

Meeting Minutes

St. Joseph Downtown Development Authority

Tuesday, October 23rd 1:00 PM St. Joseph City Hall

	<i>Present</i>	<i>Absent</i>
Members	Bret Bortner Vickie Campbell Jered Dowdy Janet Dykstra Mary Goff Stephanie Grill Tom Jennings Frank Walsh Diane Wollenslegel	
Staff:	Susan Solon, Communications & Marketing Director Willie Fryer, Interim Director of Public Works Tim Zebell, City Engineer Jill Stone, Director, St. Joseph Today	

Minutes. The Minutes of the meeting held on September 19, 2012 were unanimously approved, as presented.

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

Agenda Items.

- **Underground Utilities.** City Engineer Tim Zebell spoke to the DDA's request about what would be involved with placing overhead utilities underground in the DDA District. Zebell mentioned that he had a similar request several years ago by the residents of Lions Park Drive and found a rough estimate of \$300,000+ just for the AEP portion. At that time, neither Ameritech nor Greene County Cable were willing to provide cost estimates. Zebell noted that such expense for the DDA area would need to be assessed to the adjacent property owners over a period of years and interested parties would need to file a petition with the City Commission in order to set up an assessment district. Zebell summarized his discussion by saying that, in his opinion, the cost factor far outweighs the need.
- **Holiday Banners.** Bortner brought forth the idea of holiday banners and recommended custom banners similar to the current style. He offered to contact the same graphic designer for a quote. Discussion ensued about custom vs. stock banners and whether Merry Christmas or Happy Holidays should be used. After much discussion, staff was directed to work with KBW Banner Works regarding fabric, color, costs, etc. and bring back the information gathered. Due to time constraints, staff requested a special meeting be held prior to their normal monthly meeting in November to receive direction from the Board; thus, a special meeting was decided to be held next Wednesday, October 31st at 1:30 p.m. in the City Commission Chambers. Staff noted that they would post this public meeting.

- 2013 Public Art. Solon noted that a committee of 5, which included the new St. Joseph Today Executive Director, Commissioners Goff and Chickering, City Manager Walsh and me, traveled to Chicago recently and chose the 2013 public art theme. With excitement, Solon said the announcement would take place at St. Joseph Improvement Association's annual breakfast which is held the 1st Tuesday of November.
- Saugatuck Film Festival Outcome. Walsh reported that the Saugatuck Film Festival decided to go with South Haven for the 2013 and 2014 years; and would keep St. Joseph in the running for the 2015/2016 years. Walsh explained that with St. Joseph High School being under construction and the Senior PGA returning in 2014, we had all we could handle for the next two years and that 2015 and 2016 would best fit the City's time line. He noted that he would anticipate the City of St. Joseph being approached by the Film Festival again in early 2014.
- 2013 City Calendar. Solon noted that the City Calendar was being created and that Joshua Nowicki's (former employee of the Krasl Art Center) photography would be showcased throughout the calendar. She continued that the calendar will be hand-delivered to each home within the city limits prior to Thanksgiving. She offered board members copies for their stores and homes.
- Master Plan Process. Bortner requested direction on the procedure for the Master Plan going forward. Walsh noted that once the DDA's wish list is finalized, the DDA would then invite all interested parties to a charrette to hear and give input on the plans and wishes for the DDA District over the next 5 – 10 years. Walsh noted that city staff will prepare the address list. Discussion ensued about the list of invites to include all downtown merchants, St. Joseph Improvement Association members, downtown building owners within the DDA, and all of the residents of the city. Notifications would include letters; notice published in the city's newsletter, put on the web site, place posters in and around the downtown, etc. Discussion ensued. Bortner noted the next Master Plan subcommittee meeting scheduled for November 6th was necessary to finalize the wish list.

Other Business.

St. Joseph Today Director Stone shared that Vitale's space is available and that the Consignment Shop located on the east side of the 400 block was closing.

With no further business, the meeting adjourned at 2:13 p.m. The next regular meeting is scheduled for Wednesday, November 21st at 1 p.m. in City Hall.

Respectfully submitted,

Susan Solon
DDA Director