



Jackson Downtown Development Authority

Board Meeting

Minutes

Thursday, June 12, 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 **K. Sharrer** at 8:06 a.m.

Members Present: T. Loveberry, K. Sharrer, S. Pienta, R. Wilkie, L. Janiak, F. Dancy, J. Butterfield,

Members Absent: J. Austin, T. Christoff, B. Johncox, J. Webb, S. Toler, M. Moore

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, not present

II. Public Comments Presentation: None

III. Regular Business

A. DDA Truth in Taxation Public Hearing Minutes, May 27, 2025 Meeting

Motion to approve: J. Butterfield

Second: S. Pienta

All ayes. Motion carried.

B. DDA Special Meeting Minutes, May 27, 2025 Meeting

Motion to approve: S. Pienta

Second: J. Butterfield

All ayes. Motion carried.

C. Acceptance of April 2025 Financials

Motion to approve: J. Butterfield

Second: S. Pienta

All ayes. Motion carried.

D. City of Jackson Update – F. Dancy reported that the east side has a meeting coming up to talk about the survey that was done.

IV. New Business

A. Accept 2024/25 Amended Budget

Motion to approve: J. Butterfield

Second: L. Janiak

All ayes. Motion carried.

B. DDA Facade Grant/Loans

644 E. Michigan Ave

Motion to approve facade grant contingent on new application, receipts, and confirmation of correct permits for the city for the project: J. Butterfield

Second: F. Dancy

All ayes. Motion carried.

309 S. Jackson Street, St. Paul's Church is a historic building and requires city approval for proposed modifications. There was discussion regarding whether this project falls within the definition of a façade improvement. Jason will review and confirm whether it qualifies. The board agreed to follow up and tabled the discussion until the next meeting.

C. Front Door Microgrant Applications

Blue Julep

Motion to approve: J. Butterfield

Second: T. Loveberry

All ayes. Motion carried.

Marketplace Manna

Marketplace Manna submitted a funding request for \$200. The matching contribution amount would be \$100.

Motion to approve \$100 reimbursement to Marketplace Manna: J. Butterfield

Second: S. Pienta

All ayes. Motion carried.

The Book Exchange

Motion to approve: S. Pienta

Second: J. Butterfield

All ayes. Motion carried.

Collective Market

Motion to approve: J. Butterfield

Second: S. Pienta

All ayes. Motion carried.

Christoff and Sons Flooring

Approval contingent on clarification of the amount spent and the amount requested. The grant was approved for a maximum of \$206.10.

Motion to approve: S. Pienta

Second: L. Janiak

All ayes. Motion carried.

Virginia Coney Island

Approval contingent on clarification of the amount spent and the amount requested. The grant was approved for a maximum of \$236.57

Motion to approve: T. Loveberry

Second: S. Pienta

All ayes. Motion carried.

- D. Volunteer Sign Up - A digital volunteer sign-up sheet was emailed to board members, with a request for additional volunteers for the July 25 Cruise-In and Concert. This event is expected to be busy, as it will feature a family-oriented theme with activities including a driving simulator, STEM activities provided by Allskate, and other family-friendly attractions.

- E. DDA Director Scorecard - B. Kuiper reported that it looks strong overall, with targets being met. She emphasized that the DDA plans to return to "feel-good" stories for social media

and program sustainability. Jessica and Sarah will lead the effort to analyze events, and a tracking form has already been started. Social media growth was also highlighted as a positive trend. Lauren suggested including the reasoning behind scorecard status indicators—so the board can better understand what is happening and why. Beth will provide a more detailed breakdown going forward.

- F. Tom Loveberry—Fundraising Opportunity - Tom presented a fundraising idea involving a *Queen of Hearts* raffle game to raise funds for the DDA. He has researched the game thoroughly, including the licensing process required by the state. The license to operate the game for one year would cost \$2,600, with additional expenses for setup materials such as a shadowbox board, envelope system, and printing. Prize money would come from the jackpot pool, not from the DDA's portion of proceeds. The game requires a separate bank account and paperwork after each drawing. Only nonprofit organizations are eligible to run the game, and the state requires two designated spokespeople who are not allowed to participate in the game. Tom emphasized the importance of keeping the game structure standardized and simple, regardless of the jackpot size. Rules would also be in place for online ticket purchases, including what happens if participants fail to complete necessary steps like selecting a number.

Next Steps: Draft a formal proposal for board approval that outlines the roles, responsibilities, required tools, costs, and how the initiative fits into the overall budget and workload. Board members were requested to submit any questions or feedback within the next day.

- G. Event Updates-

Cruise-In and Concert events are on track and progressing as planned.

Food Truck Friday had a slower turnout, which was expected due to the late approval of the event.

Food Truck Tuesday was pretty well-attended and went smoothly.

V. Staff Report

- A. Director Report – Attached. B. Kuiper is working on the June Cruise-In and Concert, as well as finishing up financials. There were no questions from the board at this time.

Michigan Main Street will present at the August board meeting to share information about the available resources and benefits of membership. B. Kuiper asked the board to review the Main Street packet, which was included in the previously distributed board materials, in preparation for the next meeting. Board members are encouraged to consider whether this is a direction we want to pursue and if the organization has the capacity to support it.

VI. Board Member Announcements

- A. Member Announcements - None

VII. Future DDA Board Meetings

Board Meeting: August 7, 2025 (8a., City Hall – 10th Floor Conference Room)

Executive Committee Meeting: June 24, 2025 (10a, City Hall – 6th Floor)

VIII. Approval of Adjournment at 9:29

Motion to Approve: F. Dancy

Second: R. Wilkie