



Jackson Downtown Development Authority

Board Meeting

Minutes

Thursday, April 10, 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, notation of members present

The meeting was called to order by **Chair J. Austin** at 8:01 a.m.

Members Present:

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

Members Absent:

F. Dancy, L. Janiak

Staff Present:

B. Kuiper – DDA Executive Director

M. Evans – Event & Economic Sustainability Specialist

Staff Absent:

D. Wheeler – Grand River Farmers Market

City Manager: J. Greene, absent

II. Public Comments Presentation: Introduction of future board members: Sarah Toler, Grow Jackson and Michelle Moore, Blessed Nest. Additional attendee, Margaux Dever.

III. Regular Business

A. DDA Board Meeting Minutes, March 13, 2025 Meeting

Motion to approve: J. Butterfield

Second: K. Sharrer

All ayes. Motion carried.

B. Acceptance of February 2025 Financials: B. Johncox updated the board on the financials. It was reiterated this is the projection and changes will be made as needed. A \$35,000 deficit in the budget was addressed, requiring either cuts or additional revenue. B. Johncox reiterated this is a projection that will change as the year progresses and events are evaluated. Strategies discussed to close the financial gap included evaluating event costs, increasing sponsorships, and potentially seeking additional city funding.

Motion to approve February Financials: J. Webb

Second: J. Butterfield

All ayes. Motion carried.

C. City of Jackson Update – None.

IV. New Business

A. Finalize Strategic Planning Goals – Goals will be selected for the next 3 years.

1. Beth's scorecard updates: Cruise-In social media—Mike Sadler will take over social media for the Cruise-In and Concert. Sponsorship revenue—B. Kuiper has met the Cruise in sponsorship goals. The board discussed the benefit behind having sub-

committees for each event so they can be evaluated for cost to debt ration. These sub committees will be made up of board members and community members.

Motion to approve 2025 scorecard: J. Butterfield

Second: J. Webb

All ayes. Motion carried.

- B. Food Truck Tuesday Event - The Jackson food trucks had representation from Bert McLain, PB&J's and Terry Jo Nichols, Melted—The food trucks involved have decided to move Food Truck Tuesday to Keeley Park Fairgrounds. They requested that Food Truck Tuesday's branded items be transferred to them. Requested DDA to let the public know that the event is not going away and the Jackson Food Trucks will be taking charge. Discussion from the board and Food Truck Tuesday regarding the 3 options from the last Board Meeting.

Motion to approve Food Truck Option 3: J. Butterfield

Second: S. Pienta

1 nay, 9 ayes. Motion carried.

- C. Leadership Jackson – Impact Report - Discussion around changes to the Impact Report including prioritizing spotlights that directly correlate with what the DDA. The DDA requested any final changes be given to M. Evans by 5 PM Friday.

- D. Front Door Microgrant – Applications - B. Kuiper has 2 micro grant applications for flowers.

Motion to approve 2 grants: T. Loveberry

Second: T. Christoff

All ayes. Motion carried.

- E. Sign Grant Application - Lammers Sign Grant for \$500

Motion to approve Sign Grant of \$500: T. Christoff

Second: J. Butterfield

All ayes. Motion carried.

- F. Volunteer Sign Up - Board members were encouraged to sign up to volunteer for the Cruise-In & Concerts.

- G. Event Updates - Grand River Farmers Market has a new logo along with new swag to promote it. The Charcuterie Board Walk is coming up May 15.

V. Staff Report

- A. B. Kuiper updated the board on monthly activity

VI. Board Member Announcements

- A. No member announcements

VII. Future DDA Board Meetings

Board Meeting: May 8, 2025 (8a., City Hall – 10th Floor Conference Room)

Executive Committee Meeting: April 22, 2025 (10a, City Hall – 6th Floor)

VIII. Approval of Adjournment: J. Webb

Second: J. Butterfield at 9:44 AM

All ayes. Motion carried.