

Meeting Minutes
Downtown Development Authority – Regular Meeting
October 14, 2020 6:00 p.m. at Rotary Pavilion

Members Present: Scott Croft, Heather Marks, Sandy Witt, Mike Gunter, Barb McHenry, Brenda Butler

Members Absent: Laura Nichols, Bob Valdez, Cindy Zanger

Village Representative(s) present: Joe Frey Village Administrator

1. Call to Order 6:09 pm.
2. Visitors – April Wolfe, Cindy Zanger (Zoom), Jackie Bates
3. Approval of Minutes – Discussion and review held.
 - a. Motion – Butler made a motion to approve all minutes as presented. McHenry second. None opposed, motion carried.
4. Committee Reports – Discussion held. Chairperson(s) provided synopsis.
 - a. Presented reports – Economic Vitality, Design, and Events & Outreach.
5. Coach Light Plaza Report – Update provided
 - a. Tabled until Village Council review (10/26/20)
6. Sponsorship update – Discussion and review.
 - a. 71% “Ask” garnered
 - b. \$31,000 + to date
7. Election of Officers – Discussion.
 - a. Tabled until next meeting.
8. Mini Park update – Discussion and review held
 - a. Edge (vendor) update with billing.
 - b. Design update provided with recommendations.
 - c. New cost estimate projection, \$99,083.54.
 - d. Discussion of loan.
 - e. Motion –Croft made a motion to pay Edge the billing of \$4,200 for services rendered in association with the Mini Park project. McHenry second. Roll called: Marks – Yes, McHenry – Yes, Witt – Yes, Croft – Yes, Butler – Yes. Absent – Gunter, Valdez, Zanger, and Nichols. Motion carried.
9. Radio Advertisement – Discussion and review.
 - a. Motion – Witt made a motion to pay I-Heart Radio \$1,530.00 of the \$2,530.00 statement. The remaining balance to be paid by the Yuletide budget. Butler second. Roll called: Marks – Yes, McHenry – Yes, Witt – Yes, Croft – Yes, Butler – Yes, Gunter – Yes. Absent – Valdez, Zanger, and Nichols. Motion carried.

10. Façade Amendment for JEQ Real Estate – Discussion and review held.
 - a. Motion – McHenry made a motion to accept the changes from JEQ contingent on the approval by the DDA Design committee. Noting further information to be provided. Payment up to \$15,000.00, \$5,000.00 per year for 3 years. Butler second. Roll called: Marks – Yes, McHenry – Yes, Witt – Yes, Croft – Yes, Butler – Yes, Gunter – Yes. Absent – Valdez, Zanger, and Nichols. Motion carried.
11. Yuletide update – Discussion and review held
 - a. Covid 19 protocols update.
12. Wassail update – Discussion and review held.
 - a. Options provided on “how” the event could take place.
 - b. Board, through discussion, approved the event on the condition that the Chairs feel confident the event will be allowed under Covid protocol.
13. Parade of Lights update – Discussion and review held.
 - a. Modifications presented.
14. Planter Sponsorship – Discussion and review held.
15. DDA Software – Discussion and review held.
 - a. Request from the DDA Director for permission to use at a monthly expense.
 - b. Motion – Butler made a motion to authorize up to \$600.00 for one year’s use of the software. McHenry second. Roll called: Marks – Yes, McHenry – Yes, Witt – Yes, Croft – Yes, Butler – Yes, Gunter – Yes. Absent – Valdez, Zanger, and Nichols. Motion carried
16. Director’s Report – Presented in DDA Board packet for member review.
17. Unfinished Business –
 - a. Motion – Butler made a motion to purchase a Christmas Tree (already in the budget for up to \$10,000.00). Henry second. Roll called: Marks – Yes, McHenry – Yes, Witt – Yes, Croft – Yes, Butler – Yes, Gunter – Yes. Absent – Valdez, Zanger, and Nichols. Motion carried
18. New Business – None discussed.
19. Announcements – None provided.
20. Adjournment –
 - a. Butler made a motion to adjourn the DDA Board meeting, McHenry second. None opposed, motion carried.
21. Adjournment at 7:42 p.m.