

Meeting Minutes

St. Joseph Downtown Development Authority

Wednesday, September 19, 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 Frank Walsh Diane Wollenslegel	Jered Dowdy Tom Jennings
Staff:	Susan Solon, Communications & Marketing Director Mark Clapp, Director of Public Safety Jill Stone, Director, St. Joseph Today	

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

Financial Reports: Solon reviewed the August financial report with the Board and the report was unanimously approved, as presented.

Agenda Items:

- Introduction of new St. Joseph Today Director, Jill Stone. Solon introduced Jill Stone and offered that she had worked with Jill over the past 4 years on marketing for the city and now looks forward to partnering with her and St. Joseph Today beginning October 1st.
- National Carousel Association. Solon reported a successful event for the National Carousel Association as reported to her by Suz Schalon, President of the Silver Beach Carousel Association. Commissioner Goff noted that she and other commissioners attended the welcoming dinner and heard very positive reports about hospitality from visitors.
- 911 Dispatch to County Effective October 1. Public Safety Director Mark Clapp reviewed the procedure for emergency calls after October 1. He noted that plans are going along smoothly for the switchover to County dispatch. He stressed the importance to call 911 whenever there is an emergency and to call 983-0300 for administrative calls that are not an emergency. Discussion ensued.
- 2013 Public Art. Solon reported that the public art auction and wine festival would be taking place on September 29th for the pirate display. She continued saying that a group, including Jill Stone, would be traveling to Chicago in October to pick out next year's theme. Both Janet Dykstra and Vickie Campbell spoke of the positive effect it had on the downtown and encouraged the project to continue. Walsh noted that the city is looking into "selling" the art display to another community in lieu of an auction.

Discussion ensued about that and ideas for 2013.

- Lake Street Construction/Ridgeway Construction. Solon informed the Board of current construction projects and handed out up-to-date information and time line and asked that the Board pass along the information.
- Re-dedication of Bear Park. Solon invited the Board to the re-dedication of Bear Park to be held September 24th at 5 p.m.
- Saugatuck Film Festival. Board member Walsh updated the Board about applying to be the venue for the Saugatuck Film Festival. He noted that initially the City Commission did not want to take a large event away from another community so decided not to apply to bring the Film Festival to St. Joseph. However, upon speaking with the co-founders of the Film Festival, it was discovered that they were planning to leave Saugatuck anyway so the city applied and are waiting to hear the outcome. Discussion ensued.
- Wine Festival and Public Art Auction. Solon announced that volunteers are need to pour wine at the event on September 29th and asked that anyone interested to please contact Brian at St. Joseph Today.
- Paint the Town Pink. Solon announced that in recognition of Breast Cancer Awareness Month, many things are planned such as pink lights throughout the downtown, a beach walk, golf outing and a benefit and silent auction. She also noted that Kilwin's has graciously offered to supply pink trash bins around town as part of bringing awareness.
- Expanding DDA Boundaries. Master Plan Chair, Bortner, requested that this be placed back on the agenda for the purpose of discussion. He reiterated that the board may want to revisit expanding the DDA boundaries to include Whitcomb Towers, especially since they use the downtown and its amenities as part of their sales advertising. Discussion ensued.
- Kiosks. Bortner, as part of the master plan, questioned ownership of the kiosks, especially with discussion that items are being placed in kiosks for out of town events. Solon noted that the DDA owns the kiosks but leased those years ago to St. Joseph Today for \$1. Walsh clarified that St. Joseph Today oversees the kiosks but the DDA obtains ownership. Discussion ensued and it was a general consensus that rules for the kiosks should be implemented with a strong emphasis on advertising only businesses within the DDA boundary.
- Master Plan Process. Bortner expressed that their "wish list" is almost complete and they are ready to approach the next step. Walsh clarified that they will need to share their vision with the merchant association, St. Joseph Today, among other associations such as St. Joseph Improvement Association, etc. Following input from the public, they would then present to the City Commission for their approval. Bortner expressed that he would like to get this all accomplished by the end of the year.

Other Business

- Bortner brought forward the idea of holiday banners for Main Street. Discussion ensued and it was decided that the Master Plan committee will discuss at this subcommittee meeting and bring back a proposal to the next meeting.
- The Board discussed the morning's merchant meeting and Jill Stone spoke that some merchants will be involved in staying open the last Friday of each month, and calling it Final-ly Friday. Also it was brought up that the restrooms at the stairs were not being cleaned daily. Walsh noted that and said he would pass it along to the Parks Department.
- Don Kessler brought forward the idea of underground wiring for the alleys. Walsh noted that city staff looked at that for the alley behind The Buck and Elks Building, and recalls it to be millions of dollars. Discussion ensued.
- New Business/Vacancies: Vitale's has closed in the downtown and moving to the Edgewater area.

Meeting adjourned at 1:50 p.m. The next regular meeting is scheduled for Wednesday, October 17th at 1 p.m. at City Hall.

Respectfully submitted,

Susan Solon
DDA Director