

Meeting Minutes  
Downtown Development Authority – Regular Meeting  
130 S. Lane St. September 25, 2019 6:00 p.m.

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

Members Absent: Bob Valdez, Laura Nichols

Village Representative(s) present: Jim Wonacott, Village Administrator.

1. Call to Order 6:01 pm.
2. Approval of Minutes (August) – Butler motioned to approve amended minutes (\*), Wolfe second. None opposed, motion carried. (\*) Bullet 18 had the following added, “Wolfe second. None opposed, motion carried”.
3. Visitor – Steve Swartz of Cumulus Media presented an advertisement proposal that included special rates for local Business Owners to “piggyback” on DDA purchased advertisement. Advertisement would be promoting Blissfield and events of Blissfield (specific to DDA sponsored events at this time). Discussion occurred.
4. Motion – Croft motioned to purchase option 2 of the Cumulus Radio proposal(s). To spend up to \$4,750. Have Cumulus solicit 15 businesses to participate at a cost of \$250/business. Leaving the Village of Blissfield DDA an expenditure of \$1,000.00 for the advertisement. Witt second. Roll called: all Yes, none opposed, motion carried.
5. Thank you – A note of Thanks was read from Karen Waggoner. Karen and a host of others who painted the Barn Quilt located at 117 W. Adrian. DDA provided \$500.00 for the project to be used for supplies.
6. Committee Reports – Commerce met 08/29/2019. Design committee met on 09/03/2019. Outreach committee met on 09/18/2019.
7. Strategic Planning – A discussion of the Strategic Planning of the DDA was held. Reading material was presented to the Board members for review. Direction was to review and be prepared to discuss at future meetings.
8. Advertising Review – Discussion held on the advertising proposal from Joe Bennett of Friends Communication. No action was taken.
9. Bus Trip – Discussion held on the upcoming (10/15) bus trip to other Main Street Organizations. An agenda was presented.
10. DDA Director Reporting – Discussion held on the want/need of the DDA Director’s reporting to the DDA Board and the Village Council. It was noted that the Board wants the reporting to the Board to remain as is. Members of the Village Council that sit on the DDA Board were advised to discuss their required DDA reporting at an upcoming Village Council meeting if desired.

11. Budget Review – It was noted that uncollected TIF funds have been properly secured and are to be in the budget of the DDA.
12. Unfinished Business –
  - a. Work Plans are to be reviewed and may be requested at the next DDA Board meeting.
13. Announcements –
  - a. It was noted that Jim Wonacott has announced his upcoming retirement as the Village Administrator of the Village of Blissfield.
  - b. McHenry spoke on the Village of Blissfield's decision to appoint a Clerk and Treasure in lieu of placing those positions on the ballot for election. Citing the importance to ensure that the individual(s) are qualified for the position being appointed (hired).
  - c. Bubblz grand opening ribbon cutting TBD.
14. Adjournment – Croft motioned to adjourn the DDA Board meeting, McHenry second. None opposed, motion carried.
15. Adjournment at 7:29 p.m.