair Goff reported that City staff met with David Krock, one of the owners of The Whitcomb about the DDA's potential to include The Whitcomb within the DDA boundaries. She noted that there would be an increase of less than \$3,000 annually to the DDA; and that in their discussions David offered several parking spots in their lot for elderly/handicap folks who attend band concerts. It was noted that when Lake Park Place is built, the potential millage may bring \$8 - \$10 thousand dollars annually.
- JTV, Inc. Marketing. Susan Solon reported a successful marketing endeavor with JTV, Inc. out of Jackson, Michigan. The television station was in town to film amenities and the public art kickoff for their "St. Joseph Week" series and also for commercials. The television was very impressed with our community and looks forward to returning soon. Susan explained that the reason we did this was to get folks from the middle of the state to travel west instead of north.
- 5-10 Year Plan: Bret Bortner noted that since the next scheduled meeting is for the day prior to the July 4<sup>th</sup> holiday, he would recommend meeting next week, June 26<sup>th</sup> at 6:30 p.m. Susan noted that she is unable to attend that meeting. Bret will record minutes.
- New Downtown Businesses Update/Vacancies: No vacancies in the downtown at this time. Possible grand opening in July/August for a prospective business who was featured in Mid West Living. Also, "Pop Corn Paradise" out of Grand Haven is interested in expanding. Discussion about the new owners of Edgewater Gifts holding a grand opening. Brian will make contact with them. The cell phone store is going

away at 218 State Street but another tenant has already signed. Brian believes it has to do with decorating, but not as high end as Harbortown Interiors. Don Kessler, owner of 309 Main Street, announced his interest in getting his storefront property listed on web sites.

Tawn Montgomery, owner of the former Stooges, said that the renovation is well underway. They are gutting the property. It's new name will be Players Bar & Grill and will include nightlife, comedy night, dancing, video games, Keno, etc. They anticipate an opening prior the holidays (Dec. 1<sup>st</sup>).

Discussion ensued about the parking on Lake Bluff Park. It is currently all day parking. DDA Board members spoke of requesting it be 2-hr parking. City Manager Walsh stated that the city tried that several years back and it was not well received by downtown merchants so it was put back to all-day parking. The problem discussed was that beachgoers park there all and go to the beach not allowing shoppers adequate parking in the downtown area. Derek Perry stated that it could be done, but that signage would need to be put in Lake Bluff Park every 40 – 50 feet so that folks are aware of parking changes. Discussion ensued.

Discussion about the merchants coming together and enlisting a shuttle for employee parking on the east side of Main Street was revisited. The possibility of the role of getting a shuttle would come under the umbrella of the DDA. Discussion ensued.

Meeting adjourned at 2:10 p.m. The next regular meeting is scheduled for Wednesday, July 18<sup>th</sup> at 1 p.m. at City Hall.

Respectfully submitted,

Susan Solon  
DDA Director