



Downtown Development Authority Board Meeting

Thursday, January 9, 2020
8 am, City Hall (10th floor conference room)

Meeting Minutes

- I. Meeting called to order at 8:03 am by Jacqueline Austin, Chair
Members Present: Bradley Johncox, Jacqueline Austin, Jason Butterfield, Ted Christoff, Terry Mierzwa, Patrick Burtch, Derek Dobies, Kelly Sharrer, Bart Hawley, Steve Duke, Jessica Webb
Observers Present: Lane Lewis
Staff Present: Cory Mays
- II. Public Comment (none)
- III. Approval of minutes from December 12, 2019 meeting
Motion to approve: Terry Mierzwa
Second: Steve Duke
Motion passed (11 yay, 0 no)
- IV. Acceptance of the December 2019 Financial Statements
Motion to approve: Steve Duke
Second: Terry Mierzwa
Motion passed (11 yay, 0 no)
- V. Eve on the Ave Update provided by Cory Mays
- VI. TIF Reporting Update provided by Cory Mays
- VII. Jr. Achievement Grand Prix
Discussion regarding possible damage to streets, crosswalks, and street markings.
Additional discussion regarding business impact and alternate locations.
- VIII. Update on downtown provided by Patrick Burtch, City Manager
- IX. Strategic Planning update provided by Jacqueline Austin
 - A. Recommended that staff create a 1-2 page "guide for new businesses." The Executive Director was directed to begin compiling resources for this project.

- X. Administrative Report, Executive Director
- XI. Board Member Announcements
 - A. Downtown businesses are planning another “Sip & Shop” event on Thursday, February 13th.
 - B. The DDA has one open board seat, and inviting a representative from the East side of downtown was suggested.
 - C. Discussion about DDA gift certificates.
 - D. Suggested that the February 13, 2020 meeting of the DDA board be held at Christoff & Son’s Floor Covering
- XII. Future DDA Board Meetings
 - A. Thursday, January 30 (EC) time TBA
 - B. Thursday, February 13 (Board) 8 am
- XIII. Meeting adjourned, 9:09 am
Motion to adjourn: Terry Mierzwa
Second: Ted Christoff
Motion passed (11 yay, 0 no)



Downtown Development Authority Board Meeting

Thursday, February 13, 2020
8 am, Christoff & Sons Floor Covering, Inc.

Meeting Minutes

- I. Meeting called to order at 8:00 am by Jacqueline Austin, Chair
Members Present: Bradley Johncox, Kelly Sharrer, Terry Mierzwa, Jessica Webb, Steve Duke, Lane Lewis, Ted Christoff, Jason Butterfield, Derek Dobies, Patrick Burtch, Jacqueline Austin
Staff Present: Cory Mays
Guests Present: Jonathan Greene, Connie Poisson, Jamie Grace, Dave Turk
- II. Public Comment (none)
- III. Presentations – Jr. Achievement Grand Prix event proposal (Connie Poisson, Jamie Grace, Dave Turk)
Discussion regarding change in configuration to a completely parking lot track. Additional discussion regarding post office impact and power usage.
Motion to recommend City Council approval: Terry Mierzwa
Second: Patrick Burtch
Motion passed (11 yay, 0 no)
- IV. Approval of minutes from the January 9, 2020 board meeting
Motion to approve: Terry Mierzwa
Second: Ted Christoff
Discussion: It was requested to include more details in the meeting minutes
Motion passed (11 yay, 0 no)
- V. Acceptance of the January 2020 Financial Statements
Motion to approve: Steve Duke
Second: Jessica Webb
Motion passed (11 yay, 0 no)
- VI. TedX Cascades Park fiduciary proposal
Discussion regarding editorial authority and overall planning/execution of the event.
Motion to deny the TedX Cascades Park fiduciary request: Patrick Burtch
Second: Terry Mierzwa
Motion passed (11 yay, 0 no)
Staff directed to create a formal fiduciary policy for future use

- VII. Downtown Development Authority Logo
Discussion regarding tying this to a larger marketing rebranding? If so, involve the Anchor Initiative and the Chamber of Commerce in this larger project, which may also include signage and wayfinding.
- VIII. Budget request, City of Jackson
Discussion regarding timeline, review process, and possible discussion with city staff
- IX. DDA Bylaw revisions
Discussion regarding the necessity for additional changes.
Staff directed to work with board members and recommend complete list of changes at the March 2020 DDA board meeting.
- X. K-105.3 Special Event Proposal
Motion to recommend for City Council approval: Steve Duke
Second: Jessica Webb
Motion passed (11 yay, 0 no)
- XI. Gus Macker Special Event Proposal
Discussion regarding the necessity for advanced communication with cruise in participants and food trucks. Additional discussion regarding using the City of Jackson “code red” system for messages to participants.
Motion to recommend for City Council approval: Steve Duke
Second: Kelly Sharrer
Motion passed (11 yay, 0 no)
- XII. Chilangos Loan Repayment
Motion to approve the recommended forbearance agreement and direct staff to obtain signatures from Borrowers: Patrick Burtch
Second: Terry Mierzwa
Motion passed (11 yay, 0 no)
- XIII. Administrative Report, Executive Director
- XIV. Board Member Announcements (none)
- XV. Future DDA Board Meetings
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| A. Thursday, February 27 (EC) | 8 am |
| B. Thursday, March 12 (Board) | 8 am |
- XVI. Meeting adjourned, 9:17 am
Motion to adjourn: Derek Dobies
Second: Patrick Burtch
Motion passed (11 yay, 0 no)



Downtown Development Authority Board Meeting

Thursday, March 12, 2020
8 am, City Hall, 10th Floor Conference Room

Meeting Minutes

- I. Meeting called to order at 8:05 am by Jacqueline Austin, Chair
Members Present: Bradley Johncox, Kelly Sharrer, Jessica Webb, Steve Duke, Lane Lewis, Ted Christoff, Jason Butterfield, Derek Dobies, Jacqueline Austin, Bart Hawley
Staff Present: Cory Mays
Guests Present: Freddie Dancy, Jason Yoakam
- II. Public Comment
- III. Presentations – Meter-less Parking (Jason Yoakam)
Discussion regarding funds received each year, the current parking district, and the use of money collected by the City of Jackson.
Staff directed to check with downtown business owners regarding their feelings about the current program, so the DDA can provide a recommendation to the City of Jackson. Staff will also research the potential costs of any new parking program.
- IV. Approval of minutes from the February 13, 2020 board meeting
Motion to approve: Steve Duke
Second: Jessica Webb
Motion passed (10 yay, 0 no)
- V. Acceptance of the February 2020 Financial Statements
Motion to approve: Steve Duke
Second: Bart Hawley
Motion passed (10 yay, 0 no)
- VI. DDA Bylaw revisions
Motion to approve revisions and take to Jackson City Council for final approval: Derek Dobies
Second: Steve Duke
Motion passed (10 yay, 0 no)
- VII. Farmers Market Task Force Report
Details from the February and March Farmers Market Task Force meetings were shared. Discussion regarding moving the market, including potential City parking lot locations and the logistics of those options.
Staff directed to investigate options for better utilization of the parking lot at the current market location. Staff were also directed attract new vendors.

Board Member Jessica Webb will be added to the Farmers Market Task Force.

- VIII. Denise & David Lammers Façade Loan
Discussion regarding the receipts shared by Mr. Lammers.
Staff directed to obtain more details for the funds charged by and paid to Mercer Construction. Staff also directed to bring this back to the board for their approval at the April 2020 meeting, with help from Ted Christoff to organize the receipts/invoices.
- IX. Fee structure, Food Truck Tuesdays
Motion to charge all vendors a \$25 fee per event, and to charge \$0 for any business located within the DDA's boundaries: Ted Christoff
Support: Jessica Webb
Motion passed (10 yay, 0 no)
- X. 2020-2021 DDA Budget
Staff will continue working with Chair Jacqueline Austin and treasurer Bradley Johncox, and a final draft will be presented for DDA board consideration at their April meeting.
- XI. AARP Challenge Grant
Discussion regarding possible projects to be included in the DDA's grant application.
Staff directed to apply for funds for signage/wayfinding in the downtown area.
- XII. DDA Logo RFP
Designs shared, and final designs are due by March 20. Final designs will be presented to the DDA board at their April meeting.
- XIII. Chilangos Loan Repayment
January and February payments were received, and signatures were obtained on the forbearance agreement. An updated amortization schedule will be created with Treasurer Bradley Johncox.
- XIV. Administrative Report, Executive Director
- XV. Board Member Announcements
The DDA held its first information meeting, as part of Public Act 57 (2018) on Thursday March 5th at the Toy House Community Room (Christoff & Sons Floor Covering). It was suggested that these meetings be held quarterly at rotating locations/times.
- XVI. Future DDA Board Meetings
A. Thursday, March 26, 2020 (EC) 8 am—*cancelled due to Coronavirus pandemic*
B. Thursday, April 9, 2020 (Board) 8 am
- XVII. Meeting adjourned at 9:14 am
Motion to adjourn: Steve Duke
Second: Lane Lewis
Motion passed (10 yay, 0 no)



Downtown Development Authority Board Meeting

Thursday, April 16, 2020
8 am, Online Videoconference

Meeting Minutes

- I. Meeting called to order at 8:05 am by Jacqueline Austin, Chair
Members Present: Jacqueline Austin, Lane Lewis, Jason Butterfield, Terry Mierzwa, Derek Dobies, Bradley Johncox, Kelly Sharrer, Ted Christoff, Steve Duke, Bart Hawley, Jessica Webb
Staff Present: Cory Mays
- II. Public Comment
- III. Approval of minutes from the March 12, 2020 board meeting
Motion to approve: Steve Duke
Second: Ted Christoff
Motion passed (11 yay, 0 no)
- IV. Acceptance of the March 2020 financial statements
Motion to approve: Lane Lewis
Second: Jessica Webb
Discussion: Questions related to the forecast totals were covered by staff; questions related to the budget and outstanding loans were covered by staff.
Motion passed (11 yay, 0 no)
- V. DDA Bylaw revisions
Motion to approve additional revisions and take to Jackson City Council for final approval:
Terry Mierzwa
Second: Lane Lewis
Motion passed (11 yay, 0 no)
- VI. 2020-2021 DDA Budget
The first draft of the 2020-2021 budget was presented by staff and reviewed by the board
Discussion: Staff should consider contacting the Anchor Initiative for possible funding assistance for the sign grant program; staff will evaluate the proposed budget in light of recent Covid 19 pandemic implications, and will bring a final, revised version for consideration at the May meeting.
- VII. Façade Loan Deferrals
Presentation by staff regarding all current and recently closed DDA façade and small business loans
Motion to defer all current loans until July 1: Jacqueline Austin

Second: Jessica Webb

Motion passed (11 yay, 0 no)

Staff is directed to contact all active loans and alert them of this change. A review of this deferment will be conducted at the June 2020 meeting.

VIII. Spring/Summer event cancellations

Motion to cancel all May DDA events (May 8th Art Walk and May 22nd Cruise In): Terry Mierzwa

Second: Steve Duke

Motion passed (10 yay, 1 no (Ted Christoff))

Additional discussion: The Jr. Achievement Grand Prix will be resubmitting their Special Event Application with a revised event date of August 28; staff was directed to send the cruise in mailer after May 1.

IX. Brainstorm ways to support downtown businesses

Discussion regarding possible options for supporting downtown businesses during the Covid 19 pandemic

Motion to authorize staff to develop an online gift certificate platform with a maximum expense of \$2,000: Terry Mierzwa

Second: Ted Christoff

Motion passed (10 yay, 1 no (Steve Duke))

X. DDA Logo Proposals (tabeled until May 2020 meeting)

XI. Administrative Report, Executive Director

XII. Board Member Announcements

The Chamber of Commerce has started a “smart membership program,” with all membership fees waived for three months.

XIII. Future DDA Board Meetings

A. Thursday, April 30, 2020 (EC) 8 am

B. Thursday, May 14, 2020 (Board) 8 am

XIV. Meeting adjourned at 9:26 am

Motion to adjourn: Kelly Sharrer

Second: Terry Mierzwa

Motion passed (11 yay, 0 no)



Downtown Development Authority Board Meeting

Thursday, May 14, 2020
8 am, Virtual Meeting Videoconference

Meeting Minutes

- I. Meeting called to order at 8:08 am by Jacqueline Austin, Chair
Members Present: Jacqueline Austin, Steve Duke, Bradley Johncox, Jason Butterfield, Bart Hawley, Jessica Webb, Kelly Sharrer, Derek Dobies, Lane Lewis, Terry Mierzwa
Members Absent: Ted Christoff
Staff Present: Cory Mays
- II. Public Comment
- III. Approval of minutes from the April 9, 2020 board meeting
Motion to approve: Terry Mierzwa
Second: Kelly Sharrer
Unanimously approved (10 yay, 0 no)
- IV. Acceptance of the March 2020 financial statements
Motion to approve: Steve Duke
Second: Jessica Webb
Unanimously approved (10 yay, 0 no)
- V. 2020 summer events
Motion to cancel the June and July 2020 Cruise Ins: Steve Duke
Second: Terry Mierzwa
Discussion: Food Truck Tuesdays have been cancelled through July 2020; make sure we do not promote people coming downtown during the Covid-19 pandemic
Unanimously approved (10 yay, 0 no)
- VI. 2020-2021 DDA budget
Staff and Treasurer presented three (3) scenarios representing multiple Covid-19 contingencies
Motion to adopt budget scenario #2 and send to the Jackson City Council for their approval: Terry Mierzwa
Second: Lane Lewis
Unanimously approved (10 yay, 0 no)
- VII. DDA logo proposals
Various logo designs were presented and discussed by the board.
Motion to select the logo designed by Will Forgrave: Jason Butterfield
Second: Kelly Sharrer

Unanimously approved (10 yay, 0 no)

VIII. DDA Millage Renewal

Motion to approve: Terry Mierzwa

Second: Lane Lewis

Unanimously approved (10 yay, 0 no)

IX. Administrative report, Executive Director

X. Board member announcements

XI. Future DDA board meetings

A. Thursday, May 28, 2020 (EC) 8 am

B. Thursday, June 11, 2020 (Board) 8 am

XII. Meeting adjourned at 9:08 am

Unanimously approved (10 yay, 0 no)



Downtown Development Authority Board Meeting

Thursday, June 11, 2020
8 am, Virtual Meeting Videoconference

Meeting Minutes

- I. Meeting called to order at 8:05 am by Jacqueline Austin, Chair
Members Present: Jacqueline Austin, Lane Lewis, Ted Christoff, Terry Mierzwa, Derek Dobies, Bradley Johncox, Kelly Sharrer, Steve Duke, Bart Hawley, Jessica Webb
Staff Present: Cory Mays
Guests Present: Jonathan Greene, Jason Yoakam
- II. Public Comment
- III. Approval of minutes from the May 2020 board meeting
Motion to approve: Terry Mierzwa
Second: Steve Duke
Motion passed (10 yay, 0 no)
- IV. Acceptance of May 2020 financial statements
Motion to approve: Steve Duke
Second: Terry Mierzwa
Motion passed (10 yay, 0 no)
- V. 159 W. Michigan Avenue façade loan
Updates were provided by staff regarding the status of the construction and loan payments
- VI. Summer 2020 event cancellations
Discussion: possible June 26 car show, to be hosted by Junk Yard Dog; board considered reinstating the previously cancelled June and July Cruise Ins
Motion to instruct staff to contact the city attorney and investigate the legality of a June 26 Cruise In: Ted Christoff
Second: Bradley Johncox
Motion passed (10 yay, 0 no)
- VII. Meterless Parking
Presentation by City Assessor Jason Yoakam and staff regarding 2020-2021 fee estimates, business feedback, and other systems currently in use throughout Michigan.
Motion to recommend adoption of the current system to the Jackson City Council:
Bart Hawley
Second: Steve Duke

Motion passed (10 yay, 0 no)

VIII. Lean Rocket Lab Grant Support

Motion to write a support letter and provide a financial commitment of \$500 per year (\$1,500 total) toward their EDA grant: Ted Christoff

Second: Terry Mierzwa

Motion passed (9 yay, 1 no (Steve Duke))

IX. Administrative Report, Executive Director

X. Board Member Announcements

Staff instructed to invite new 5th ward city councilwoman Karen Bunnell to attend the DDA board meetings

Development updates provided by Jonathan Greene

Updates regarding expanded outdoor restaurant seating provided by Cory Mays

XI. Future DDA board meetings

i. Thursday, June 25, 2020 (EC) 8 am

ii. Thursday, July 9, 2020 (Board) 8 am

XII. Meeting adjourned at 9:06 am

Motion to adjourn: Derek Dobies

Second: Steve Duke

Motion passed (10 yay, 0 no)



Downtown Development Authority Board Meeting

Thursday, July 9, 2020
8 am, Virtual Meeting Videoconference

Meeting Minutes

- I. Meeting called to order at 8:08 am by Jacqueline Austin, Chair
Members Present: Jacqueline Austin, Terry Mierzwa, Steve Duke, Ted Christoff, Jessica Webb, Bradley Johncox, Derek Dobies, Bradley Johncox, Bart Hawley, Jason Butterfield
Staff Present: Cory Mays
Guests Present: Karen Bunnell, Jonathan Greene, Steve Trosin
- II. Public Comment
- III. Approval of minutes from the June 2020 board meeting
Motion to approve: Steve Duke
Second: Ted Christoff
Motion passed (10 yay, 0 no)
- IV. Approval of June 2020 financial statements
Motion to approve: Steve Duke
Second: Jessica Webb
Motion passed (10 yay, 0 no)
- V. Summer 2020 event cancellations
Discussion: decision regarding the pending August 2020 cruise in will be made at the August DDA board meeting; possibility of pop-up Jackson Symphony Orchestra performances at the Grand River Farmers Market
- VI. Conflict of interest
- VII. Officer elections
Motion to retain current officers for 2020-2021: Bart Hawley
Second: Steve Duke
Motion passed (10 yay, 0 no)
- VIII. Administrative report, Executive Director
- IX. Board member announcements
Update on new business possibility in downtown from the Anchor Initiative (Terry Mierzwa)
- X. Future DDA board meetings
 - i. Thursday, July 30, 2020 (EC) 8 am

ii. Thursday, August 13, 2020 (Board) 8 am

- XI. Meeting adjourned at 8:34 am
Motion to adjourn: Steve Duke
Second: Jessica Webb
Motion passed (10 yay, 0 no)



Downtown Development Authority Board Meeting

Thursday, August 13, 2020
8 am, Virtual Meeting Videoconference

Meeting Minutes

- I. Meeting called to order at 8:04 am by Jacqueline Austin, Chair
Members Present: Jacqueline Austin, Terry Mierzwa, Steve Duke, Ted Christoff, Jessica Webb, Bradley Johncox, Derek Dobies, Bart Hawley, Jason Butterfield, Lane Lewis, Kelly Sharrer
Staff Present: Cory Mays
Guests Present: Karen Bunnell
- II. Public Comment
- III. Approval of minutes from the July 2020 board meeting
Motion to approve: Terry Mierzwa
Second: Steve Duke
Discussion: add Kelly Sharrer as “present”
Motion passed (11 yay, 0 no)
- IV. Approval of 2020 year-end financial statements
Motion to approve: Steve Duke
Second: Jessica Webb
Motion passed (11 yay, 0 no)
- V. Summer 2020 event cancellations
Motion to cancel August and September 2020 Cruise Ins: Terry Mierzwa
Second: Steve Duke
Motion passed (10 yay, 1 no)

Motion to cancel remaining Food Truck Tuesday events: Lane Lewis
Second: Steve Duke
Discussion: How do attendance numbers compare to Cruise Ins? Could we space the trucks farther apart?
Motion passed (11 yay, 0 no)
- VI. Sidewalk Sales
Discussion about ways to help downtown retailers. Staff directed to submit Special Event Application for multiple downtown sidewalk sales.
- VII. 159 W. Michigan Avenue Loan (Dave & Denise Lammers)
Discussion regarding loan parameters, and review of submitted project outline and supporting documents; staff directed to meet with board members for an exterior

building review and to communicate with Dave & Denise Lammers regarding required next steps for reimbursement

VIII. Administrative report, Executive Director

IX. Board member announcements

1. A company with roughly 20 employees is potentially coming to downtown Jackson
2. Scott Fleming (Anchor Initiative) is working on possible development for the lot on the SE corner of Blackstone Street and Louis Glick Highway
3. The Anchor Initiative has launched their new “Patronicity Program”
4. Aaron Cole is selling bread at the Lean Rocket Lab

X. Future DDA board meetings

- i. Thursday, August 27, 2020 (EC) 8 am
- ii. Thursday, September 10, 2020 (Board) 8 am

XI. Meeting adjourned at 8:57 am

Motion to adjourn: Steve Duke

Second: Terry Mierzwa

Motion passed (11 yay, 0 no)



Downtown Development Authority Board Meeting

Thursday, September 10, 2020
8 am, Virtual Meeting Videoconference

Meeting Minutes

- I. Meeting called to order at 8:06 am by Jason Butterfield, Vice Chair
Members Present: Terry Mierzwa, Steve Duke, Ted Christoff, Derek Dobies, Bart Hawley, Jason Butterfield, Lane Lewis, Kelly Sharrer
Staff Present: Cory Mays
- II. Public Comment
- III. Approval of minutes from the August 2020 board meeting
Motion to approve: Terry Mierzwa
Second: Bart Hawley
Motion passed (8 yay, 0 no)
- IV. Approval of August 2020 financial statements
Motion to approve: Terry Mierzwa
Second: Steve Duke
Motion passed (8 yay, 0 no)
- V. 159 W. Michigan Avenue loan
No new supporting documents were submitted by building owner
No action was taken on this item
- VI. Fall/winter event updates
Presentation of DDA Events Committee recommendations for fall/winter events, including:
 - Sidewalk sales
 - Fall Festival at the farmers market
 - Winter holiday window decorating contest
 - Breakfast with Santa alterationsStaff directed to proceed with planning for these events.
- VII. Open DDA board seats
Discussion regarding ways to address diversity, equity, and inclusion on the DDA board. Staff directed to compile lists of possible board members (with input from the current DDA board) and share with Mayor Derek Dobies.
- VIII. Administrative report, Executive Director
- IX. Board member announcements

Discussion regarding the downtown landscaping and flowers. Staff directed to communicate with various volunteer groups and city staff to investigate possible cleanup and maintenance initiatives.

- X. Future DDA board meetings
 - i. Thursday, September 24, 2020 (EC) 8 am
 - ii. Thursday, October 8, 2020 (Board) 8 am

- XI. Meeting adjourned at 8:40 am
 - Motion to adjourn: Bart Hawley
 - Second: Steve Duke
 - Motion passed (8 yay, 0 no)