KALAMAZOO DOWNTOWN
ECONOMIC GROWTH
AUTHORITY

Board of Directors Regular Meeting Agenda

April 30th, 2020 12 p.m. | Zoom Webinar

I. CALL TO ORDER

II. ROLL CALL

III. ADOPTION OF AGENDA

IV. MINUTES – January 27th Regular Meeting

V. FINANCIAL REPORT – March 2020

VI. ACTION ITEMS

A. Board Member terms

VII. AMBASSADOR PROGRAM EXERCISE

VIII. DISCUSSION ITEMS

IX. BOARD COMMENTS

X. PUBLIC COMMENTS

XI. ADJOURNMENT

KALAMAZOO DOWNTOWN
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Board of Directors Regular Meeting Minutes

Monday, January 27, 2020 3 p.m. | City Hall Community Room

PRESENT: Jeff Breneman, Stephanie Hinman, Mayor David Anderson, Grant Fletcher, Susan Lindemann, Bob Miller

ABSENT: Patti Owens, Carl Brown, Ryan Wieber

STAFF: Andrew Haan, Jennifer Kitson Jelenek, Deb Houseman, Meghan Behymer

OTHER: Jessica Wood

I. CALL TO ORDER

DIRECTOR FLETCHER CALLED THE MEETING TO ORDER AT 3:20 P.M.

II. ROLL CALL

PRESENT: Jeff Breneman, Stephanie Hinman, Mayor David Anderson, Grant Fletcher, Susan Lindemann, Bob Miller

ABSENT: Patti Owens, Carl Brown, Ryan Wieber

III. ADOPTION OF AGENDA

DIRECTOR MAYOR ANDERSON MOVED TO ADOPT THE JANUARY 27, 2020 AGENDA. DIRECTOR LINDEMANN SECONDED. MOTION CARRIED.

IV. MINUTES – December 16, 2019 Regular Meeting

DIRECTOR MAYOR ANDERSON MOVED TO APPROVE THE DECEMBER 16, 2019 REGULAR MEETING MINUTES. DIRECTOR LINDEMANN SECONDED. MOTION CARRIED.

V. FINANCIAL REPORT – December 2019

DIRECTOR MAYOR ANDERSON MOVED TO APPROVE THE DECEMBER 2019 FINANCIAL REPORT. DIRECTOR LINDEMANN SECONDED. MOTION CARRIED.

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VI. ACTION ITEMS

A. Final Budget Approval – Resolution 2020-01

DIRECTOR BRENEMAN MOVED TO APPROVE RESOLUTION 2020-01 TO ADOPT THE 2020 KALAMAZOO DOWNTOWN ECONOMIC GROWTH AUTHORITY BUDGET. DIRECTOR MILLER SECONDED. ROLL CALL 6-0. MOTION CARRIED.

ROLL CALL

YAY: Jeff Breneman, Stephanie Hinman, Mayor David Anderson, Grant Fletcher, Susan Lindemann, Bob Miller

NAY: None

ABSTAIN: None

VII. DISCUSSION ITEMS

A. Holiday Event Metrics Presentation

Meghan Behymer presented on Holiday Event metrics.

B. Citizen Coalition membership

Jennifer Kitson Jelenek reviewed the demographic breakdown of Citizen Coalition in 2020.

C. Board Vacancies

Andrew Haan noted there will be two board vacancies in March.

VIII. BOARD COMMENTS

Mayor Anderson asked about the parade length and number of participants. Kalamazoo Downtown Partnership staff noted that the number of parade units is limited to 90 to ensure a quality parade that doesn't exceed 90 minutes.

Director Fletcher announced a new Bronson CEO was selected.

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IX. PUBLIC COMMENTS

Several downtown businesses expressed an interest in better understanding opportunities to engage in the Holiday Pop-Up program and in downtown marketing efforts. Business represented included Adrianne's Boutique, Lana's Boutique, Cherri's Chocol'Art and K'zoo in the Mitten.

X. ADJOURNMENT

DIRECTOR FLETCHER ADJOURNED THE MEETING AT 4:03 P.M.

DOWNTOWN ECONOMIC GROWTH AUTHORITY PROFIT/LOSS
MARCH 31, 2020

	MONTH TO DATE ACTUAL	MONTHLY BUDGET	MONTHLY VARIANCE	YEAR TO DATE ACTUAL	YEAR TO DATE BUDGET	YEAR TO DATE VARIANCE	ANNUAL BUDGET
REVENUES							
DOWNTOWN ECONOMIC GROWTH AUTHORITY TIF	$ 4,897.25	$ 4,897.25	$0.00	$14,691.75	$14,691.75	$0.00	$ 58,767.00
KALAMAZOO MALL MAINTENANCE (CITY OF KALAMAZOO)	$ -	$ 4,934.17	$4,934.17	$0.00	$14,802.50	$14,802.50	$ 59,210.00
STATE CONTRIBUTION FUNDS	$ 2,987.50	$ 2,987.50	$0.00	$8,962.50	$8,962.50	$0.00	$ 35,850.00
FUND BALANCE CONTRIBUTION	$ -	$ 8,333.33	$8,333.33	$100,000.00	$25,000.00	-$75,000.00	$ 100,000.00
SPONSORSHIPS	$ -	$1,416.67	$1,416.67	$0.00	$4,250.00	$4,250.00	$17,000.00
ARCADIA CREEK FESTIVAL PLACE 2020 CARRYOVER	$0.00	$5,416.67	$5,416.67	$0.00	$16,250.00	$16,250.00	$65,000.00
INTEREST INCOME	$ 12.85	$83.33	$70.48	$58.34	$250.00	$191.66	$1,000.00
TOTAL REVENUES	$ 7,897.60	$ 28,068.92	$20,171.32	$123,712.59	$84,206.75	-$39,505.84	$ 336,827.00
EXPENDITURES							
PEOPLE	$1,941.49	$10,748.33	$8,806.84	$6,951.22	$32,245.00	$25,293.78	$128,980.00
DOWNTOWN AMBASSADOR PROGRAM/MAINTENANCE							
ENGAGEMENT, SURVEYS & FEEDBACK							
PLACE	$ 7,145.90	$23,980.83	$16,834.93	$ 15,017.45	$71,942.50	$56,925.05	$287,770.00
PLANNING							
PUBLIC SPACE INVESTMENT & MAINTENANCE							
STREET INTERVENTIONS							
EXPERIENCE	$11,179.96	$30,904.00	$19,724.04	$89,525.25	$92,712.00	$3,186.75	$370,848.00
MARKETING/COMMUNICATIONS							
EVENTS							
GROWTH	$ 1,884.03	$9,554.33	$7,670.30	$ 7,486.30	$28,663.00	$21,176.70	$114,652.00
BUSINESS RETENTION & RECRUITMENT INITIATIVES							
DEBT OBLIGATIONS	$0.00	$4,075.00	$4,075.00	$0.00	$12,225.00	$12,225.00	$48,900.00

DOWNTOWN ECONOMIC GROWTH AUTHORITY PROFIT/LOSS
MARCH 31, 2020

	MONTH TO DATE ACTUAL	MONTHLY BUDGET	MONTHLY VARIANCE	YEAR TO DATE ACTUAL	YEAR TO DATE BUDGET	YEAR TO DATE VARIANCE	ANNUAL BUDGET
ADMINISTRATION	$475.00	$7,139.75	$6,664.75	$5,614.80	$21,419.25	$15,804.45	$85,677.00
OPERATIONS							
AUDIT							
TOTAL EXPENSES	$ 22,626.38	$ 86,402.25	$63,775.87	$ 124,595.02	$259,206.75	$134,611.73	$ 1,036,827.00
TOTAL REVENUES OVER/UNDER BUDGET	$ (14,728.78)	($58,333.33)	$43,604.55	$ (882.43)	($175,000.00)	$174,117.57	($700,000.00)
2020 CITY LOAN TO BALANCE BUDGET							$700,000.00