



Downtown Development Authority Board Meeting

Thursday, January 11, 2024
8 am, City Hall 10th Floor Conference Room

Meeting Minutes

- I. Call to order, at 8:06am by Jacqueline Austin, Chair
Members present: Jacqueline Austin, Freddie Dancy, Jessica Webb, Tom Loveberry, Terry Mierzwa, Kelly Sharrer, Bradley Johncox, Jason Butterfield, Robert Wilkie,
Members absent: Tonia White, Ted Christoff, Erin Valkuchak, Amy Sayles
City Manager: Jonathon Greene
Staff present: Beth Kuiper
- II. Public Comments - None
- III. Presentation: None
- IV. Regular Business
 - A. DDA Board Meeting Minutes, December 14, 2023 Meeting
Motion to approve: Jason Butterfield
Second: Kelly Sharrer
Motion passes (9 yay, 0 nay)
 - B. Acceptance of December 2023 Financials
Motion to approve: Terry Mierzwa
Second: Jessica Webb
Motion passes (9 yay, 0 nay)
 - C. City of Jackson Update – Jonathan Greene
No updates.
- V. New Business
 - A. 2022/23 Audit – Audit is finished and the DDA was found in accordance with auditing standards generally accepted in the United States of America (GAAS) and the standards applicable to financial audits contained in Government Auditing Standards, issued by the Comptroller General of the United States.
 - B. Blizzard Bazaar Sponsorship Packet – Director Kuiper introduced the BB sponsorship packet with an update of the event schedule and next steps.

Kuiper stated that she would send a list of who has already been approached for sponsorship and asked the board for guidance and assistance.

- C. 2024 Summer Sponsorship Packet - Director Kuiper introduced the summer sponsorship packet. Kuiper stated that she would send a list of who has already been approached for sponsorship and asked the board for guidance and assistance.
- D. Business Meeting – Kuiper included a copy of the business meeting invite for 1/29/2024. It was requested that a FB event is created and to invite businesses through Facebook. This was done, and Kuiper learned on 1/14 that the meeting would be rescheduled due to double booking at the venue.
- E. Front Door Micro-Grant –
Motion to approve: Terry Mierzwa
Second: Jason Butterfield
Motion passes (9 yay, 0 nay)

VI. Staff Report

- A. Director Scorecard – Kuiper updated board on all objectives and asked for assistance in the event fundraising, funds for downtown speakers, and programming on the E. Michigan corridor as she further creates relationships within the community. It was suggested to apply for national grants such as AARP & T-Mobile Hometown Grant.
- B. Director Report – Kuiper updated included and updated board on all activities since the 12/14/2023 board meeting.

VII. Board Member Announcements

- A. Welcome New Member – Amy Sayles & Card for Steve Duke: A. Sayles will need to be sworn in and a card was signed for S. Duke.
- B. Kelly Sharrer – Panhandling Liaison: K. Sharrer updated board that the panhandling subcommittee is still meeting in the research and discovery phase.
- C. Parking Subcommittee: No updates until the business meeting takes place.
- D. Member Announcements: Kuiper was asked about graffiti research and possible folders in the S drive, questions about the NYE event and reviving this, Murphy's Bistro had asked about sharing parking with neighbors, the Grand River alley was suggested to become a sense of place since this is the start of the Grand River.

VIII. Future DDA Board Meetings

- A. Board Meeting: February 8, 2024 (8a., City Hall)
- B. Executive Committee Meeting: January 23, 2024 (10:00a., City Hall)

IX. Adjournment

Motion to adjourn at 8:50 am: Freddie Dancy
Second: Jessica Webb



Downtown Development Authority Board Meeting

Thursday, February 8, 2024
8 am, City Hall 10th Floor Conference Room

Minutes

- I. Call to order, at 8:00am by J. Austin, Chair
Members present: J. Austin, F. Dancy, J. Webb, T. Loveberry, T. Mierzwa, K. Sharrer, B. Johncox, J. Butterfield, T. White, T. Christoff, E. Valkuchak, A. Sayles
Members absent: R. Wilkie
Staff present: B. Kuiper, A. Econ
- II. Public Comments - None
- III. Presentation: None
- IV. Regular Business
 - A. DDA Board Meeting Minutes, January 11, 2024 Meeting
Motion to approve: T. Mierzwa
Second: J. Butterfield
Motion passes (12 yay, 0 nay)
 - B. Acceptance of January 2024 Financials
Motion to approve: K. Sharrer
Second: J. Webb
Motion passes (12 yay, 0 nay)
 - C. City of Jackson Update – Jonathan Greene
J. Green not present
- V. New Business
 - A. Financial Update – Director Kuiper and DDA Treasurer Johncox met prior to the meeting to create a plan for monthly line items that did not align with the annual budget. Due to the influx in leadership, the 2023/24 budgeting process was done knowing that an amendment will take place towards the end of the fiscal year and resolve any areas of concern. Treasurer Johncox and Director Kuiper will bring a proposed 2024/25 annual budget to the March/April board meeting for city council approve in June. Director Kuiper stated that Market Manager Wheeler should be paid the standard hourly rate for her role and has created a funding event to do this, while offering an incentive plan and one Saturday off per month from May-October. Director Kuiper will create measurements and milestones for Market Manager Wheeler to obtain for a wage increase with incentive program to present to the board before the March meeting.
 - B. Blizzard Bazaar Update – Director Kuiper updated the board on the sponsorship status, the growing online support, 30 businesses participating and how the East Michigan Corridor will have its first event.

- C. Sponsorship Update – Director Kuiper has secured \$11,500.00 of summer sponsorships and will continue to contact businesses and organizations once the BB is complete. B. Kuiper is to follow up with T. Mierzwa regarding support from Anchor Initiative before they dissolve.
- D. Food Truck Tuesday Update – Director Kuiper and staff member Econ attended a Jackson-based food truck group meeting. Increased fees, changes to policies and added amenities were discussed with FTT well into the planning process.
- E. East Michigan Corridor – 6 trash cans will be placed by DPW the first week of April with Tactical Trashout servicing the area with pickup every other week, Director Kuiper is still locating additional flower basket brackets, EMC businesses that have been approached are very receptive and interested in working in tandem with the DDA. Director Kuiper asked the DDA board to host a community cleanup on 4/20 from 10am-2pm. B. Kuiper will create a workplan and send to the board before the March meeting.
- F. Cannabis Consumption Lounge – B. Kuiper and A. Econ were approached by the Beats in the Park event coordinators to consider a cannabis consumption area during the event as a way to find sponsorship. Director Kuiper and DDA board members support moving forward with the cannabis consumption area as long as it follows all city and state regulations. Director Kuiper will find out if the DDA can accept sponsorship funds from cannabis dispensaries.

VI. Staff Report

- A. DDA Scorecard – B. Kuiper updated board on the scorecard programming.
- B. Director Report – Questions were raised about the recent DuPois Building sale and it will be a convenience store.

VII. Board Member Announcements

- A. Welcome New Member – Amy Sayles
- B. Kelly Sharrer – Panhandling Liaison – subcommittee members are researching for solutions and best practices.
- C. Parking Subcommittee – Meeting set for 2/29
- D. Member Announcements – T. Mierzwa stated that the \$100,000.00 earmarked for the Hayes Hotel has been given to the Community Foundation until the project receives those funds.

VIII. Future DDA Board Meetings

- A. Board Meeting: March 14, 2024 (8a., City Hall)
- B. Executive Committee Meeting: February 27, 2024 (10:00a., City Hall)

IX. Adjournment



Downtown Development Authority Board Meeting

Thursday, March 14, 2024
8 am, City Hall 10th Floor Conference Room

Minutes

- I. Call to order, at 8:05am by J. Austin, Chair
Members present: J. Austin, F. Dancy, J. Webb, T. Loveberry, T. Mierzwa, K. Sharrer, B. Johncox, J. Butterfield, T. White, T. Christoff, R. Wilkie, A. Sayles, L. Miller
Members absent: E. Valkuchak
Staff present: B. Kuiper – DDA Director, J. Green – City of Jackson, City Manager
- II. Public Comments - None
- III. Presentation: None
- IV. Regular Business
 - A. DDA Board Meeting Minutes, February 8, 2024 Meeting
Motion to approve: T. Mierzwa
Second: J. Webb
Motion passes (12 yay, 0 nay)
 - B. Acceptance of February 2024 Financials
Motion to approve: J. Butterfield
Second: K. Sharrer
Motion passes (12 yay, 0 nay)
 - C. City of Jackson Update – Jonathan Greene
City Manager, J. Greene, updated the DDA Board on the Hayes Hotel Project. A gap in financing is still there, however all parties are looking at initiatives to combat this hurdle including re-bidding part of the project. Blackstone Apartments have broken ground earlier this week. The pallet shelters at TA Wilson will be closing this month and an organization has not been selected for next steps. Mercer has been approved to work on the kitchen incubator (former Masonic Temple) and will commence work on Thursday, March 21. The State of the City will be held at the Masonic Temple on Wednesday, March 20th at 6:00 pm. Malik Goodwin has been hired to assist with the East Michigan Ave. pre-development consultation and project management.
- V. New Business
 - A. Blizzard Bazaar Follow Up – Depending on business location, stores saw a 300% increase in sales – 0%. The average was a 15-20% increase in sales. Modifications to the layout and an earlier planning process was suggested by the Board. Overall, it was a successful 1st time event will continue to grow next year.

- B. Spring Events – Director Kuiper updated the Board on the 3 upcoming Spring events – Cleanup on 4/20/2024 on the East Michigan Corridor, The Spring Spirit Awakening on 4/27 and The Charcuterie Board Walk on 5/16. Each event is still mid-programming.
- C. GRFM Market Manager Contract – D. Wheeler’s employment contract and bonus compensation contract were reviewed and discussed with no changes to the documents.
- D. Deputy Director – A. Econ submitted her Letter of Resignation and Director Kuiper has posted the job on the City of Jackson’s website, Indeed, Zip Recruiter and the DDA Facebook page.
- E. Upcoming Volunteer Opportunities – Director Kuiper asked for volunteers for the upcoming summer events.

VI. Staff Report

- A. DDA Scorecard - B. Kuiper updated board on the scorecard programming.
- B. Director Report - B. Kuiper updated board on the director report.

VII. Board Member Announcements

- A. Welcome New Member – Lauren Miller was introduced and given the opportunity to speak about her passion for the DDA. Member A. Sayles was also given the same opportunity and the DDA Board happily welcomed them.
- B. Kelly Sharrer – Panhandling Liaison – A meeting was held on 3/12/24 and many opinions were expressed.
- C. Parking Subcommittee – A meeting was held on 2/29 for the small business owners. Attendance was low and a survey went out to the DDA contact list.
- D. Member Announcements - None

VIII. Future DDA Board Meetings

- A. Board Meeting: April 11, 2024 (8a., TBD) – Due to needing Zoom Conference space, Director Kuiper will be finding a location for the April meeting.
- B. Executive Committee Meeting: TBD – Director Kuiper will be on vacation and reschedule this meeting or host a Zoom meeting.

IX. Adjournment – 9:07 a.m

Motion to approve: F. Dancy
Second: J. Webb
Motion passes (12 yay, 0 nay)



Downtown Development Authority Board Meeting

Thursday, April 11, 2024
8 am, Toy House Community Room

Minutes

- I. Call to order, at 8:14am by J. Austin, Chair
Members present: J. Austin, F. Dancy, T. Loveberry, J. Butterfield, T. White, T. Christoff, R. Wilkie, E. Valkuchak, L. Miller
Members absent: J. Webb, A. Sayles, K. Sharrer, B. Johncox,
Staff present: B. Kuiper – DDA Director, A. Econ – DDA Deputy Director
- II. Public Comments - None
- III. Presentation: Nikki Carrol – Executive of Government Relations & Strategic Partnerships, CGI Company
Presentation via zoom regarding banners for the EMC. Cost was considered and DDA Board vetting CGI with local companies before taking next steps.
- IV. Regular Business
 - A. DDA Board Meeting Minutes, March 14, 2024 Meeting
Motion to approve: J. Butterfield
Second: T. White
Motion passes (9 yay, 0 nay)
 - B. Acceptance of February 2024 Financials
No Updates – March 2024 Financials moved to May 2024 meeting
 - C. City of Jackson Update – Jonathan Greene
No updates
- V. New Business
 - A. GRFM Market Manager Contract – Motion to approve wage increase and bonus compensation plan as outlined in contracts starting on May 1, 2024 with GRFM Market Manager Dodi Wheeler.
Motion to approve: J. Butterfield
Second: T. Loveberry
Motion passes (9 yay, 0 nay)
 - B. 50/50 Raffle – Partnership with Jackson Breakfast Rotary Club – Motion to approve 50/50 raffle collaboration with the Jackson Breakfast Rotary Club during the Cruise-In & Concerts
Motion to approve: T. Loveberry
Second: J. Butterfield
Motion passes (9 yay, 0 nay)

- C. Event & Economic Sustainability Coordinator – Melissa Evans will start on Tuesday, April 16, 2024. City personal has been notified and the onboarding process has begun. A. Econ and Director Kuiper creating a training schedule for M. Evans.
- D. Match on Main – Uncharted Film Co. is currently working with Director Kuiper to revise the business owner portion of the application. Jake Cross and B. Kuiper will submit an application for their state of the art storytelling space by the deadline – April 17, 2024 at 5pm.
- E. EMC – Community Clean Up Event – J. Austin, J. Butterfield and L. Miller have signed up to assist with the EMC clean up event on 4/20/2024.
- F. Special License Application – Motion to approve a special license during the Charcuterie Board Walk Fundraiser on 5/16/2024 to allow wine at the JSO – VIP area.
Motion to approve: J. Butterfield
Second: T. White
Motion passes (9 yay, 0 nay)

VI. Staff Report

- A. DDA Scorecard - B. Kuiper updated board on the scorecard programming.
- B. Director Report - B. Kuiper updated board on the director report.

VII. Board Member Announcements

- A. Panhandling Subcommittee – An accosting ordinance is currently being drafted.
- B. Parking Subcommittee – Little response was given from the community survey & Director Kuiper will meet with property owners in person in April. The subcommittee will reconvene this month with proposed ordinances determined.
- C. FarmSudz – SBDC Best Small Business – Congrats to Erin Valkuchak & the FarmSudz team for being selected as a Best Small Business within the state of Michigan.
- D. Member Announcements - None

VIII. Future DDA Board Meetings

- A. Board Meeting: May 9, 2024 (8a., City Hall – 10th Floor Conference Room)
- B. Executive Committee Meeting: April 23, (10a, City Hall – 6th Floor)

IX. Adjournment – 9:31 a.m

- Motion to approve: J. Butterfield
- Second: F. Dancy
- Motion passes (9 yay, 0 nay)



Downtown Development Authority Board Meeting

Thursday, May 9, 2024
8 am, City Hall – 10th Floor, Jackson, MI.

Minutes

- I. Call to order, at 8:05am by J. Austin, Chair
Members present: J. Austin, F. Dancy, T. Loveberry, T. White, T. Christoff, E. Valkuchak, L. Miller, B. Johncox, A. Sayles
Members absent: J. Webb, K. Sharrer, J. Butterfield, R. Wilkie,
Staff present: B. Kuiper – DDA Director, M. Evans – DDA Event & Economic Specialist
- II. Public Comments - None
- III. Presentation - None
- IV. Regular Business
 - A. DDA Board Meeting Minutes, April 11, 2024 Meeting
Motion to approve: T. Loveberry
Second: E. Valkuchak
Motion passes (9 yay, 0 nay)
 - B. Acceptance of March 2024 Financials
Motion to approve: T. Christoff
Second: T. White
Motion passes (9 yay, 0 nay)
 - C. City of Jackson Update – Councilmember F. Dancy updated the DDA Board on the Hayes Hotel with an anticipated construction start date in September.
- V. New Business
 - A. 2024/2025 Proposed Budget – Director Kuiper was unable to provide all data for the 2024/25 proposed budget and a special meeting will be scheduled.
 - B. CGI Free Banner – T. Christoff has been in communication with 2 local businesses as a cost comparison CGI and will follow up with more information next meeting.
 - C. Events Updates – Charcuterie Board Walk, Shotwell Plaque Ribbon Cutting, Cruise-In & Concerts, Food Truck Tuesday – Director Kuiper updated the Board on all upcoming events.
 - D. Social District – Proposed Changes – Director Kuiper recommended that a portion of the Anchor Initiative’s sponsorship go towards streamlining the Social District. Stickers will be made for each business and signage will be replaced. A possible footprint and
 - E. Front Door Microgrant – Applications
Acceptance to approve The Blessed Nest for reimbursement.
Motion to approve: T. Christoff
Second: T. Loveberry

Acceptance to approve Marketplace Manna for reimbursement.
Motion to approve: E. Valkuchak
Second: T. Christoff

- F. Event & Economic Sustainability Coordinator – Melissa Evans introduced herself and spoke of her background to the Board of Directors as the new DDA staff member.

VI. Staff Report

- A. DDA Scorecard – Director Kuiper updated the board on the May scorecard.
- B. Director Report - Director Kuiper updated the board on the May Director report.

VII. Board Member Announcements

- A. Kelly Sharrer – Panhandling Liaison – Councilmember F. Dancy updated the board regarding an Aggressive Accosting/Loitering Ordinance for review by Jackson City Council.
- B. Parking Subcommittee updated the board on recommendations to present to city management.
- C. Member Announcements – Board members recommended avenues to further the DDA's outreach initiatives including text messaging and impact reports.

VIII. Future DDA Board Meetings

- A. Board Meeting: June 13, 2024 (8a., City Hall – 10th Floor Conference Room)
- B. Executive Committee Meeting: May 28, 2024 (10a, City Hall – 6th Floor)

IX. Adjournment

Motion to adjourn: T. Loveberry
Second: A. Sayles



Downtown Development Authority Special Board Meeting

Thursday, June 6, 2024

10 am, City Hall – Council Chambers, 2nd Floor, Jackson, MI.

Minutes

- I. Call to order, notation of members present – Call to order by DDA Secretary, J. Webb 10:06 am
Present – J. Butterfield, A. Sayles, L. Miller, F. Dancy, R. Wilkie, T. Loveberry
Staff Present – DDA Director – B. Kuiper, Event & Economic Specialist – M. Evans
- II. Public Comments - none
- III. New Business
 - A. 2024/25 Proposed Budget – Public Comment
Motion to approve the 2024/25 Adopted Budget – J. Butterfield
Second – J. Webb
(All ayes) Motion approved
 - B. L-4029 Form – Truth in Taxation
Motion to approve Truth in Taxation - J. Butterfield
Second – A. Sayles
(All ayes) Motion approved
 - C. Approval of (4) Front Door Micro-grant applications.
Motion to approve Front Door Micro-grant applications contingent on zoning permission – J. Butterfield
Second – L. Miller
(All Ayes) Motion approved
- IV. Future DDA Board Meetings
 - A. Board Meeting: June 13, 2024 (8a., City Hall – 10th Floor Conference Room)
 - B. Executive Committee Meeting: June 25, 2024 (10a, City Hall – 6th Floor)
- V. Adjournment: 10:32
Motion to adjourn: F. Dancy
Second: T. Loveberry



Downtown Development Authority Board Meeting

Thursday, June 13, 2024
8 am, City Hall – 10th Floor, Jackson, MI.

Minutes

- I. Call to order, at 8:04am by K. Sharrer
Members present: K. Sharrer, J. Butterfield, F. Dancy, T. Christoff, B. Johncox, T. Loveberry, A. Sayles
Members absent: J. Austin, J. Webb, R. Wilkie, L. Miller, T. White, E. Valkuchak
Staff present: B. Kuiper – DDA Director, M. Evans – DDA Event & Economic Specialist
- II. Public Comments: David Hammontree - Thank you for what the DDA and Board does for Jackson.
- III. Presentation: None
- IV. Regular Business
 - A. DDA Board Meeting Minutes, May 9, 2024 Meeting
Motion to approve: T. Loveberry
Second: F. Dancy
Motion passes (7 yay, 0 nay)
 - B. DDA Board Public Meeting Minutes, June 6, 2024 Special Meeting
Motion to approve: J. Butterfield
Second: A. Sayles
Motion passes (7 yay, 0 nay)
 - C. Acceptance of April 2024 Financials
Motion to approve: T. Christoff
Second: J. Butterfield
Motion passes (7 yay, 0 nay)
 - D. City of Jackson Update – Jonathan Greene
No update.
- V. New Business
 - A. 2023/2024 Amended Budget
Motion to approve 2023/24 amended budget
Motion to approve: J. Butterfield
Second: F. Dancy
Motion passes (7 yay, 0 nay)
 - B. Director Kuiper – Wage Increase
Closed Session 9:13 am
Open Session 9:28 am
Motion to approve wage increase to \$65,000.00 for Executive Director Kuiper. Updates to scorecard to approve further wage increases discussed.
 - C. CGI Free Banner – Discussion

- T. Christoff informed board of comparable/reduced costs for banners while supporting local businesses. T. Christoff and Director Kuiper to discuss next steps.
- D. DDA Events Updates –Cruise-In & Concerts, Food Truck Tuesday
Director Kuiper updated the DDA board on previous and future DDA events for the summer.
- E. Non DDA Events & Street Closures
The Retailer’s Committee had verbalized concerns with closing streets every weekend for non-DDA events and the negative impact it has business. Moving locations to streets with little or no retail is preferred and Cortland St. is being reviewed for new Special Event Applications.
- F. Front Door Microgrant – Applications
Motion to approve The Blue Julep and Collective Market: T. Christoff
Second: J. Butterfield
Motion passes (7 yay, 0 nay)
- G. Parking Subcommittee – Motion for the City of Jackson to adopt any & all recommendations:
T. Christoff
Second: J. Butterfield
Motion passes (6 yay, 1 abstained, 0 nay)
- H. Strategic Planning & Future Meetings
Motion to reconvene on August 8, 2024 for the next DDA Board meeting: T. Christoff
Second: F. Dancy
Director Kuiper will host a training session with staff members D. Wheeler & M. Evans in August.
The DDA will have a strategic planning meeting during September to identify future programming based on budget, community needs and overall goals.

VI. Staff Report

- A. DDA Scorecard – Director Kuiper updated the board on the June scorecard.
B. Director Report – Director Kuiper updated the board on the June Director report.
C. GRFM Manager Report - Director Kuiper updated the board on the June GRFM report.

VII. Board Member Announcements

- A. Member Announcements - None

VIII. Future DDA Board Meetings

- A. Board Meeting: August 8, 2024 (8a., City Hall – 10th Floor Conference Room)
B. Executive Committee Meeting: June 25, 2024 (10a, City Hall – 6th Floor)

IX. Adjournment

Motion to adjourn at 9:35am: T. Loveberry
Second: F. Dancy



Downtown Development Authority Board Meeting

Thursday, August 8, 2024
8 am, City Hall – 10th Floor, Jackson, MI.

Minutes

- I. Call to order at 8:02am by J. Austin
Members present: T. Loveberry, E. Valkuchak, T. Christoff, F. Dancy, J. Butterfield, J. Austin, L. Miller, J. Webb, R. Wilkie, K. Sharrer
Members absent: A. Sayles, B. Johncox, T. White
Staff present: B. Kuiper - DDA Director, M. Evans – Event & Economic Specialist
- II. Public Comments: None
- III. Presentation: None
- IV. Regular Business
 - A. DDA Board Meeting Minutes, June 13, 2024 Meeting
Motion to approve: J. Butterfield
Second: K. Sharrer
Motion passes (10 yay, 0 nay)
 - B. Acceptance of June 2024 Financials
No motion. T. Christoff requested additional information and clarification before moving to approve.
 - C. City of Jackson Update – Jonathan Greene not present
Motion to approve: J. Butterfield
Second: K. Sharrer
Motion passes (10 yay, 0 nay)
- V. New Business
 - A. Employee Training – August 13-15: Muskegon & Grand Rapids
In lieu of a conference, the DDA staff will make a trip to Muskegon and Grand Rapids. They will meet with the Muskegon DDA Director and former Director, attend a DDA board meeting, concentrating on policies and procedures, how programs are run, the social district and tour the Muskegon downtown area to look at the local retailers, restaurants, and farmers market.
 - B. DDA Strategic Planning – September 16, 9am-12 – Innovation Center Downtown
Save the date. If board members are unable to attend, let B. Kuiper know.
 - C. DDA Director Kuiper – Approve Contract Bonus
Motion to approve: J. Butterfield
Second: F. Dancy
Motion passes (10 yay, 0 nay)
 - D. DDA Events Updates – Cruise-In & Concerts: Volunteer opportunities, political campaigning at events, sponsorship forms & vendor applications. Discussion about ways to move traffic and cars East towards MLK. It was decided to move DDA headquarters to the intersection of Mechanic and Michigan, giving key sponsors the opportunity to move or stay where they are. A sign will be placed to direct the crowd to the East.
Ideas for 2025: Offer to take pictures in front of the MI theatre for a cost, add entertainment/music/additional food trucks towards MLK Blvd. Do a back to school with retailers and restaurants to fill backpacks.

- E. DDA Events Updates – Food Truck Tuesday: Discussed adjustments for 2025 to solve the gaps in funding, including increased sponsorships and adjust food vendor fees. Discussion about doing food trucks on the East Michigan Corridor.
- F. Mobile Food Vendors – Discussion on ‘coopetition’ within the DDA boundaries.
- G. Grand River Farmers Market – Board Creation. B. Kuiper is working on recruiting for the Grand River Farmers Market Board. They are looking at having their first board meeting at the end of August or early September. Board members up to date are Travis (The Green Market), Dodi, Nick, Julie (Parks & Rec), and Ian (Parks Dept). Volunteers are needed for more initiatives.

VI. Staff Report

- A. DDA Scorecard – Attached
Many of the businesses on the East Michigan corridor cannot afford to do a facade at this time. Bathrooms are a way the DDA can cut some costs as they are expensive.
The DDA has had some extra costs on items that will last multiple seasons like tablecloths, tables, etc.
The retailer committee will review a fundraiser - Witches Walk
The downtown speaker system is not working properly. Beth will reach out to Scott from HMN.
The Farmers Market Pavilion – The pavilion needs upgrades, which would require more money.
Banners – The poles are unable to withstand the weight of the banners. F. Dancy will set up a meeting to follow up.
- B. Director Report – Attached
The DDA staff had an opportunity to talk with Matt and Tim from the Chamber of Commerce. B. Kuiper intends to apply for the Leadership Jackson grant which would assist in website, marketing, apps, ways to communicate with people through their phones, etc. The application is due Friday.
Discussion about ways to improve the East Michigan Corridor.
- C. GRFM Manager Report – The kids’ market was great, and they intend to do another. D. Wheeler is looking at a new location for the winter market. The Masonic Temple and Jackson Crossing came up as options. The board does not want the market being outside of our district.

VII. Board Member Announcements

- A. Member Announcements – T. White will no longer serve as a board member. B. Kuiper suggested Charlie from CC’s Lounge. B. Kuiper requested that the board provide her with any further suggestions they may have.

VIII. Future DDA Board Meetings

- A. Board Meeting: September 12, 2024 (8a., City Hall – 10th Floor Conference Room)
- B. Executive Committee Meeting: August 27, 2024 (10a, City Hall – 6th Floor)

IX. Adjournment at

Motion to adjourn at 9:16am: F. Dancy
Second: J. Webb



Downtown Development Authority Board Meeting

Thursday, September 12, 2024
8 am, City Hall – 10th Floor, Jackson, MI.
Minutes

- I. Call to order at 8:04am by K. Sharrer
Member present: T. Loveberry, E. Valkuchak, J. Webb, T. Christoff, L. Miller, J. Butterfield, K. Sharrer
Members absent: F. Dancy, B. Johncox, J. Austin, A. Sayles, R. Wilkie
Staff present: B. Kuiper— DDA Director, M. Evans— Event & Economic Sustainability Specialist, D. Wheeler— Grand River Farmers Market Manager
- II. Public Comments: None
- III. Presentation: Jason Yoakam—Parking Assessment & Motion to Approve
Present: Jason Yoakam—Assessors Department. Lee Rose—Engineering Department, Troy White—Engineering Department
Motion to approve: J. Butterfield
Second: T. Loveberry
Motion passes (6 yay, 0 nay)
Recusal statement: T. Loveberry recused himself due to conflict of interest.
- IV. Regular Business
 - A. DDA Board Meeting Minutes, August 8, 2024 Meeting
Motion to approve: J. Webb
Second: T. Loveberry
Motion passes (7 yay, 0 nay)
 - B. Acceptance of June 2024 & July 2024 Financials— B. Johncox not present to report. The approval was tabled.
 - C. City of Jackson update— Jonathan Greene—Not present
- V. New Business
 - A. Employee Training—August 13-15: Muskegon & Grand Rapids. The DDA team went through a SWOT analysis before visiting Muskegon and Grand Rapids. Three main influencers to success in downtown Muskegon were hospitality, manufacturing, and healthcare. Topics the DDA observed and discussed with community representatives from Muskegon and Grand Rapids were funding, metrics, incubator opportunities, partnerships, local farmers market, city challenges, successes, and economic development. For more details see the board packet included with the agenda.
 - B. DDA Strategic Planning—September 16, 9am-12p at the Innovation Center Downtown.

- C. Grand River Farmers Market—D. Wheeler reported on the board creation and the first Grand River Farmers Market Board Meeting. Discussed the various location options for the Winter Market. D. Wheeler brought up the opportunity to do a night time farmers market. The board members present supported this idea and also the idea to move down Mechanic towards Soar and Christoff. There are more options for parking in this direction.
- D. Front Door Microgrant—RJ's Cosmopolitan Ice Cream Application. The board agreed that they were in support of approving this application once the outdoor permit is in place for the extra items outside.

VI. Staff Report

- A. DDA Scorecard—Attached to the meeting agenda. No changes.
- B. Director Report—Attached to the meeting agenda. Director Kuiper is preparing for an audit. The DDA got accepted for Leadership Jackson. For this the DDA is working on goals and expectations, ways to expand the demographic, ways to expand our DDA impact and success stories. Two high school students from Save Our Youth are working on projects for the DDA for about 10 hours a week. Director Kuiper is working on getting the flower baskets down for the winter. She continues to work with the businesses within the E. Michigan corridor and have conversations around economic vitality and feasibility.
- C. GRFM Manager Report—Attached to the meeting agenda.

VII. Board Member Announcements

- A. Member Announcements: Banners—T. Christoff is still working on securing approval for the banners.

VIII. Future DDA Board Meetings

- A. Board Meeting: October 10, 2024 (City Hall—10th floor, 8am)
- B. Executive Committee Meeting: September 24, 2024 (City Hall—6th floor, 10am)
- C. DDA Planning Session: September 16, 2024 (Innovation Center, 9am)

IX. Adjournment

Motion to adjourn at 9:27am: J. Butterfield
Second: T. Christoff

Downtown Development Authority

Board Meeting

Thursday, October 10, 2024

8am, City Hall—10th Floor, Jackson, MI

Minutes

"Empower the DDA District by encouraging a vibrant and diverse environment and creating memorable experiences that strengthen our local economy, support businesses and engage residents."

- I. Call to order at 8:04 am by J. Austin
Member present: E. Valkucha, K. Sharrer, T. Christoff, B. Johncox, J. Austin, J. Butterfield, T. Loveberry, R. Wilkie
Members absent: A. Sayles, F. Dancy, L. Miller, J. Webb
Staff present: B. Kuiper— DDA Director, M. Evans— Event & Economic Sustainability Specialist
Staff absent: D. Wheeler— Grand River Farmers Market Manager
- II. Public Comments: None
- III. Presentation: Malik Goodwin – Project Executive, GWJ Group, LLC- Malik Goodwin is assisting with both the East Michigan Corridor and MLK Corridor projects. He presented an overview of the initiatives, highlighting their goals of revitalizing the areas, addressing community needs such as access to fresh food and recreational opportunities, and attracting investment to enhance economic prosperity.

Mr. Goodwin also discussed the processes they have implemented, including the use of small business grants and other funding sources, and provided a success report on their progress. The MLK Corridor Board for these projects meets every 4th Thursday of the month at the King Center.

Mr. Goodwin then answered questions from the DDA Board regarding their approach to funding and community impact.
- IV. Regular Business
 - A. DDA Board Meeting Minutes, September 12, 2024
Motion to approve: K. Sharrer
Second: E. Valkucha
Motion passes (8 yay, 0 nay)
 - B. Acceptance of June 2024, July 2024, August 2024 Financials- B. Johncox reported on the updated budget and answered questions from the board and provided clarification regarding the forecasted budget and the annual budget.
Motion to approve: K. Sharrer
Second: T. Christoff
Motion passes (8 yay, 0 nay)
 - C. City of Jackson update— Jonathan Greene—Not present

V. New Business

- A. Social District – Extend Hours/Days & Signage- Beth drafted a memo to go to the City Council meeting on October 22nd. The new hours would streamline the process and make it less confusing for visitors. Melissa and Beth are working on signage around the social district boundaries and asked for feedback from the DDA board. The businesses will be taken off and the hours will be adjusted.
New hours, Monday - Friday, 10a-12a.
Motion to Support: T. Christoff
Second: T. Loveberry
Motion passes (8 yay, 0 nay)
Motion to change: adjustment of the times to Monday - Sunday, 8AM to 12AM
Motion to approve: T. Christoff
Second: T. Loveberry
Motion passes (8 yay, 0 nay).
- B. DDA Strategic Planning – Goal #1- The DDA board discussed the first goal and objectives of the 3 year Strategic Plan. The goal of this strategic plan is to give the DDA staff a structure. The strategies will be a part of the scorecard.
Objective A: J. Austin will provide more clarification on what the goal number of success stories will be. The third strategy of Objective A will be reworded.
Objective B will be reworded to define what the 10 unique, direct conversations will be.
Objective C - Leadership Jackson will be at the November board meeting.
Objective D - Beth will get with Jess (Jackson Chamber of Commerce) to figure out a percentage for what the event promotion increase will be.
J. Austin will update the Strategic Plan and send it out for further discussion.
Melissa will come up with some options for a tag line based on the board's favorite lines (Empowering a vibrant downtown experience and Driving growth, engaging community, empowering change).

VI. Staff Report

- A. Director Report—Attached to the meeting agenda. Beth will be on vacation next week. The DDA will have a table at Jaxpo, 1-5p on October 17. The audit is ready. Thank you to J. Butterfield for his help.
- B. GRFM Manager Report—

VII. Board Member Announcements

- A. Member Announcements:
- B. Future DDA Board Meetings: November 14, 2024 (8a., City Hall – 10th Floor Conference Room)
- C. Executive Committee Meeting: October 22, 2024 (10a, City Hall – 6th Floor)

VIII. Adjournment

Motion to adjourn at 9:25 by T. Christoff
Second: T. Loveberry



Downtown Development Authority

Board Meeting

Minutes

Thursday, November 14, 2024

8am, City Hall—10th Floor, Jackson, MI

"Empower the DDA District by encouraging a vibrant and diverse environment and creating memorable experiences that strengthen our local economy, support businesses and engage residents."

Call to order by J. Austin at 8:05am

Member present: E. Valkucha, K. Sharrer, T. Christoff, F. Dancy, J. Austin, J. Butterfield, T. Loveberry

Members absent: A. Sayles, L. Miller, J. Webb, R. Wilkie, B. Johncox

Staff present: B. Kuiper— DDA Director, M. Evans— Event & Economic Sustainability Specialist

Staff absent: D. Wheeler— Grand River Farmers Market Manager

- I. Public Comments: None
- II. Presentation: Leadership Jackson- 4 members of the Leadership Jackson team (Matt, Martin, Karina, and Nick) presented on the projects they will be doing based on B. Kuiper's requests. They will split up into two teams, one working on the website and the other on the Impact Report. B. Kuiper requested a board member volunteer to give guidance and feedback to the Leadership Jackson team. J. Austin, E. Valkucha and K. Sharrer volunteered to meet with the team once a month. By request each member of Leadership Jackson shared why they chose to work with the DDA.
- III. Regular Business
 - A. DDA Board Meeting Minutes, October 10, 2024 Meeting- T. Christoff/J. Butterfield (Passed 0 opposed)
Motion to approve: T. Christoff
Second: J. Butterfield
Motion passes (7 yay, 0 nay)
 - B. Acceptance of September 2024, October 2024, Financials. B. Kuiper informed the board on the GRFM low vendor market fees. The 30 vendors at \$300 each will increase the market's revenue once Market Manager Wheeler is back from her leave of absence. Event costs were discussed such as the Cruise-In and Concert at \$23,000 per season. K. Sharrer/F. Dancy (0 opposed)
Motion to approve: K. Sharrer
Second: F. Dancy
Motion passes (7 yay, 0 nay)

- C. City of Jackson Update – City Manager - Jonathan Greene - not present. East Side groundbreaking happened this week with additional information presented by F. Dancy regarding timelines and housing types. City Council talked discussed parking assessments and will follow up with JDDA Chair J. Austin. A grocery store is slated for the city of Jackson and more details to come.

IV. New Business

- A. Cruise-In & Concert Sponsorship Packet- The board discussed sending a letter to inform the community about current plans and changes. B. Kuiper reviewed the different sponsorship levels, aiming to reach a \$30,000 goal. It was noted that the 50/50 raffle could proceed if a nonprofit organization is willing to manage it. Additionally, the team is exploring options like adding an ice cream cart. T. Christoff will contact Chris J. at Monster Motors, and B. Kuiper has asked Spring Arbor – Gainey School of Business to update the event logo for this year. For entertainment, the plan includes a DJ from MMG, a band near the beer garden, and TCCU Stage.
- B. DDA Strategic Planning – During the DDA strategic planning discussion, the board focused on Goal #2. For Objective A, the board proposed a comprehensive sponsorship model, similar to the approach used for the Cruise In, targeting up to 30 potential sponsors to begin outreach now. B. Kuiper will complete a list of what she needs to reach out to sponsors. She will email the board when she has this completed. The current list includes email suggestions, including names, contact information, and reasons for potential sponsors to invest. Sponsorship details and financial targets will be finalized as planning progresses. The board also agreed to reword Strategy #3 as a sponsor appreciation strategy. For Objective B, the board discussed implementing a tracking system in partnership with Leadership Jackson, setting a target number of hours based on last year's activities with a slight increase to better support staff. No significant changes were noted for Objective C.

V. Director Report – Updates provided by B. Kuiper.

VI. Board Member Announcements

- A. Member Announcements - none
- B. Future DDA Board Meetings: Next Board Meeting: December 12, 2024 (8a., City Hall – 10th Floor Conference Room)
- C. Executive Committee Meeting: November 26, 2024 (10a, City Hall – 6th Floor)

VII. Adjournment at 9:07am

Motion to adjourn: F. Dancy

Second: T. Christoff



Downtown Development Authority

Board Meeting

Minutes

Thursday, December 12, 2024
8am, City Hall—10th Floor, Jackson, MI

"Empower the DDA District by encouraging a vibrant and diverse environment and creating memorable experiences that strengthen our local economy, support businesses and engage residents."

- I. Call to order by J. Austin at 8:05am
Member present: T. Christoff, F. Dancy, J. Austin, J. Butterfield, T. Loveberry, B. Johncox, R. Wilkie, L. Miller
Members absent: A. Sayles, J. Webb, E. Valkucha, K. Sharrer
Staff present: B. Kuiper— DDA Director, M. Evans— Event & Economic Sustainability Specialist
Staff absent: D. Wheeler— Grand River Farmers Market Manager
City Manager present: J. Greene
- II. Public Comments: None
- III. Presentation: None
- IV. Regular Business
 - A. DDA Board Meeting Minutes, November 14, 2024 meeting
Motion to approve: J. Butterfield
Second: T. Christoff
Motion passes (8 yay, 0 nay)
 - B. Acceptance of November 2024 Financials- Nothing to review
 - C. City of Jackson Update—Jonathan Greene- HFH has expressed interest in participating but has not taken any actionable steps at this time.
- V. New Business
 - A. Facade Loan/Grants - Director Kuiper answered questions regarding the Match on Main. The application opens January 20, 2025. It matches up to \$25,000. Jake Cross was awarded the grant for 2024. The DDA applies on the behalf of the business and March 7 is the deadline. We can submit two applications this year.
 - 1. Motion to release liens: Lean Rocket Lab, LeMaster
Motion to approve: T. Christoff
Second: J. Butterfield
Motion passes (8 yay, 0 nay)
 - 2. Updates on Lammers, Rustic/Collective Market, RJ's Metropolitan Ice Cream, and Found Church

- B. Sponsorship List - Updated contact list- Director Kuiper is preparing the sponsorship packets with a goal of raising \$30,000. She will share the sponsorship contact list with board members and can add any additional contact details or information as needed.
- C. DDA Strategic Planning - Goal #3
 - 1. T. Christoff suggested we identify the underperforming events. It was suggested that there be a review committee that would meet after each event instead of just in the third quarter. During the January Board Meeting members will discuss dates and numbers for the goals. Beth is working on a new scorecard.
 - 2. January meeting we will add in the numbers for all the goals
 - 3. Beth is working on a new scorecard
- D. M. Evans - Wage increase approval from \$18.50 to \$19.50
Motion to approve: J. Butterfield
Second: F. Dancy
Motion passes (8 yay, 0 nay)

VI. Staff Report

A. Director Report - Attached

- 1. The DDA now has three volunteers from Save our Youth. Beth is working on moving them around based on what they are interested in. The DDA is working on the Window Decorating Contest, Christmas in the City (has been able to collaborate with Grass Lake Historical Society for the wagon ride), 12 Bars of Christmas (sold out!), Scrooge Night (UofM and MSU basketball ticket giveaway), Paranormal Pizza Party at the Theodore. The board discussed Blizzard Bizarre, noting that while it requires significant resources, businesses and restaurants responded positively to last year's event. The board expressed support for B. Kuiper's decision on how to proceed and where to focus the DDA's efforts.
- 2. B. Kuiper discussed Facebook trends.
- 3. The DDA is meeting with Leadership Jackson and David at JTV today to discuss website options and how to move forward
- 4. Hanging Flower Baskets – There is a need to confirm whether baskets can be hung on the light poles this year, as Engineering has begun removing signs from the poles.
- 5. The meeting about the Hayes commercial space went well. There will be more to come as the project progresses.
- 6. Gift Certificates aren't doing as well this year as last year.

B. GRFM Report - Attached

VII. Board Member Announcements

A. Member Announcements

VIII. Future DDA Board Meetings

- A. Board Meeting: January 9, 2025 (8a., City Hall – 10th Floor Conference Room)
- B. Executive Committee Meeting: December 24, 2025 (10a, City Hall – 6th Floor)
- C. Adjournment at 9:05am

Motion to adjourn: F. Dancy

Second: T. Christoff