

Meeting of the Niles DDA Main Street Board of Director
Regular Board Meeting at City Hall
333 N 2nd Street, 3rd Floor Conference Room, August 1, 2024, at 4:30 p.m.

MISSION: Strengthen downtown through economic development and encourage historic preservation to promote economic growth.

www.uncoverniles.com

CALL TO ORDER by Chair Justin Flagel at 4:30 p.m.

ROLL CALL:

PRESENT: Nick Shelton, Jessica Nelson, Linda Casperson, and Cindy Ray, Michael Reed
ABSENT: Fredda Zeiter, Tracy Waggoner, Mark Weber, and Council Liaison Gretchen Bertschy
VISITORS: Vikki Jurgonski, Chance and Missy Smith, Harry Thibault, Ric Huff
STAFF: Lisa Croteau

ADOPTION OF THE AGENDA:

Motion: Nelson motioned to approve the agenda; **Shelton** seconded. Motion carried unanimously.

PUBLIC COMMENT: None

PRESENTATIONS: None

CONSENT AGENDA:

1. **Board Meeting Minutes of June 27, 2024**
2. **Approving the Managers and Committee Reports.**

Motion: Nelson motioned to approve the Consent Agenda as presented; **Ray** seconded. Motion carried unanimously.

TREASURER'S REPORT:

3. **Update on Financials**
Financial Report submitted ending, June 30, 2024.

DIRECTOR'S REPORT: Introduction of Items for Discussion/Items for Board Action Review

4. Review Manager's Report:

- The holiday lights on the Underground Laugh Lounge have been installed. Sheila Koebel is planning a spring fundraiser to help pay for lighting of all buildings downtown.
- Radio Shack is moving from Martin's Plaza to 105 E. Main Street.
- Nick Shelton and Brian French are working on branding.
- Promotions Committee have exciting plans for a Fall Festival.
- Lisa met with enFocus and they have reinstated their original marketing plan for Niles and/or Niles and Buchanan.
- Trash receptacle stickers have been issued to downtown business owners to help identify whose receptacle each business uses.

5. Review upcoming National Accreditation Process

MMS National Main Street self-assessment forms are due by August 31, 2024. Return completed forms to Lisa by August 22. It was suggested that the next DDA Board meeting be moved to August 29 to discuss the self-assessment forms prior to the deadline.

6. Update Strategic Planning Process

There is a Strategic Planning meeting scheduled for October 28, 2024.

7. Update on the Forge

The Niles City Council approved the alternate construction bid that included concrete pavement instead of asphalt. There will be a strategic meeting on October 28.

Harry Thibault asked about the plans for the alleyway next to his building. He explained that water seeps into his building and utility meters get hit by cars.

8. Review Furniture Recommendation from Design Committee for Board Approval

The Design Committee met and approved an update on outdoor furniture from Sisters Bay Furniture. The furniture is made of composite materials instead of the metal furniture originally chosen.

Motion: Shelton motioned to approve the Design Committee’s recommendation to purchase outdoor furniture from Sisters Bay Furniture to be placed at the Forge upon completion. **Nelson** supported the motion. Motion carried unanimously.

9. Discuss Placer AI

Jessica Nelson gave a report on the Placer AI project and how it will benefit the community in tracking visitors that come to Niles.

WORKING MEETING:

10. Review Forge Contract and Authorize the Chair to Sign

Motion: Shelton motioned to approve the Forge project contract from Wightman and Associates upon review from Joe Ray and the City Attorney and authorized the DDA Chair to sign the contract. **Reed** supported the motion. Motion carried unanimously.

BOARD MEMBER’S REPORT:

Shelton reported that a NODE Committee has been formed to oversee the area. Shelton presented options for the sign entering the area that contained metal mesh with various finishes. It was concluded that black-on-black would be the best choice.

Discussion followed regarding the title for the area. Both the “Forge” and the “N.O.D.E.” (Niles Outdoor Dining Experience) have been mentioned simultaneously. He further explained that everyone identifies the area as the NODE from past events during Covid. There was further discussion regarding logo and branding.

Motion: Shelton motioned to formally name the area the “NODE.” **Nelson** seconded the motion. Motion carried unanimously.

City Administrator Ric Huff briefly discussed a break-in downtown at the bargain shop in the Riverfront Square shopping center. The police department is investigating the matter.

Ric Huff also mentioned that Radio Shack is moving to 105 E. Main Street from the Martin's Shopping Center. They have applied for a \$30,000 Revolving Loan at 3.3% for 5 years from the City of Niles. Mr. Huff stated that he plans to place the item on the next City Council Agenda. He asked if the DDA would support the use of Revolving Loan Funds

Motion: Shelton motioned to support the use of the Revolving Loan Fund for Dylan Roberts, owner of Radio Shack. **Casperson** seconded the motion. Motion carried unanimously.

Reed mentioned that Round Barn backed out from developing the former church at Grant and Lincoln. The building has been sold to another church.

Flagel once again asked for volunteers to sign-up to present to the Niles City Council a Downtown Development Authority report. It takes less than 3 minutes at the beginning of the meeting.

The Memorandum of Understanding for Administrative Services between the City of Niles and the Downtown Development Authority was reviewed and there were recommended minor changes:

5. It was recommended that proposed changes be given 3 months in writing instead of 6 months.
4. Reimbursement for TIF (Tax Increment Finance) property revenue lost due to the city acquiring property within the district. Attorney Senaca and City Administrator Huff will make the necessary language changes.

Motion: Shelton motioned to approve the minor changes to Proposed Changes to Service subject to three months in writing. **Nelson** seconded the motion. Motion carried unanimously.

ADJOURNMENT

Nelson moved to adjourn at 5:27p.m.

Next Meeting Date: **Thursday, August 29, 2024 at 4:30PM.**

Respectfully submitted:

Linda Casperson, Secretary

Date