



# **Downtown Development Authority**

## **Board Meeting**

### ***Minutes***

**Thursday, February 13, 2025**  
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**

The meeting was called to order by **Chair J. Austin** at **8:00 a.m.**

#### **II. Roll Call**

**Members Present:**

J. Austin T. Christoff, F. Dancy, B. Johncox, J. Webb, R. Wilkie, K. Sharrer, T. Loveberry, J. Butterfield, S. Pienta

**Members Absent:**

L. Janiak, B. Johncox,, R. Wilkie

**Staff Present:**

B. Kuiper – DDA Executive Director

M. Evans – Event & Economic Sustainability Specialist

**Staff Absent:**

D. Wheeler – Grand River Farmers Market

**City Manager Present:**

J. Greene

#### **III. Public Comments**

PB&J's, Crazy Cowboy, FFF, Tiki Sam's ,Rollin' Hoagies, and JYD to Go Food Truck Operators provided insight for upcoming changes to previous food truck events downtown. Topics addressed:

Food trucks events are being consolidated and streamlined.

Requesting transparency on how to get money back.

Would like to know sponsors,

What they are paying for.

Why are they being forced to use entertainment?

Is there a way to work together to make the event bigger and better every year?

Money up front is more of a problem than the amount of money.

Downtown days? Explanation was provided AGAIN that this is a retailer event.

#### **IV. Presentations**

No presentations.

## **V. Regular Business**

### **A. DDA Board Meeting Minutes, December 12, 2024 & January 9, 2025 Meetings**

Approval of February 13, 2025 DDA Board Meeting minutes.

Motion to Approve: J. Butterfield

Second: J. Webb

All ayes. Motion carried.

### **B. Acceptance of January 2025 Financials**

Motion to Approve: J. Webb

Second: K. Sharrer

All ayes. Motion carried.

### **C. City of Jackson Update – Jonathan Greene**

City Manager J. Greene informed the JDDA board that pay-to-park passed the City Council and that the DDA will need to assist with the implementation.

## **VI. New Business**

### **A. Finalize Strategic Planning Goals –**

Motion to approve the 2025-2027 Strategic Plan

Motion to approve: T. Loveberry

Second: T. Christoff

All ayes. Motion carried.

### **B. Food Truck Tuesday Event**

JDDA Board confirmed that the food truck vendors had three options moving forward: pay for the spots without leveraging sponsor support, host the event themselves or combine Food Truck Tuesday to Food Truck Friday with the DDA Cruise-In & Concerts. All ideas were met with hesitancy and tabled until 4/10/2025.

### **C. Leadership Jackson – Impact Report**

An update was provided on the upcoming Leadership Jackson presentation and the collaborative project. A final draft will be presented at the April 10, 2025 JDDA Board meeting.

### **D. Sponsorships – Cruise-In & Concerts**

Sponsorship amount is at \$19,700 with a goal to be at \$24,000 before 4/15/2025.

### **E. Volunteer Sign Up -**

Board members were asked to sign up for upcoming events.

## **VII. Staff Report**

A. Director Report – Director B. Kuiper reviewed the director's report with the JDDA board.

## **VIII. Board Member Announcements**

A. State of the City - Wednesday, March 19, 2025 at the City Center.

## **IX. Future DDA Board Meetings**

- A. Board Meeting: April 10, 2025 (8a., City Hall – 10<sup>th</sup> Floor Conference Room)
- B. Executive Committee Meeting: March 25, 2025 (10a, City Hall – 6<sup>th</sup> Floor)

## **X. Adjournment - Motion to adjourn at 9:32am**

Approval of Adjournment

Motion to Approve: J. Butterfield

Second: J. Webb

All ayes. Motion carried.