



# **Board of Directors Regular Meeting Agenda**

**Monday, May 20, 2019 3 p.m. | City Hall Community Room**

- I. CALL TO ORDER
- II. ROLL CALL
- III. ADOPTION OF AGENDA
- IV. MINUTES – April 15, 2019
- V. FINANCIAL REPORT – April 2019
- VI. ACTION ITEMS
  - A. Legal Services –  
**Motion:** Authorize Andrew Haan to execute agreement with legal counsel based on the recommendation of legal services committee.
- VII. DISCUSSION ITEMS
- VIII. BOARD COMMENTS
- IX. PUBLIC COMMENTS
- X. ADJOURNMENT



# **Board of Directors Regular Meeting Minutes**

**Monday, April 15, 2019 3 p.m. | City Hall Community Room**

**PRESENT:** Jeff Breneman, Stephanie Hinman, Patti Owens, Carl Brown, Mayor Bobby Hopewell, Grant Fletcher, Susan Lindemann, Ryan Wieber, Bob Miller

**ABSENT:** Carl Brown

**STAFF:** Andrew Haan, Deb Houseman, Jennifer Jelenek, Sue Huggett, Meghan Behymer

**OTHER:** John Kneas

## **I. CALL TO ORDER**

**DIRECTOR FLETCHER CALLED THE MEETING TO ORDER AT 3:38 P.M.**

## **II. ROLL CALL**

**PRESENT:** Jeff Breneman, Bob Miller, Patti Owens, Grant Fletcher, Susan Lindemann, Ryan Wieber, Stephanie Hinman, Mayor Bobby Hopewell

**ABSENT:** Carl Brown

**DIRECTOR OWENS MOVED TO EXCUSE ABSENT BOARD MEMBERS. DIRECTOR LINDEMANN SECONDED. MOTION CARRIED.**

## **III. ADOPTION OF AGENDA**

**DIRECTOR OWENS MOVED TO ADOPT THE AGENDA. DIRECTOR WIEBER SECONDED. MOTION CARRIED.**

## **IV. MINUTES – March 18, 2019**

**DIRECTOR OWENS MOVED TO APPROVE THE MARCH 18, 2019 MINUTES. DIRECTOR HINMAN SECONDED. MOTION CARRIED.**

## **V. FINANCIAL REPORT – March 2019**

Deb Houseman reviewed the March 2019 financial report.

**DIRECTOR MAYOR HOPEWELL MOVED TO APPROVE THE MARCH 2019 FINANCIAL REPORT. DIRECTOR OWENS SECONDED. MOTION CARRIED.**



# **Board of Directors Regular Meeting Minutes**

**Monday, April 15, 2019 3 p.m. | City Hall Community Room**

- VI. ACTION ITEMS – No action items
- VII. DISCUSSION ITEMS – No discussion items
- VIII. BOARD COMMENTS – No Board comments
- IX. PUBLIC COMMENTS – No public comments
- X. ADJOURNMENT

**DIRECTOR FLETCHER ADJOURNED THE MEETING AT 3:42 P.M.**

**DOWNTOWN ECONOMIC GROWTH AUTHORITY PROFIT/LOSS**  
**APRIL 30, 2019**

REVENUES	MONTH TO DATE ACTUAL	MONTHLY BUDGET	MONTHLY VARIANCE	YEAR TO DATE ACTUAL	YEAR TO DATE BUDGET	YEAR TO DATE VARIANCE	ANNUAL BUDGET	
DOWNTOWN ECONOMIC GROWTH AUTHORITY TIF	\$ -	\$ 7,898.08	\$7,898.08	\$0.00	\$31,592.33	\$31,592.33	\$ 94,777.00	
KALAMAZOO MALL MAINTENANCE (CITY OF KALAMAZOO)	\$ -	\$ 4,934.17	\$4,934.17	\$0.00	\$19,736.67	\$19,736.67	\$ 59,210.00	
CITY OF KALAMAZOO OPERATIONS LOAN	\$ -	\$ 32,046.42	\$32,046.42	\$0.00	\$128,185.67	\$128,185.67	\$ 384,557.00	
STATE CONTRIBUTION FUNDS	\$ -	\$ 6,298.17	\$6,298.17	\$0.00	\$25,192.67	\$25,192.67	\$ 75,578.00	
FUND BALANCE CONTRIBUTION	\$ -	\$ 12,500.00	\$12,500.00	\$150,000.00	\$50,000.00	-\$100,000.00	\$ 150,000.00	
INTEREST INCOME	\$ 100.26	\$0.00	-\$100.26	\$410.20	\$0.00	-\$410.20	\$0.00	
<b>TOTAL REVENUES</b>	<b>\$ 100.26</b>	<b>\$ 63,676.83</b>	<b>\$63,576.57</b>	<b>\$150,410.20</b>	<b>\$254,707.33</b>	<b>\$104,297.13</b>	<b>\$ 764,122.00</b>	
<b>EXPENDITURES</b>								
<b>PEOPLE</b>		\$975.66	\$9,434.17	\$8,458.51	\$3,808.71	\$37,736.67	\$33,927.96	\$113,210.00
DOWNTOWN AMBASSADOR PROGRAM/MAINTENANCE								
ENGAGEMENT, SURVEYS & FEEDBACK								
<b>PLACE</b>	\$ 1,909.14	\$19,631.50	\$17,722.36	\$9,773.04	\$78,526.00	\$68,752.96	\$235,578.00	
PLANNING								
PUBLIC SPACE INVESTMENT & MAINTENANCE								
STREET INTERVENTIONS								
<b>EXPERIENCE</b>	\$10,854.86	\$15,445.33	\$4,590.47	\$42,065.96	\$61,781.33	\$19,715.37	\$185,344.00	
MARKETING/COMMUNICATIONS								
EVENTS								
<b>GROWTH</b>	\$ 6,685.17	\$9,583.33	\$2,898.16	\$28,463.28	\$38,333.33	\$9,870.05	115000	
BUSINESS RETENTION & RECRUITMENT INITIATIVES								
<b>DEBT OBLIGATIONS</b>	\$ -	\$3,749.17	\$3,749.17	\$0.00	\$14,996.67	\$14,996.67	\$44,990.00	

**DOWNTOWN ECONOMIC GROWTH AUTHORITY PROFIT/LOSS**  
**APRIL 30, 2019**

REVENUES	MONTH TO DATE ACTUAL	MONTHLY BUDGET	MONTHLY VARIANCE	YEAR TO DATE ACTUAL	YEAR TO DATE BUDGET	YEAR TO DATE VARIANCE	ANNUAL BUDGET
<b>ADMINISTRATION</b>	\$ 4,208.34	\$5,833.33	\$1,624.99	\$17,597.99	\$23,333.33	\$5,735.34	\$70,000.00
OPERATIONS							
AUDIT							
FUND BALANCE/CONTINGENCY							
<b>TOTAL EXPENSES</b>	\$ 24,633.17	\$ 63,676.83	\$39,043.66	\$ 101,708.98	\$254,707.33	\$152,998.35	\$ 764,122.00
<b>TOTAL REVENUES OVER/UNDER BUDGET</b>	\$ (24,532.91)	\$0.00	\$ (24,532.91)	\$ 48,701.22	\$0.00	\$ 48,701.22	\$0.00



# DOWNTOWN REPORT

An overview of Downtown Kalamazoo

May 2019

## Planning and Re-Organization

- **DDA Development & TIF Plan Dissolution** - DDA TIF and Development Plan will be dissolved May 20 by the City Commission, as recommended by DDA board.
- **Project Support & Incentives Policy** - Work continues in partnership with the City on the Downtown Economic Growth Authority Project Support and Incentives Policy.
- **Safety Committee** – Initiating discussion about the role of the Safety Committee and possibilities to broaden feedback and input on public safety issues Downtown.

## IMPACT AREA | People

### PROJECTS + INITIATIVES + EVENTS

- **Community Engagement** – The team is working to increase community engagement and feedback through surveys and website forms.

### COALITION FOR PEOPLE

In April, the Coalition discussed inclusivity in programming for the summer event series and collected feedback on the types of services a downtown ambassador program should include. In June, the Coalition will discuss inclusivity in leadership and community engagement processes.

## IMPACT AREA | Place

### PROJECTS + INITIATIVES + EVENTS

- **Spring Spruce UP DOWNtown** – The team is gearing up for May 23! Currently, more than 100 volunteers are signed up from organizations and companies across and outside of Downtown. Volunteers will be assigned projects throughout the Downtown area, including planting, trash pick-up, painting, etc.
- **Parking Study** – Recommendations will be presented to the boards this summer. The Partnership is working with a PR firm to develop a communications plan.

### COALITION FOR PLACE

In April, the Coalition brainstormed possible pilot/pop-up bike lane locations, potential areas for alleyway activation and continued discussion about Portland Loo locations with input from DKRRA. In June, the Coalition will focus on outcomes from the following working groups: Streetscape Plan, Arcadia Creek Festival Place Plan, and Alleyway Activation.

## IMPACT AREA | Experience

### PROJECTS + INITIATIVES + EVENTS

- **Communications** – The team has ramped up social media efforts and is working to engage and promote Downtown businesses. Content buildout continues on the website.
- **Summer Event Series:**
  - **MARINARathon** – Team decided to cancel due to low interest/sign-up.

- **Beats on Bates** – Weekly summer music series on Bates Alley. Every Wednesday 5-8 p.m. June -August. Community sponsors include the Black Arts & Cultural Center, OutFront Kalamazoo, the Arts Council of Greater Kalamazoo, the Gilmore Keyboard Festival.
- **Workout Wednesdays** – Free weekly summer workout event at Arcadia Creek Festival Place. Engaging with 12 local businesses and organizations to provide a class every Wednesday June-August from 5:30 – 6:30 p.m.
- **Autos & Eats on the Alley** – Free car show on the Alley on June 15 5-8 p.m. Presented by Fresh Coast Auto Detail.
- **Zoo Moto Vintage Motorcycle Show Series** – Vintage Motorcycle show taking place the 3<sup>rd</sup> Sunday of each month June-September 10 a.m. – 2 p.m.
- **Vintage in the Zoo – Bates Alley** – Key vendors that complement Bates Alley businesses will set up on the Alley on Art Hop nights June-October.

## COALITION FOR EXPERIENCE

In April, the Coalition discussed the summer event series and provided feedback on success metrics developed for each event. The June meeting will focus on planning for the Fall Harvest event, Silent Disco, and Holiday event series. The Public Art Strategy working group meets this month to start identifying goals and strategies.

## IMPACT AREA | Growth

### PROJECTS + INITIATIVES + EVENTS

- **Redevelopment Liquor Licenses** - The team is working to finalize changes to the redevelopment liquor license process with the City and make policy changes to include areas within the Downtown Economic Growth Authority boundary. Process and materials will go up on the website this summer.
- **Business Development Workshops** – The team is partnering with SCORE to bring four workshops Downtown, including topics on QuickBooks, developing a strong business model for a new business or expansion, and developing a marketing strategy. Discussions continue with SBDC to identify ways to partner in the future.
- **Downtown Dollars Program** – The team surveyed Downtown businesses to determine how to improve the existing Downtown Dollars Program. More than 30 businesses participated. Based on feedback, the team is exploring how to make the program more consumer-friendly without increased cost to the businesses.

### COALITION FOR GROWTH

In April, the Coalition participated in a strategic planning session to identify top priorities for Downtown Kalamazoo within the realm of Growth. Major themes discussed included leveraging anchor institutions for Downtown growth, developing a robust business attraction and retention strategy, business incentives, and promotion of entrepreneurship. In June, the Coalition will continue to build on the work done and identify next steps forward. The team convened the Data & Technology working group to review online data management mapping tools.

## Downtown Development Projects

Stay updated on downtown construction projects by visiting: <https://downtownkalamazoo.org/construction>

## Digital Marketing and Communications

### PRESS RELEASES

[Kalamazoo Downtown Partnership welcomes new board members as part of growing leadership network](#)

[Spring Spruce UP DOWNtown scheduled for May 23](#)

[2019 2<sup>nd</sup> Annual MARINARathon, outdoor pasta dinner downtown Kalamazoo](#)

## **IN THE NEWS**

[Kalamazoo City Commission votes to buy public restroom for \\$107K](#)

[Kalamazoo chef, instructor wins Food Network baking championship](#)

[Artists create blown-glass sculptures inspired by local kids battling cancer](#)

[Late-night food truck rally series starts tonight in Kalamazoo](#)

[Community cheers on Kalamazoo Marathon runners on race day](#)

[Breakfast restaurant reopens, with new name, in downtown Kalamazoo hotel](#)

[Color Run, billed as happiest 5K on the planet, returns to Kalamazoo on 2019 'Love Tour'](#)

[Sir Mix-A-Lot, Conor Oberst top Bell's summer concert lineup](#)

[Kalamazoo Mayor appointed by governor to serve on MEDC Executive Committee](#)

[Bell's Brewery tour has been named as one of best in the U.S.](#)

[Downtown church, Nazareth motherhouse could be demolished after proposed historic districts rejected](#)

[Kalamazoo downtown construction projects are focus of public meeting](#)

[Downtown Kalamazoo will get \\$60 million cancer center](#)