

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 29, 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 4:35 p.m.

ROLL CALL:

PRESENT: Justin Flagel, Jessica Nelson, Linda Casperson, Fredda Zeiter, Cindy Ray, Michael Reed and Gretchen Bertschy

ABSENT: Nick Shelton, Tracy Waggoner, Mark Weber

VISITORS: Vikki Jurgonski, and Missy Smith

STAFF: Lisa Croteau

ADOPTION OF THE AGENDA:

Motion: Zeiter motioned to approve the agenda; Ray seconded. Motion carried unanimously.

PUBLIC COMMENT: None

PRESENTATIONS: None

CONSENT AGENDA:

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

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

TREASURER'S REPORT:

3. **Update on Financials**

Financial Report submitted ending, July 31, 2024.

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

4. **Review Manager's Report:**

- Radio Shack is open at 105 E. Main Street.
- Placer AI – Currently geofencing and creating points of interest. 79 of 91 points of interest entered.
- Vibrancy Grant has been closed with NODE contract. (Nelson arrived at 4:39).
- Promotions Committee planned a Fall Festival event: Fri-Yay the 2nd Friday of each month.
- Quarterly MMS Training in Cheboygan September 23-24 is a required training for the year and will be focused on the Promotion Point with PR/Media training.
- T-Mobile is offering an up to \$50,000 grant: Help Drive Local Change, due 9/30. Lisa thought that LED lights and solar charging stations as projects. Reed mentioned that he is a solar technician. (Bertschy arrived at 4:44pm)
- Update on trash hauling downtown. Discussion if trash is being picked up regularly.

5. Update on the Forge: Discuss proposed curb cut

There was discussion regarding curb cut change order to avoid future maintenance issues of water seeping into curb seam (freezing/thawing). Lisa and Fredda are working with City Administrator Ric Huff to formalize a commitment on engineering costs with Wightman and Associates.

Motion: Ray made a motion to address the curb cut change order with funds from the NODE project. **Nelson** seconded the motion. Voice vote unanimously. Motion carried.

Working Meeting:

6. Review Logo Design by Brian French and Nick Shelton
No decisions made.

7. Review Social Media Marketing Proposal from OnBase Productions
Quotes were obtained from OnBase Productions and Great Life News for media marketing which includes event coverage, on-the-street testimonials from customers and visitors, and business highlights. It was suggested to put together a contract that shows specific details.

8. Review and Complete Self Evaluations for National Accreditation
Each board member’s evaluation worksheet was reviewed and discussed. Lisa will be submitting the proper paperwork to National Main Street.
Motion: Zeiter made a motion to approve the compiled self-evaluations to be submitted to National Main Street. Casperson seconded the motion. Voice vote unanimously. Motion carried.

Board Members Reports:

Casperson stated that she attended the city council meeting and gave a DDA report.

Zeiter mentioned that the Design Committee is working on wayfinding signs.

Reed stated that he is a member of the Economic Vitality Committee.

Council Member Bertschy reported that CDBG funds have been allocated to home owners that qualify for home repairs. There is a proposal on the November 5 ballot for park funding millage which includes a splash pad.

Chair Report:

Flagel stated that he is working with attorney on finalizing contract with the city and DDA administration.

Promotions Committee is putting together a fall festival. Plans for Small Business Saturday.

ADJOURNMENT

Nelson moved to adjourn at 5:52p.m.

Next Meeting Date: **Thursday, October 3, 2024 at 4:30PM.**

Respectfully submitted:

Linda Casperson, Secretary

Date