

**CITY OF TECUMSEH
DOWNTOWN DEVELOPMENT AUTHORITY
Meeting Minutes**

Thursday, December 14, 2017
7:00 a.m. Tecumseh City Hall

A. Chairman Bob Fox called the meeting to order at 7:00 a.m.

B. Members Present: B. Fox, Bird, J. Fox, Koch, Lincoln, Nowak, Roth, Salsberry, Stimpson

 Also Present: Paula Holtz, Economic Development Director
 Linda Hewlett, Marketing Coordinator
 Shelby Simpson, Administrative Services Manager
 Dan Swallow, City Manager

 Members Absent: Baker, Masters, Slovinski

Motion by Lincoln; Supported by Salsberry.

To excuse Slovinski due to being out of state and Baker due to a work conflict.

Motion Carried.

C. Approval of Agenda

Motion by Stimpson; Supported by J. Fox.

To approve the December 14, 2017 agenda.

Motion carried.

D. Public Comment RE: Items on the Agenda

None.

E. Minutes of October 12, 2017 Meeting

Motion by Stimpson; Supported by Salsberry.

To approve and place on file the minutes of the October 12, 2017 meeting.

Motion carried.

F. Treasurer's Report

Motion by Nowak; Supported by Bird.

To allow and pay the bills as presented.
A roll call vote was taken.

Yes: Bird, B. Fox, J. Fox, Koch, Lincoln, Nowak, Roth, Salsberry, Stimpson
No: None

Motion carried.

Motion by J. Fox; Supported by Nowak.

To approve the November 2017 financial statements.

Motion carried.

G. Committee Updates

1. **Physical Improvement Committee:**

No Report.

2. **Organization Committee:**

No Report.

3. **Marketing Committee:**

Hewlett announced that staff is currently updating the events on the Downtown website.

Hewlett revealed that the City has run digital marketing campaigns for Appleumpkin and for Holiday Open House and will run additional advertisements for the Ice Sculpture Festival.

The City's next event is the Ice Sculpture Festival on January 20 & 21. We will be working with Ice Creations out of Napoleon, Ohio again this year. TLC Community Credit Union will be an event sponsor along with the CBA. Republic Services will sponsor the Dueling Carvers. The City has had twenty-two merchants/non-profits who have committed to sponsoring a sculpture.

It is anticipated we will be able to have an additional twelve sculptures from sponsorship funds, totaling approximately 30 to 34 sculptures.

4. **Economic Development Committee:**

J. Fox discussed the Creativity Award workshop that was held on November 14, 2017 at the Tecumseh District Library. The workshop was hosted by Dr. Jennifer Ellsworth of Adrian College. Applications for the Creativity Award are being accepted through April 1, 2017.

Fox also discussed the idea of a food truck rally event that would take place on the fourth Friday of the month, June through August.

Fox announced a new partnership with the Lenawee ISD, building 8' X 12' sheds/retail kiosks to be placed at the Market on Evans property. The sheds are currently being built by Vo-Tech Building Trades students and are due to be completed by this spring. Three retail kiosks will be available for rent by small businesses throughout the farmers market season, May through October.

H. New Business

1. **WTOL Advertising Campaign for Ice Sculpture Festival**

Staff is requesting permission to use up to \$1108.00 from the 2017-18 DDA Marketing budget to put toward the WTOL Ice Sculpture Festival advertising campaign.

Motion by Stimpson; Supported by Koch.

To approve contributing up to \$1500.00 from the 2017-18 DDA Marketing budget to put toward production and commercials to promote Downtown Tecumseh holiday shopping.

Yes: Bird, B. Fox, J. Fox, Koch, Lincoln, Nowak, Roth, Salsberry, Stimpson

No: None

Motion carried.

2. **Downtown Tecumseh Event Magnets**

Staff is requesting permission to use up to \$289.50 of the 2017-18 DDA Marketing budget to put toward Downtown Event Magnets to promote 2018 events.

Motion by Nowak; Supported by Salsberry.

To approve contributing up to \$1500.00 from the 2017-18 DDA Marketing budget to put toward production and commercials to promote Downtown Tecumseh holiday shopping.

Yes: Bird, B. Fox, J. Fox, Koch, Lincoln, Nowak, Roth, Salsberry, Stimpson

No: None

Motion carried.

I. Strategic Plan

Holtz updated the board the implementation of the retail kiosk project in her absence.

She announced that paving is set to take place early this spring at the Market on Evans, followed by the installation of the monument sign and landscaping.

J. Old Business

1. **CBA Update**

The Appleumpkin Festival was very successful even with the shortened hours on Sunday due to inclement weather. Vendors are currently signing up, but a vendor fee increase is set for January 1, 2018.

Holiday Open House was also a success.

The Moonlight Madness shopping event will be this Friday, December 15th, with approximately 15 merchants keeping their stores open late.

The 2018 Ice Sculpture Festival will be January 20th and 21st.

2. **Chamber Update**

The Chamber is currently holding its annual membership drive.

In place of Wine, Women, Chocolate and Shoes, the Chamber will host a Vegas Night in early February 2018 at Suburban Chevrolet in Clinton. The event will have a reverse raffle, food, drink tickets, poker chips, etc. Tickets will be available soon.

3. **ED Department Update**

Holtz updated the board the current state of the Rental Rehab program.

The Midwest Sculpture Initiative (MSI) has put out a call for entries for the City of Tecumseh's 2018 Art Trail. The Art Selection Committee meeting will take place in the beginning of March.

Swallow discussed the job posting for Economic Development Director for the City. The deadline for applications will be January 8, 2018, with interviews occurring sometime in mid to late January.

K. Public Comment RE: Items not on the Agenda.

Chairperson Fox presented Holtz a Certificate of Appreciation for her 16 years of serving as Director of the Downtown Development Authority and as Economic Development Director for the City of Tecumseh.

L. Adjournment

Motion by Nowak; Supported by J. Fox to adjourn the meeting at 7:28 a.m.

Motion carried.

Secretary: Kim Koch

Recorded by: Shelby Simpson

