



**Downtown Development Authority Board of Directors  
City Hall, 10<sup>th</sup> Floor Conference Room, 161 W. Michigan Ave.  
Minutes January 11, 2018 Regular Meeting**

**Board Members Present**

Charles Dunigan, Karen Bunnell, Bart Hawley, Derek Dobies, Jacob Hurt, Terry Mierzwa, Kathryn Snyder, Jason Butterfield, Jacqueline Austin, Derek Dobies

**Members Not Present**

Wendy Clifton, Donna Blake-Simmons, Ted Christoff

**Staff**

Nathan Mack, Kaiti McDonough

- I. Call to order and notation of members present:** Chairperson Duke called the meeting to order at 8:02a.m.
- II. Public Comments:** None.
- III. Regular Business**
  - A. Approval of the minutes from the December 14, 2017 Board Meeting.**

Motion by Hawley, supported by Mierzwa, to approve the minutes of the December 14, 2017 DDA Board of Directors meeting. Motion carried unanimously.
  - B. Acceptance of the December 2017 Financial Statements.**

Motion by Snyder to accept the December 2017 financial statements as presented, supported by Hurt. Motion carried unanimously.
- IV. Presentations/Proclamations:**
  - A. 2016-2017 Audit Report – Mark Kettner, Rehmann Robson**

Mr. Kettner was unable to attend due to unforeseen circumstances. Mack presented the audit report to the Board, noting the need for improvements in three areas as identified by Rehmann Robson: reconciliation of loans, the need to have the Treasurer sign off on all journal entries, and to adhere to the \$1,000 bid threshold.

Motion by Snyder, supported by Butterfield, to accept the 2016-2017 audit report and place on file. Motion carried unanimously.

**B. Anchor Initiative Marketing and Branding Project – Jacob Hurt, Anchor Initiative**

Mr. Hurt presented the Anchor Initiative’s marketing and branding project to the Board, which focuses on recent downtown investments as well as the unique historic architecture in downtown Jackson. Hurt informed the Board the Anchor Initiative has bought advertisements on Pandora, an online music streaming service, which targets the young professional demographic. Data from the advertising campaign is not yet available. Hurt will inform DDA staff or the Board of the results once the data becomes available. Hurt also mentioned the website for the project is [www.seejacknow.com](http://www.seejacknow.com).

**V. New/Old Business**

**A. 163 W. Pearl St. Façade Loan**

- Mack provided an update on the progress of the project at 163 W. Pearl Street. Mack informed the Board that the front window of the building was installed and the glass was not custom made. Instead, the windows were installed at an angle. Mack noted staff was not informed of this change.

Motion by Dobies, supported by Snyder, to not release any DDA funds until the applicant provides the DDA with an itemized receipt of costs for each side of the building the Board approved in May 2016. Motion carried unanimously.

**VI. Committee Reports:**

- A. Design** – Design Committee Chairperson Austin reported the committee will be hosting a four part series in 2018 pertaining to the importance of historic preservation and how to take advantage of resources available to property/business owners at various levels of government.
- B. Economic Restructuring** – ERC Chairperson Butterfield reported the committee did not meet in December due to the holidays.
- C. Promotions** – Promotions Chairperson Austin informed the Board the committee worked on the volunteer sign-up sheet for the DDA’s events in 2018.

**VII. Executive Director’s Report:** Mack gave a report on Eve on the Ave. Further, Mack informed the Board of a meeting between the DDA, Michigan Theatre, and the Arab American National Museum regarding the summer music festival slated for July. Finally, Mack gave a fundraising update for the summer events series.

**VIII. Board Member Announcements:** Snyder announced the Michigan Theatre will be hosting a chair donor reception for those that donated to the Michigan Theatre to replace their old chairs.

**IX. Adjournment:** The meeting of the DDA Board of Directors adjourned at 8:42am. The next DDA Board meeting will be Thursday, February 8<sup>th</sup>, 2017 at 8am, 10<sup>th</sup> floor conference room, City Hall, 161 W. Michigan Ave.

Respectfully submitted,

Nathan Mack