



Downtown Development Authority

Board Meeting

Minutes

Thursday, January 8, 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.”

1. Call to Order

The meeting was called to order by **Chair J. Austin** at **8:10 a.m.**

2. Roll Call

Members Present:

T. Christoff, F. Dancy, J. Austin, T. Loveberry, B. Johncox, K. Sharrer

Members Absent:

J. Butterfield, L. Miller, A. Sayles, E. Valkucha, R. Wilkie, J. Webb

Staff Present:

B. Kuiper – DDA Executive Director

M. Evans – Event & Economic Sustainability Specialist

Staff Absent:

D. Wheeler – Grand River Farmers Market Manager

City Manager Absent:

J. Greene

3. Approval of Agenda

Unable to approve January 9 Board Agenda due to lack of Quorum.

4. Public Comments

No public comments were made.

5. Presentations

None.

6. Approval of Minutes

The **December 12, 2024, meeting minutes** could not be approved due to a lack of quorum.

7. Financial Report

November 2024 Financials:

- Unable to approve November 2024 Financials due to lack of Quorum.
- Revenue and expenses for November 2024 were released yesterday.
- A coding issue was identified in wage allocations; B. Kuiper will correct this.
- Discussion included specifics in the November budget and the need for continued review of programming budgets by staff and the board.

8. City of Jackson Update

In the absence of J. Greene, **F. Dancy** provided an update:

- A grocery store is planned for downtown, with a projected opening in 2026.
- The Gillespie Group is engaged in the project.
- **Action Item:** F. Dancy suggested B. Kuiper follow up with J. Greene for updates on Hayes development.

9. New Business

2025 Meeting Schedule:

- The board discussed implementing a texting service to remind members of upcoming meetings.

Strategic Planning Goals:

- The board discussed specific numbers and percentages for goals and objectives.
- Finalization of the goals was deferred to the next board meeting.

Events and Community Impact:

- Sponsorships:
 - Events that do not generate revenue will not be pursued.
 - A program review committee will be established to evaluate event viability.
- **Food Truck Tuesday:**
 - Discussion about reducing the frequency to once a month.
 - **Action Item:** Form a committee to determine the future of Food Truck Tuesday.

Program Review Committee:

- Established to assess the return on investment (ROI) of events like Food Truck Tuesday and Cruise-In.

Main Street – Network Level:

- Updates deferred to the next meeting.

10. Reports

- **Staff Report:** Presented by B. Kuiper.
- **Director Report:** Attached.
- **Grand River Farmers Market (GRFM) Report:** Attached.

11. Announcements

Board Member Announcements:

- No Board Member Announcements

12. Next Meetings

- **DDA Board Meeting:** February 13, 2025, at 8:00 a.m., City Hall – 10th Floor Conference Room.
- **Executive Committee Meeting:** January 28, 2025, at 10:00 a.m., City Hall – 6th Floor.

13. Adjournment

The meeting adjourned at **9:28 a.m.**



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 – 10th Floor Conference Room)
- B. Executive Committee Meeting: March 25, 2025 (10a, City Hall – 6th Floor)

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

Approval of Adjournment
Motion to Approve: J. Butterfield
Second: J. Webb
All ayes. Motion carried.



Downtown Development Authority

Board Meeting

Minutes

Thursday, March 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.
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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.

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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 – 10th Floor Conference Room)
- B. Executive Committee Meeting: March 25, 2025 (10a, City Hall – 6th Floor)

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

Approval of Adjournment

Motion to Approve: J. Butterfield

Second: J. Webb

All ayes. Motion carried.



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.



Downtown Development Authority

DDA Special Board Meeting

Tuesday, May 27, 2025
8:10 am, City Hall – 2nd 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.”

Minutes

- I. Call to order, notation of members present
The Special Meeting was called to order by Vice-Chair K. Sharrer at 8:11am.

Members Present:
T. Loveberry, T. Christoff, S. Toler, K. Sharrer, F. Dancy, J. Butterfield, J. Webb

Members Absent:
M. Moore, B. Johncox, S. Pienta, L. Janiak, R. Wilkie
- II. Regular Business
 - A. DDA Board Meeting Minutes, April 10, 2025 Meeting
Motion to approve: J. Butterfield
Second: F. Dancy
All ayes. Motion passed.
 - B. Acceptance of March 2025 Financials
Motion to approve: J. Butterfield
- III. New Business
 - A. Accept 2025/26 Budget
Motion to accept: J. Butterfield
Second: S. Toler
All ayes. Motion carried.
 - B. Gift Certificate Policy – Release of Funds
Motion to approve: T. Christoff
Second: J. Butterfield
All ayes. Motion carried.
 - C. JTV Contract – 2025/26 Renewal
Motion to approve: J. Butterfield
Second: J. Webb
All ayes. Motion carried.

IV. Future DDA Board Meetings

- A. Board Meeting: June 12, 2025 (8a., City Hall – 10th Floor Conference Room)
- B. Executive Committee Meeting: May 27, 2025 (9a, City Hall – 6th Floor)

V. Adjournment – 8:18am

Motion to approve: J. Butterfield

Second: T. Loveberry

All ayes: Motion carried.



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



Downtown Development Authority

DDA Public Hearing

Tuesday, May 27, 2025
8:00 am, City Hall – 2nd 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.”

Minutes

I. Call to order, notation of members present

The Public Hearing was called to order by **DDA Vice-Chair K. Sharrer** at 8:01am.

Members Present:

T. Loveberry, T. Christoff, S. Toler, K. Sharrer, F. Dancy, J. Butterfield, J. Webb

Members Absent:

M. Moore, B. Johncox, S. Pienta, L. Janiak, R. Wilkie

II. New Business

A. Approve L-4029 Truth in Taxation

Motion to approve tax rate request at 1.9996 Mills: J. Butterfield

Second: T. Christoff

All ayes: Motion carried.

III. Approval of Adjournment: 8:11am.

Motion to Approve: T. Christoff

Second: J. Butterfield



Jackson Downtown Development Authority

Board Meeting

Minutes

Thursday, September 11, 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 8:05 a.m.

Members Present: K. Sharrer, F. Dancy, T. Christoff, M. Moore, S. Toler, J. Butterfield, B. Johncox

Members Absent: R. Wilkie, S. Pienta, L. Janiak, J. Webb, T. Loveberry

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: None

- III. Presentation: Meterless Parking – Ryan Terrant, CEO, Jackson Chamber of Commerce
R. Terrant shared updates on the meterless parking plan and answered questions. A proposed 50% rate increase was determined to be too high. Instead, parking permits, parking fines, and a one-time \$700 business assessment will be used to establish a baseline, giving a year to review data and adjust. The priority is consistent enforcement to recover revenue. Communication tools such as posters, signage, and QR codes will be developed to guide patrons. Consideration will also be given to options for free or reduced-cost employee parking passes.

IV. Regular Business

- A. DDA Board Meeting Minutes, August 14, 2025 Meeting -
Motion to approve: J. Butterfield
Second: T. Christoff
All ayes. Motion carried.
- B. Acceptance of July 2025 Financials- A question was raised about the consistency of revenue from the Grand River Farmers Market. B. Johncox explained that vendors pay at the beginning of each season.
Motion to approve July Financials: J. Butterfield
Second: F. Dancy
All ayes. Motion carried.
- C. City of Jackson Update – Jonathan Greene (absent) -F. Dancy provided an update, noting that additional grocery store information will be released soon. He reported \$90,000 for land from the Gillespie Group, with groundbreaking scheduled for March. Further details regarding East Michigan Avenue development are expected in 2026, including housing and other projects.

V. New Business

A. Meterless Parking:

Motion to approve the proposed plan from the Chamber: M. Moore

Second: J. Butterfield

All ayes. Motion carried.

B. DDA Director Scorecard - B. Kuiper

L. Janiak suggested in prior meetings, breaking out the scorecard month by month.

Additional details have been added to reflect progress made. A few items are at risk for year-end but remain on track overall. The only area of uncertainty is the façade grants, which are not moving forward for various reasons. Event costs will be evaluated against goals of bringing people downtown and into small businesses. The Charcuterie Boardwalk is believed to have met this goal, and J. Webb will assist in further review.

C. Event Updates

The downtown events dates calendar were passed around to board members. We have the last Cruise-In and Concert coming up, along with Fall Fest & Chili Classic (we need more volunteers for this event), Haunted Tours, Witches Walk, Christmas in the City, and 12 Bars of Christmas.

VI. Staff Report

A. Director Report – B. Kuiper

Report attached. A grant application was submitted to support DDA costs such as computers, Grand River Marketplace needs, and event printing. Social media engagement (likes, follows, and interactions) is being monitored. Staff also plan to visit several Detroit-area DDAs to gather best practices.

VII. Board Member Announcements

A. Member Announcements -

VIII. Future DDA Board Meetings

Board Meeting: October 9, 2025 (8a., City Hall – 10th Floor Conference Room)

Executive Committee Meeting: September 23, 2025 (10a, City Hall – 6th Floor)

IX. Adjournment at 9:25 a.m.



Jackson Downtown Development Authority

Board Meeting

Minutes

Thursday, August 14, 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 8:11a.m.

Members Present: T. Loveberry, K. Sharrer, S. Pienta, L. Janiak, F. Dancy, J. Butterfield, T. Christoff, M. Moore, J. Webb

Members Absent: B. Johncox, S. Toler, 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: J. Greene (absent)

- II. Public Comments Presentation: **Michigan Economic Development Corporation** – Leigh Young (MI Main Street Senior Specialist), Blake Newman (Redevelopment Ready Community Planner), Holden Branch (Community Development Manager) The MEDC provides free technical assistance, board development, and support through a balanced “Four Point Approach” of Economic Vitality, Design, Promotion, and Organization. Vibrancy Grants of \$15,000–\$25,000 are available, and the program emphasizes broad community engagement with strong board participation. Director Kuiper identified local priorities including business recruitment and retention, placemaking, sponsorship growth, improved downtown maps, business resource packets, and enhanced website connections. The board was very positive about moving forward with this initiative, noting there are different levels at which the DDA can commit: Network Level (no commitment), Engaged Level (1–3 year commitment), Select Level (5 year commitment), and Master Level (2+ year commitment, requiring completion of earlier levels).

- III. Public Comment – David Hammontree noted that the website has been updated to include current financial information for public access.

IV. Regular Business

- A. DDA Board Meeting Minutes, June 12, 2025 Meeting

Motion to approve: J. Webb

Second: J. Butterfield

All ayes. Motion carried.

- B. Acceptance of May & June 2025 Financials

Motion to approve: J. Butterfield

Second: L. Janiak

All ayes. Motion carried.

- C. City of Jackson Update – Jonathan Greene was not present. F. Dancy provided the update:

Apartments have been approved and are expected to break ground in November. The commercial kitchen/City Center will have a soft opening next week, with Big Guy Catering and a tour of the ballroom. Road construction is progressing.

V. New Business

A. J. Austin Resignation & Officer Vacancy - Opens up a board seat.

Motion to approve K. Sharrer to chair and Jessica as co-chair: J. Butterfield

Second: T. Christoff

All ayes. Motion carried.

Motion to appoint S. Pienta to the Secretary of the Executive position: F. Dancy

Second: T. Christoff

All ayes. Motion carried.

B. Board member attendance policy: Discussion about establishing a clear attendance policy for board members to provide consistent support and involvement in the progress of the DDA. This policy will be reviewed by the executive board.

C. Meterless Parking – Debi Koehn from the Assessor's Office presented on the proposed plan. The formula considers existing businesses, their parking needs, and the number of spaces they own or lease. The Chamber has worked with the community and Engineering Department to create this plan. It includes a \$700 flat fee plus an additional amount based on what each business pays to account for employee and customer use is proposed. The proposal will go to City Council on September 19, with confirmation on September 30. The board will vote on the plan at the September 11 meeting after further clarification.

D. Volunteer Sign Up - September & Winter Events

E. DDA Director Scorecard - B. Kuiper

F. 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, while Food Truck Tuesday are fairly well-attended.

VI. Staff Report

A. Director Report – Attached.

VII. Board Member Announcements

A. Member Announcements -

B. Motion to move to go Executive Session:

Motion: J. Butterfield

Second J. Webb

Grievance from Stellers: The complaint involved alleged harassment and favoritism by D. Wheeler, Market Manager. Third-party witnesses indicated no alleged accosting occurring. Issues raised included hawking license use, systematic oppression, favoritism toward one vendor, and other violations of Farmers Market rules, with Michigan Farmers Market Association guidelines referenced. As a result, the involved parties were suspended beginning 6/28 for disruptive behavior over a two-week period. The board discussed terms for an indefinite suspension.

Motion to close out the grievance and suspend the involved parties, with a review of their application allowed if they apply in the future.

Motion to Approve: J. Webb

Second: M. Moore

6 Ayes: J. Webb, M. Moore, K. Sharrer, S. Pienta, L. Janiak, J. Butterfield

3 Nays: T. Loveberry, F. Dancy, T. Christoff

Motion carries

Motion to Move Back to Open Meeting: J. Butterfield

Second: T. Loveberry

VIII. Future DDA Board Meetings

Board Meeting: September 11, 2025 (8a., City Hall – 10th Floor Conference Room)

Executive Committee Meeting: August 26, 2025 (10a, City Hall – 6th Floor)

IX. Approval of Adjournment

Motion: J. Butterfield

Second: J. Webb



Jackson Downtown Development Authority

Board Meeting

Minutes

Thursday, November 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, notation of members present

The meeting was called to order at 8:11 a.m. by K. Sharrer

Members Present:, S. Toler, K. Sharrer, J. Butterfield, B. Johncox, S. Pienta, T. Christoff, F. Dancy,

Members Absent: L. Janiak, J. Webb, M. Moore, T. Loveberry, R. Wilkie

Staff Present:

B. Kuiper – DDA Executive Director

M. Evans – Event & Economic Sustainability Specialist

Staff Absent:

Others Present: Devin Roof- Epic Blue Marketing, Roberta Dalenberg - Oak & Iron

II. Public Comments: no comments

III. Presentation: None

IV. Regular Business

A. DDA Board Meeting Minutes, September 11, 2025 Meeting

Motion to approve: J. Butterfield

Second: B. Johncox

All ayes. Motion carried.

B. Acceptance of August 2025 Financials- GRFM and additional programming budget addressed.

Motion to approve: J. Butterfield

Second: S. Toler

All ayes. Motion carried.

C. City of Jackson Update – F. Dancy; Vice Mayor; 2nd Ward - Development agreement for grocery store - groundbreaking the first week of December. Gillespie Group based out of Lansing, MI selected as contractor and launching from the successful Capitol City Market in downtown Lansing, MI.

V. New Business

A. GRFM Transition — The Executive Committee met to discuss solutions regarding the current financial deficit due to recent lost city support. All programs were reviewed thus eliminating the GRFM. After discussions with Jacob Inosencio from Grow Jackson, the committee agreed that it is in the DDA/GRFM/Grow Jackson’s best interest to support the GRFM transition from the DDA to Grow Jackson. Staff will work with both entities to ensure a smooth transition as the DDA steps out of the program.

Motion to cease administration of the Grand River Farmers Market prior to the winter season:

Motion to approve: J. Butterfield

Second: Scott Pienta

All ayes. Motion carried.

- B. DDA Director Scorecard — B. Kuiper; the DDA raised \$7700 for Holiday events, a huge increase from last year at \$600. A Facebook story was done on the Luna Lux Lounge and has received 600+ likes. The DDA staff is working hard to support events through the end of the year. B. Kuiper and K. Sharrer will meet before the next board meeting to update the scorecard.
- C. Event Updates — Upcoming events: Christmas Parade (11/21) Christmas in the City (11/22), Window Decorating Contest (11/22-12/20), Winter Whimsy Artwalk (12/4), and 12 Bars of Christmas Holiday Crawl (12/20). Partnerships ART 634 for the Artwalk, Elizabeth Wray for the 12 Bars of Christmas and multiple other community members will drive thousands downtown this shopping season. We will continue to evaluate all events for sustainability.

VI. Staff Report

- A. Director Report – B. Kuiper (Report attached)- The Haunted Tours generated \$4,400, and we plan to offer the event again next year. A few businesses are closing, and there was discussion on how we can support remaining businesses and direct resources to help them continue operating.

VII. Board Member Announcements

- A. Member Announcements - Discussion took place regarding Main Street. Director B. Kuiper asked if the board would like a pitch on the Yiftee Gift Certificate program, and the board agreed to moving this already popular DDA program to an automated process.

VIII. Future DDA Board Meetings

- A. Board Meeting: December 11, 2025 (8a., City Hall – 10th Floor Conference Room)
- B. Executive Committee Meeting: November 20, 2025 (10a, City Hall – 6th Floor)

IX. Adjournment at 9:21 a.m.



Jackson Downtown Development Authority

Board Meeting

Minutes

Thursday, May 8, 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 8:08 a.m.

Members Present:

T. Loveberry, T. Christoff, S. Toler, M. Moore, K. Sharrer, J. Austin, F. Dancy, B. Johncox, S. Pienta, J. Butterfield, L. Janiak

Members Absent:

J. Webb, 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 Absent: J. Greene

II. Public Comments Presentation: None

Additional attendees: Joe Hawley, JTV

III. Regular Business

A. DDA Board Meeting Minutes, April 10, 2025 Meeting

Motion to approve: T. Christoff

Second: K. Sharrer

All ayes. Motion carried.

B. Acceptance of March 2025 Financials— B. Johncox reported that there are no significant changes at this time. The Executive Board is actively working on the budget and its presentation, and will continue to accept and incorporate feedback. Gift certificate funding remains on track.

Motion to approve: T. Loveberry

Second: K. Sharrer

All ayes. Motion carried.

C. City of Jackson Update – F. Dancy— No updates

IV. New Business

A. Accept 2025/26 Budget—3 year budget from last meeting.

Revenue: Projected revenue includes a 3% increase in property tax funding. Conversations with the City regarding their contribution are ongoing. The budget also reflects a 15% increase in sponsorships as outlined in the Strategic Plan. Additionally, \$40,000 is expected to be released this year to support the Gift Certificate program.

Expenses: On the expense side, a standard 3% increase has been applied to salaries and wages. The current budget does not allow for an increase in staff hours. Staffing for the year

includes two part-time employees at 30 hours per week. Hiring a full-time staff member would require additional funding beyond what is currently budgeted. A 3% increase is also applied to

general operational expenses. Sponsorship of the Gus Macker event and Social District related expenses have been removed from the budget.

Grants & Initiatives: There was discussion around the need to allocate funding for potential grant opportunities and future initiatives. To ensure readiness to support these efforts as they arise, \$15,000 has been budgeted for this purpose.

Comments: Per J. Austin, B. Kuiper would like to find a way to start a matching component to the Gift Certificate program. She is also looking into transitioning the program to an online platform, such as Gifty, to help reduce administrative costs.

Motion to approve 2025/2026 Budget: K. Sharrer

Second: S. Pienta

All ayes. Motion carried.

- B. L-4029 - Approve Millage— The Board discussed the expectations and responsibilities of the DDA, including the requirement to hold a public hearing as part of the budget approval process. B. Kuiper will schedule a special meeting to conduct the public hearing, including a board meeting for formal approval. Final budget approval is required by June 10.
- C. Gift Certificate Policy - Release of Funds
After 3 years: Write off 25% of the liability, After 4 years: Write off 50% of the liability, After 5 years: Write off 100% of the liability.
Motion to approve DDA – Gift Certificate Release of Funds Policy: T. Christoff
Second: L. Janiak
All ayes. Motion carried.
- D. JTV Contract—Same as last year
Motion to approve Contract: J. Butterfield
Second: T. Loveberry
All ayes. Motion carried.
- E. Front Door Microgrant - Application
Motion to approve Marketplace Manna Microgrant: T. Loveberry
Second: B. Johncox
All ayes. Motion carried.
- F. Volunteer Sign Up Request
May sign-up volunteers: S. Toler, S. Pienta, and L. Janiak
- G. DDA Director Scorecard— No questions
- H. Event Updates— The Charcuterie event is scheduled for next week with nearly 70 attendees registered. Planning continues for the Cruise-In and Concerts. Food Truck Tuesdays will return downtown, now managed independently by the Food Truck Committee, which has submitted a Special Event Application. The DDA's only responsibility will be to provide power for the events as needed.

V. Staff Report

- A. Director Report – Attached

VI. Board Member Announcements

- A. Member Announcements— None

VII. Future DDA Board Meetings

Board Meeting: June 12, 2025 (8a., City Hall – 10th Floor Conference Room)

Executive Committee Meeting: May 27, 2025 (10a, City Hall – 6th Floor)

VIII. Approval of Adjournment at 8:52 a.m.

Motion to Approve: K. Sharrer

Second: S. Pienta



Jackson Downtown Development Authority

Board Meeting

Minutes

Thursday, December 11, 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 at 8:02 a.m. by K. Sharrer

Members Present: S. Toler, K. Sharrer, J. Butterfield, B. Johncox, T. Christoff, F. Dancy, M. Moore, T. Loveberry, S. Pienta

Members Absent: R. Wilkie, L. Janiak

Staff Present:

B. Kuiper – DDA Executive Director

M. Evans – Event & Economic Sustainability Specialist

City Manager: J. Greene (absent)

Others Present: D. Roof

II. Public Comments: no comments

III. Presentation: Tyson Senevoravong - Yiftee Account Executive: The presentation was cancelled due to non-working computers required for the presentation. B. Kuiper gave a brief update and explanation of the program. Benefits discussed included automation, easier auditing, and immediate reimbursement to participating retailers. Additional details are included in the information packet.

IV. Regular Business

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

Motion to approve: B. Johncox

Second: T. Christoff

All ayes. Motion carried.

B. Acceptance of September and October 2025 Financials

Motion to approve: J. Butterfield

Second: F. Dancy

All ayes. Motion carried.

C. City of Jackson Update – Freddy Dancy - Parking was discussed, including current concerns and potential solutions.

V. New Business

A. Final 2025 Scorecard Report - An update was provided on our current status; see the packet for details. Discussion followed on how to revise the scorecard for next year to focus on areas that are working and within our control, rather than factors we cannot influence.

B. Main Street Scorecard - Discussion focused on starting at the network level, utilizing a community interest form and scorecard, and providing technical assistance. The goal is to better connect with the Main Street network and foster collaboration, supported by other Main Street communities and Main Street staff. The initiative is planned to kick off in January.

- C. 2026 DDA Board Meeting Calendar- The board discussed the meeting schedule and gauged interest in moving from monthly meetings to a quarterly structure to better align with Main Street. It was noted that such a change would require a formal motion and amendments to the bylaws.

Following discussion, the motion was revised. A motion was made to adopt a 2026 board meeting calendar with meetings held every other month, while the Executive Committee would continue to meet monthly.

Motion to approve: S. Pienta

Second: S. Toler

Vote: All ayes. Motion carried.

Following the vote, S. Pienta withdrew support for the motion and requested that the item be reflected as a discussion in the minutes.

- D. Board Matrix- K. Sharrer will distribute a document to the board to inventory members 'skills, connections, and areas of expertise. This information will be used to support future board recruitment and assist with the transition to Main Street by identifying strengths across the board.

VI. Staff Report

- A. Director Report – B. Kuiper (Report attached)- An update was provided on the audit, funds raised, staff activities, and recent events. Event highlights included Haunted Tours (\$4,400 raised), Christmas in the City, and Art Walks in partnership with Art 634 (March, Summer, September, Oktoberfest, Shop Small Saturday in November, and 12 Bars of Christmas). A window decorating contest was also held with 29 participating businesses. Economic vibrancy update included a note that a new business, Pop Up Round Up, opened at 224 Martin Luther King Jr. Drive, operated by Larry Harris and Justin Counts.

VII. Board Member Announcements

- A. Member Announcements - None

VIII. Future DDA Board Meetings

- A. Board Meeting: January 8, 2026 (8a., City Hall – 10th Floor Conference Room)
- B. Executive Committee Meeting: December 23, 2025 (10a, City Hall – 6th Floor)

IX. Adjournment at 8:59 a.m.

Motion: F. Dancy

Second: T. Christoff