

Board of Directors Regular Meeting Agenda

January 10th, 2022, 3:00 p.m. | Zoom Meeting

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. CONSENT AGENDA**
 - A. MINUTES – November 15th, 2021, Regular Meeting**
 - B. ADOPTION OF AGENDA**
 - C. Acknowledge resignation of Director Owens**
- IV. ACTION ITEMS**
 - A. Nominating responsibilities delegated to Executive Committee
 - B. 2022 Budget
 - C. 2022 Service Contract
- V. DISCUSSION ITEMS**
 - A. N/A
- VI. PACKET ATTACHMENTS**
 - A. DOWNTOWN REPORT – January 2021**
- VII. BOARD COMMENTS**
- VIII. PUBLIC COMMENTS**
- IX. ADJOURNMENT**

Board of Directors Regular Meeting Minutes

November 15th, 2021, 3:00 p.m. | Zoom Meeting

PRESENT: Grant Fletcher, Stephanie Hinman, Ryan Wieber, Patti Owens, Susan Lindemann, Carl Brown

ABSENT: Mayor David Anderson

STAFF: Andrew Haan, David Ullrey, Meghan Behymer, Sue Huggett, Allyson Dykstra

OTHER: Jessica Wood, Laura Worline, Derek Nofz

I. CALL TO ORDER

DIRECTOR FLETCHER CALLED THE MEETING TO ORDER AT 4:54 P.M.

II. ROLL CALL

PRESENT: Grant Fletcher – Remotely, Kalamazoo County, MI
Jeff Breneman – Remotely, Kalamazoo County, MI
Ryan Wieber – Remotely, Kalamazoo County, MI
Stephanie Hinman – Remotely, Kalamazoo County, MI
Carl Brown – Remotely, Kalamazoo County, MI
Patti Owens – Remotely, Kalamazoo County, MI
Susan Lindemann – Remotely, Kalamazoo County, MI

ABSENT:

EXCUSED: Mayor David Anderson

THE NOVEMBER 18th, 2021, ATTENDANCE INCLUDING EXCUSED AND UNEXCUSED ABSENCES ARE RECORDED.

III. ADOPTION OF CONSENT AGENDA

DIRECTOR BRENEMAN MOVED TO ADOPT THE NOVEMBER 15th, 2021, CONSENT AGENDA. DIRECTOR OWENS SECONDED. NO OBJECTIONS. MOTION CARRIED.

IV. FINANCIAL REPORT

DIRECTOR OWENS MOVED TO APPROVE THE OCTOBER FINANCIAL REPORT. DIRECTOR BROWN SECONDED. NO OBJECTIONS. MOTION CARRIED.

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V. ACTION ITEMS

A. Resolution setting the date of public hearing on 2022 budget

DIRECTOR OWENS MOVED TO APPROVE NOVEMBER 29, 2021 AS THE SPECIAL MEETING DATE FOR THE 2022 BUDGET. DIRECTOR BRENEMAN SECONDED. NO OBJECTIONS. MOTION CARRIED.

VI. DISCUSSION ITEMS

VII. PACKET ATTACHMENTS

A. Downtown Report

VIII. BOARD COMMENTS

Director Brown and Breneman thanked staff for the work of increasing specificity in reporting and remarked it is the most transparent he has seen this board report. Director Owens expressed that as a longstanding board member she recounts over the years the board members worked with finance and leadership before this current staff to hone in on what reporting they wanted to see. She emphasized the reporting this board has previously seen was a product of what was being specifically asked. The Board has always tried to establish best practices, adjust to current needs, and understand the current situation, but it is hard to know what isn't known. Director Owens is very thankful for previous staff and new staff to help the board reveal things in a new light and in a transparent fashion.

IX. PUBLIC COMMENTS

X. ADJOURNMENT

DIRECTOR FLETCHER ADJOURNED THE MEETING AT 5:12 P.M.

DOWNTOWN ECONOMIC GROWTH AUTHORITY

2022 Proposed Budget

| | 2022 Proposed |
|--|------------------|
| Revenues | |
| Downtown Economic Growth Authority TIF | 422,000 |
| Kalamazoo Mall Maintenance (City Of Kalamazoo) | 44,000 |
| Interest | 700 |
| Total Revenues | 466,700 |
| Expenditures | |
| Outside Contractual Services | 239,350 |
| D&O Policy | 5,000 |
| Audit | 5,000 |
| Legal | 25,000 |
| Restricted For Debt Service | 192,350 |
| Total Expenditures | 466,700 |
| Revenues less Expenses | - |



JANUARY 2022 UPDATE

Downtown Kalamazoo Events & Initiatives

Program Updates

DOWNTOWN DOLLARS

| PROGRAM OVERVIEW + IMPACT | <i>Year End 2021</i> |
|---|----------------------|
| Number of Participating Businesses | 56 |
| <i>Retail & Service Businesses</i> | 35 |
| <i>Food & Beverage Businesses</i> | 21 |
| Total (2021) Downtown Dollars purchased | \$219,445 |
| Total (December 2021) redeemed at businesses | \$44,585 |
| Total (program life) Downtown Dollars purchased | \$427,700 |
| Total (program life) redeemed at businesses | \$204,080 |

TOP BUSINESS REDEMPTION AMOUNTS

| (PROGRAM LIFE) | (2021) |
|--------------------------|------------------------|
| 1. \$41,615 – Retail | 1. \$9,290 – Retail |
| 2. \$15,460 – Retail | 2. \$4,905– F&B/Retail |
| 3. \$15,210 – F&B/Retail | 3. \$4,635 – Retail |
| 4. \$11,230 – Retail | 4. \$3,353 – Retail |
| 5. \$9,085 – Retail | 5. \$2,680 – Retail |
| 6. \$7,685 – Retail | 6. \$2,675 – Retail |
| 7. \$6,850 – F&B | 7. \$2,255 – Retail |
| 8. \$6,795 – Retail | 8. \$2,180 – Retail |
| 9. \$6,325 – F&B | 9. \$1,830 – Retail |
| 10. \$6,155 – Retail | 10. \$1,735 – F&B |

CENTRAL COMMONS REFRESHMENT AREA

PROGRAM OVERVIEW + IMPACT

| 19 Total Business Participants | | |
|---------------------------------------|----------------------------|---------------------------|
| Cup Type | Number of cups distributed | Estimated Economic Impact |
| | <i>(YTD 2021)</i> | <i>(YTD 2021)</i> |
| 16oz | 200K | \$1.6M (\$8/cup) |
| 10oz | 32K | \$320K (\$10/cup) |
| Hot Cup | 7,750 | \$77.5K (\$10/cup) |
| TOTAL | 239,750 | \$1.99M |

AMBASSADOR PROGRAM

PROGRAM IMPACT

| | OCTOBER | NOVEMBER | DECEMBER | TOTAL |
|--|---------|----------|----------|---------|
| Graffiti Removed | 6 | 6 | 15 | 228 |
| Power Washing (<i>hrs</i>) | - | 1 | 3 | 72 |
| Hospitality Assistance (<i>points of contact</i>) | 30 | 10 | 8 | 147 |
| Trash Collected (<i>lbs</i>) | 18,307 | 12,652 | 11,127 | 164,417 |
| Weed Abatement (<i>block faces</i>) | - | - | - | 236 |

**Total reflects program life (May 2021 – present)*

Events + Programming

PAST EVENTS

BRONSON PARK TREE LIGHTING – Friday, November 26

As part of the Bronson Park Tree Lighting, the Kalamazoo Downtown Partnership hosted visits with Santa in the park.

PAWS WITH CLAUS – Friday, November 26

Together with Gazelle Sports, the Kalamazoo Downtown Partnership offered a Paws with Claus experience this holiday season for people to bring their furry friend for a photo opportunity with Santa. Pet food donations were collected and donated to a local pet shelter.

SMALL BUSINESS SATURDAY – Saturday, November 27

A key focus of the holiday season was creating marketing and promotions that draw attention to Small Business Saturday and supporting downtown businesses. On Small Business Saturday, Consumers Energy handed out free \$10 Downtown Dollars to every person who visited to drive foot traffic downtown and encourage spending locally. Additionally, in partnership with Consumers Energy, our team ran a 12 Days of Giveaways promotion on Instagram giving away \$2,500 in Downtown Dollars.

ONGOING EVENTS

SANTA'S WORKSHOP

Santa's Workshop opened on Small Business Saturday (November 27) in its new location in the Radisson Plaza Hotel in downtown Kalamazoo and continued through December 24. Santa's Workshop was made possible by the generous support of Black Arts & Cultural Center, Radisson Plaza Hotel, Blush Salon, Consumers Energy, Irving S. Gilmore Foundation, and Two Men & A Truck.

HOLLY JOLLY TROLLEY

The Holly Jolly Trolley returned downtown this holiday season for the first time since 2019, offering free rides throughout downtown Thursdays – Sundays in December. This program is made possible by our generous presenting sponsors, the Kalamazoo Valley Museum and Kalamazoo Valley Community College, and our numerous other sponsors including Consumers Energy, Discover Kalamazoo, Honor Credit Union, ABM, Arts Council of Greater Kalamazoo, and the Irving S. Gilmore Foundation.

WINTER WINDOW DECORATING CONTEST

The 4th Annual Winter Window Decorating Contest launched on Small Business Saturday featuring 20+ downtown businesses competing for the title of best decorated storefront. The community was invited to come downtown and vote for their favorite storefront by scanning the QR code on the window. After voting ended on December 31, La Familia was announced as the first place winner, with more than 20% of the total votes.

UPCOMING

CHILI COOK-OFF

The 17th annual Chili Cook-Off, scheduled for February 19, is a yearly tradition to explore downtown, sample chili recipes, and visit new and familiar stores and restaurants.

WINTER RESTAURANT WEEK

*Downtown Kalamazoo Winter Restaurant Week returns for another year of great food and beverages from area restaurants beginning **Friday, February 18 - Sunday, February 27.***

Public Space Initiatives

NEW WASTE/RECYCLING RECEPTACLES

Based on community and business feedback, the team has launched a new effort to bring recycling receptacles downtown, culminating in the December installation of 25 dual waste and recycling stations along key pedestrian corridors through [Bigbelly](#). Additional information on this program can be found [here](#).

Additional Updates

BUSINESS ENGAGEMENT

Our team is working on expanding opportunities for downtown businesses to engage with our organization. Efforts include the following:

- **Addition of a second monthly business network meeting in the afternoon to offer greater opportunity for businesses** to align schedules, and adding in quarterly review and planning sessions for partners to learn more about and inform our work. Businesses can give feedback [here](#).
- **Gathering feedback on our specific events, programming, and initiatives** through more regular surveys and distribution of a biannual assessment for feedback on our overall impact and the value of different initiatives to businesses.
- **Launching in-person visits from our leadership** when we can hear more about what's happening with businesses. We will reach out, schedule, and meet business owners where it's convenient. Businesses can sign up for a visit [here](#).
- **Exploring different communication channels to better reach business owners.** Businesses can register to receive text message updates from our organization by texting "DTBIZ" to 59925.

UPCOMING NEW BUSINESS TO DOWNTOWN

- **Factory Coffee Downtown**
- **JungleBird at the Exchange**
- **Brick + Brine – Grand opening January 20th**
- **Artisan Pantry**