

Board of Directors Regular Meeting Agenda

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. ADOPTION OF AGENDA
- IV. MINUTES – June 17, 2019 Regular Meeting
- V. FINANCIAL REPORT – June 2019
- VI. ACTION ITEMS
- VII. PRESENTATION – DEGA Bonding – Jessica Wood
- VIII. DISCUSSION ITEMS
 - A. Project review and policy committee update
- IX. BOARD COMMENTS
- X. PUBLIC COMMENTS
- XI. ADJOURNMENT

Board of Directors Regular Meeting Minutes

Monday, June 17, 2019 3 p.m. | City Hall Community Room

PRESENT: Jeff Breneman, Stephanie Hinman, Patti Owens, Grant Fletcher,
Susan Lindemann, Bob Miller

ABSENT: Carl Brown, Mayor Bobby Hopewell, Ryan Wieber

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

OTHER: Jessica Wood

I. CALL TO ORDER

DIRECTOR FLETCHER CALLED THE MEETING TO ORDER AT 3:33 P.M.

II. ROLL CALL

PRESENT: Jeff Breneman, Stephanie Hinman, Patti Owens, Grant Fletcher,
Susan Lindemann, Bob Miller

ABSENT: Carl Brown, Mayor Bobby Hopewell, Ryan Wieber

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

III. ADOPTION OF AGENDA

DIRECTOR MILLER MOVED TO ADOPT THE JUNE 17, 2019 AGENDA. DIRECTOR OWENS SECONDED. MOTION CARRIED.

IV. MINUTES – May 20, 2019 Regular Meeting and May 30, 2019 Special Meeting

DIRECTOR BROWN MOVED TO APPROVE THE MAY 20, 2019 REGULAR MEETING MINUTES. DIRECTOR OWENS SECONDED. MOTION CARRIED.

DIRECTOR MILLER MOVED TO APPROVE THE MAY 30, 2019 SPECIAL MEETING MINUTES. DIRECTOR LINDEMANN SECONDED. MOTION CARRIED.

V. FINANCIAL REPORT – May 2019

Deb Houseman reviewed the May 2019 financial report.

Board of Directors Regular Meeting Minutes

Monday, June 17, 2019 3 p.m. | City Hall Community Room

DIRECTOR MILLER MOVED TO APPROVE THE MAY 2019 FINANCIAL REPORT.
DIRECTOR OWENS SECONDED. MOTION CARRIED.

VI. ACTION ITEMS

A. Project Review Committee

Andrew Haan introduced Joe Agostinelli of Southwest Michigan First, who has been working with Rebekah Kik and Andrew regarding Brownfield Redevelopment Authority. Andrew briefly reviewed the strategic planning session held at the end of May.

Andrew recommended a project review committee be created and formed of the Kalamazoo Downtown Economic Growth Authority Executive Committee and additional key experts. The committee would meet as needed in advance of Board executive committee. The committee would vet projects, work with developers and ask key questions; staff would put together an incentive package and bring back to the full Board a presentation.

Director Owens, Director Miller noted they are pleased about the alignment of processes between the Boards, City and Brownfield Redevelopment Authority.

DIRECTOR OWENS MOVED TO APPROVE THE CREATION OF THE PROJECT REVIEW COMMITTEE AND DELEGATE THE POPULATION OF THE COMMITTEE TO THE KALAMAZOO DOWNTOWN ECONOMIC GROWTH AUTHORITY EXECUTIVE COMMITTEE AND STAFF. DIRECTOR HINMAN SECONDED. MOTION CARRIED.

VII. DISCUSSION ITEMS – No discussion items

VIII. BOARD COMMENTS – No Board comments

IX. PUBLIC COMMENTS

Rebekah Kik provided an overview of the Congress for New Urbanism conference she attended noting the small streets, intentional alleyway activation and the opportunity to work on a project in the city prior to the conference. Andrew noted that an email with a link to the CNU newsletter will be sent.

X. ADJOURNMENT

DIRECTOR FLETCHER ADJOURNED THE MEETING AT 3:51 P.M.

DOWNTOWN ECONOMIC GROWTH AUTHORITY PROFIT/LOSS
JUNE 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	\$47,388.50	\$47,388.50	\$ 94,777.00
KALAMAZOO MALL MAINTENANCE (CITY OF KALAMAZOO)	\$ -	\$ 4,934.17	\$4,934.17	\$59,210.00	\$29,605.00	-\$29,605.00	\$ 59,210.00
CITY OF KALAMAZOO OPERATIONS LOAN	\$ -	\$ 32,046.42	\$32,046.42	\$0.00	\$192,278.50	\$192,278.50	\$ 384,557.00
STATE CONTRIBUTION FUNDS	\$ -	\$ 6,298.17	\$6,298.17	\$0.00	\$37,789.00	\$37,789.00	\$ 75,578.00
FUND BALANCE CONTRIBUTION	\$ -	\$ 12,500.00	\$12,500.00	\$150,000.00	\$75,000.00	-\$75,000.00	\$ 150,000.00
SPONSORSHIPS	\$ 1,485.00	\$0.00	-\$1,485.00	\$1,485.00	\$0.00	-\$1,485.00	\$0.00
INTEREST INCOME	\$ 121.78	\$0.00	-\$121.78	\$637.74	\$0.00	-\$637.74	\$0.00
TOTAL REVENUES	\$ 1,606.78	\$ 63,676.83	\$62,070.05	\$211,332.74	\$382,061.00	\$170,728.26	\$ 764,122.00
EXPENDITURES							
PEOPLE	\$2,347.87	\$9,434.17	\$7,086.30	\$10,622.21	\$56,605.00	\$45,982.79	\$113,210.00
DOWNTOWN AMBASSADOR PROGRAM/MAINTENANCE							
ENGAGEMENT, SURVEYS & FEEDBACK							
PLACE	\$ 12,314.28	\$19,631.50	\$7,317.22	\$28,543.09	\$117,789.00	\$89,245.91	\$235,578.00
PLANNING							
PUBLIC SPACE INVESTMENT & MAINTENANCE							
STREET INTERVENTIONS							
EXPERIENCE	\$16,212.47	\$15,445.33	-\$767.14	\$69,847.04	\$92,672.00	\$22,824.96	\$185,344.00
MARKETING/COMMUNICATIONS							
EVENTS							
GROWTH	\$ 6,321.09	\$9,583.33	\$3,262.24	\$41,315.83	\$57,500.00	\$16,184.17	\$115,000.00
BUSINESS RETENTION & RECRUITMENT INITIATIVES							
DEBT OBLIGATIONS	\$ -	\$3,749.17	\$3,749.17	\$0.00	\$22,495.00	\$22,495.00	\$44,990.00

DOWNTOWN ECONOMIC GROWTH AUTHORITY PROFIT/LOSS
JUNE 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
ADMINISTRATION	\$ 8,933.34	\$5,833.33	-\$3,100.01	\$31,389.67	\$35,000.00	\$3,610.33	\$70,000.00
OPERATIONS							
AUDIT							
FUND BALANCE/CONTINGENCY							
TOTAL EXPENSES	\$ 46,129.05	\$ 63,676.83	\$17,547.78	\$ 181,717.84	\$382,061.00	\$200,343.16	\$ 764,122.00
TOTAL REVENUES OVER/UNDER BUDGET	\$ (44,522.27)	\$0.00	\$ (44,522.27)	\$ 29,614.90	\$0.00	\$ 29,614.90	\$0.00



DOWNTOWN REPORT

An overview of Downtown Kalamazoo

July 2019

Planning and Re-Organization

- **DDA Development & TIF Plan Dissolution** – DDA, City staff working with BRA Board, counsel, and developers to assign previous DDA project support commitments to appropriate parties.
- **Project Support & Incentives Policy** – DEGA staff and Executive Committee working to populate a project review/policy committee that will develop project support recommendations to be presented to DEGA Board for approval. Committee to be made up of DEGA Executive Committee, with 3-4 additional members that bring experience in design, finance, and development.
- **Downtown Safety Efforts** – Downtown Partnership working with KDPS to develop a regular opportunity for community at-large to engage with staff and KDPS to share downtown safety concerns.
- **Staff Capacity** – The Partnership is reviewing staff roles and responsibilities, and determining where additional capacity needed, with a focus on downtown planning/maintenance/community engagement/project management

IMPACT AREA | People

PROJECTS + INITIATIVES + EVENTS

- **Ambassador Program Community Survey** – The Partnership will release a community survey in July to assess priorities for an Ambassador Program, building on feedback from the Coalition for People.

COALITION FOR PEOPLE

In June, the Coalition discussed Urban Speaker Series topics, as well as leadership training for board and coalition members and staff. In August, the Coalition will participate in a program planning exercise for 2020.

IMPACT AREA | Place

PROJECTS + INITIATIVES + EVENTS

- **Parking Study** – The Partnership is working on an engagement plan and coordinating with a PR firm to develop messaging. Recommendations will be presented in the coming months.
- **Portland Loo** – After gathering feedback from the Coalition and the Downtown Kalamazoo Retail and Restaurant Association, the Partnership is working with the City to identify a final location for the Portland Loo. The restroom has been ordered and is slated to arrive late 2019.
- The Partnership is working with the City to create a downtown streetscape guide.

COALITION FOR PLACE

In June, the Coalition discussed Urban Speaker Series topics and examples of transformational public space projects. In August, the Coalition will participate in a program planning exercise for 2020.

The Alleyway Activation Working Group has identified Exchange Place as the next priority and is working on ideas for improvements.

The Arcadia Creek Festival Place Working Group and the previously created task force will begin to reimagine design and uses of the festival place. The Partnership is sending out an RFP for a consultant to lead public engagement and design for the process.

IMPACT AREA | Experience

PROJECTS + INITIATIVES + EVENTS

- **Summer Event Series:**
 - [Beats on Bates](#) – In June, Beats on Bates hosted performances from OutFront Kalamazoo, Jazz & Creative Institute, So Long Belladonna, and Black Arts & Cultural to an average of 80-100 people each Wednesday. The Partnership will send a survey to event sponsors and Bates Alley businesses midway through the series. Social media engagement increases weekly, with over 56,000 impressions.
 - [Workout Wednesdays](#) – Bronson Athletic Club, YMCA of Greater Kalamazoo, Counterpoint Pilates and Down Dog Yoga Center hosted classes in June, with 20-30 participants each class. Feedback is largely positive – participants enjoy working out outdoors, think the festival place is a good location and indicated that they are interested in visiting the business's studio after taking the class. Most participants found out about the event through social media and are either residents of the City or downtown employees.
 - [Autos & Eats on the Alley](#) – On June 15, approximately 300 attendees gathered in Bates Alley and the parking lot next to the alley to enjoy Autos & Eats on the Alley presented by Fresh Coast Auto Detail. \$1,500 in sponsorships was collected and there is interest from sponsors to have another event.
 - [Zoo Moto Vintage Motorcycle Gathering Series](#) – On June 16, Checkered Past Cycles brought 20 bikes to Bates Alley for the first of four Zoo Moto Vintage Motorcycle gatherings. Despite rainy weather, approximately 75 people came to the alley on Father's Day to enjoy some coffee, conversation and vintage motorcycles. The next gathering takes place July 21 10 a.m. – 2 p.m.
 - [Vintage in the Zoo – Bates Alley](#) – The first of five events took place on June 7. Key vendors that complement Bates Alley businesses set up on the alley, offering a wide array of products. Vintage in the Zoo requested that hours be extended to 9 p.m. for future events. Vintage in the Zoo on Bates Alley takes place the first Friday of every month June-October.

COALITION FOR EXPERIENCE

In June, the Coalition discussed Summer Sidewalk Sales, Silent Disco, and components of the Holiday Event Series. The Partnership is excited to be introducing a photobooth at Summer Sidewalk Sales and launching a bag design competition for the organization's iconic holiday bag. The August meeting will participate in a program planning exercise for 2020.

The Public Art Strategy working group put together a series of guiding principles for public art. The working group meets early July to identify potential locations and projects.

The Fall Harvest working group brainstormed a variety of downtown fall event ideas. The working group will meet in the next week to determine which events to move forward with and continue planning efforts.

IMPACT AREA | Growth

PROJECTS + INITIATIVES + EVENTS

- **Redevelopment Liquor Licenses** – The Partnership is meeting with the City to finalize policy changes. The new process and materials will go up on the website this summer.
- **Business Development Workshops** – The Partnership hosted the first QuickBooks workshop in collaboration with SCORE. The [Business Model Canvas](#) workshop will be held July 17 and is open to any existing downtown businesses and anyone thinking about starting a business.

- **Downtown Dollars Program** – Based on feedback received, the Partnership is moving forward with a new, online Downtown Dollars system through a Michigan-based platform called [Conpoto](#). Details to come, with an expected launch of Fall 2019.
- **Data and Mapping** – The Partnership has been working to build out geo-spatial business and real estate data with a company called [Citiesense](#) to be embedded on our website. The Partnership also expects to introduce pedestrian count technology to the downtown before the end of the year.
- **Summer Sidewalk Sales** – The annual Summer Sidewalk Sales event returns to downtown Kalamazoo July 25-27. 21 vendors will line up in tents along the Kalamazoo Mall, with additional stores participating in the sales at their downtown location.

COALITION FOR GROWTH

In June, the Coalition built upon the previous strategic planning session to make concrete recommendations for 2020 programming. In August, the Coalition will continue to build out program recommendations and priorities. The Partnership expects to create two new working groups around business incentives and entrepreneurship.

Downtown Development Projects

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

Digital Marketing and Communications

PRESS RELEASES

[Spring Spruce UP DOWNtown volunteers beautify downtown Kalamazoo](#)

[Downtown Kalamazoo kicks off an event-filled summer](#)

IN THE NEWS

[Kalamazoo Promise logo to be painted on new water tower](#)

[Downtown Kalamazoo to host 35th Do-Dah Parade](#)

[Kalamazoo honors fallen veterans with Memorial Day Parade](#)

[Food trucks, local performers return for Lunchtime Live in Downtown Kalamazoo](#)

[Happy 140th! Ladies' Library Association building, an American landmark](#)

[Bell's Beer Garden kicks off summer of live music in renovated space](#)

[Free historical tours return to Kalamazoo](#)

[Kalamazoo among US cities with most breweries per capita](#)

[15 one-of-a-kind finds at June Jubilee](#)

[Pride Festival 2019 kicks off with Miss\(ter\)](#)

[Kalamazoo Pride Pageant](#)

[Do-Dah Parade entertains thousands](#)

[Live music featured during weekday events on Bates Alley](#)

[Three young peregrine falcons learn to fly from nest in downtown Kalamazoo](#)

[Kalamazoo to get a 'mobile library'](#)

[Kalamazoo Mayor Bobby Hopewell delivers final State of the City address](#)

[Free music in Bates Alley this summer](#)

[New Book Will Reveal The "Hidden" History Of Downtown Kalamazoo](#)

[Kalamazoo Community Foundation gives out \\$2.3 Million in grants](#)

[City Centre Market & Deli opens on Kalamazoo Mall](#)

[OutFront Kalamazoo organizes community reflection on 50th anniversary of Stonewall Riots](#)

[Kalamazoo Institute of Arts preps for revolutionary new exhibits](#)

[Workspace design firm extending reach](#)

[Farmers Alley theatre presents AVENUE Q](#)

[Foundation Awarded State Funding to Add Housing to Downtown Kalamazoo](#)