

Douglas Downtown Development Authority August 13, 2019 Meeting Minutes

1. CALL TO ORDER. The meeting was called to order at 5:00 pm by Chair John Burmeister.
2. ROLL CALL. Roll call was taken and present were Linda Anderson, John Burmeister, Jerry Donovan, Patricia Lion, and Patsy Ramsey. Absent was Tom Kettlewell. A quorum was established. Also attending were Marcia Bradley and Neal Seabert.
3. APPROVAL OF AGENDA. Additions to the agenda included discussion about the sign for the InterUrban and Water Taxi under 7. UNFINISHED BUSINESS, Erik Pennebaker's resignation under 8. NEW BUSINESS, and the Adirondack Chair Auction under 9. COMMITTEE REPORTS, C. Events, i. August Social. The agenda was approved as amended by Linda Anderson motion, Patsy Ramsey second, and voice vote.
4. APPROVAL OF JULY 9, 2019 MEETING MINUTES. Pat Lion recommended approval of the July 9, 2019 DDA meeting minutes be tabled until the next meeting to provide more time for Board members to review them. The Board agreed by voice vote.
5. PUBLIC COMMUNICATIONS (Verbal/Written)
 - A. Downtown Business Comments. Neal Seabert reported there was a pending meeting for next year's Community Pride Event, and he would provide feedback at the next DDA meeting.
6. FINANCIAL UPDATE. Treasurer Patsy Ramsey referred everyone to the DDA Income Statement for the month ending July 31, 2019, which included results for the first month of the new fiscal year and reflected the approved budget for 2019-2020. Revenues for the month totaled \$7,088.79, which included \$4,783.79 of Tax Increment Recapture and \$2,305 in revenues related to the July social. Expenses totaled \$939.10 and included July social expenses of \$273.10 for beverages, \$100 for a liquor license and \$500 for the band, plus \$66 for kiosk maps. Copies of the bills were included in the DDA packet. Net Income was \$6,149.69 for the month. Ramsey mentioned that she had changed the last column of the report to reflect the remaining budget to earn/spend for the fiscal year. No bills were submitted for DDA approval.
7. UNFINISHED BUSINESS
 - A. Sign for the InterUrban. John Burmeister reported meeting with the InterUrban and approving another pick up location in Douglas next to Beery Field at Main and Center streets. The DPW is to install the sign. John Burmeister also suggested a sign be installed at Beery Field for the Water Taxi. Linda Anderson agreed to meet with City Planner, Lisa Imus to have the sign made and installed.
8. NEW BUSINESS
 - A. It was announced the MCACA grant for next year's street performers had been submitted by City Manager, Rich LaBombard.
 - B. John Burmeister recognized the resignation for DDA Board member Erik Pennebaker.
9. COMMITTEE REPORTS.
 - A. Executive/Finance. All information concerning the Executive/Finance committee was reported to have already been covered.

- B. PUBLIC RELATIONS. Pat Lion reviewed last month's topics and asked if there was any progress on the Sip & Savor on Center idea. It was determined more information is necessary from the merchants for the DDA to promote it.
 - C. EVENTS. i. Socials. Jerry Donovan reported the Summer Socials for 2020 will occur on the last Thursday of June, July, and August. The Adirondack Chair Silent Auction for the August 2019 Summer Social will close at 8:00 pm, and winners announced at 8:30 pm. The chairs tentatively will be displayed between the band and the beer tent with bid sheets on small tables between the chairs. Offering Facebook Live to accept bids outside the Social venue was determined too complicated to achieve. Unclaimed chairs will be stored at Town Hall. Credit card payments will be accomplished by manually entering the information into the account. Excess proceeds will be donated to downtown development projects. Public Relations was asked to investigate procuring an oversized Adirondack chair. It was reported Bill Underdown is willing to sponsor the Adirondack Chair Project again next year.
 - D. ECONOMIC DEVELOPMENT AND DESIGN. John Burmeister reported he will be assuming responsibility for the Gateway Sign Subcommittee in lieu of Erik Pennebaker's resignation. Pat Lion recommended turning the subcommittee over to the City Council since it involves the City. Linda Anderson reported the MC Smith contract had been rebutted by member of the sign subcommittee.
 - E. TECHNOLOGY. Pat Lion recommended discontinuing the Google Suites account and saving the DDA the \$8 monthly charge. Pat Lion motioned, and Linda Anderson seconded, discontinuing the Technology Committee in lieu of Erik Pennebaker's resignation. The motion passed by voice vote.
10. STAFF REPORTS. Marcia Bradley reported DDA website post reaches were down 86%, post engagements were also down 83%, but new page likes were up 50% for the period July 15 through August 11, 2019. It was decided Marcia Bradley will maintain the Facebook page and assume the technology responsibilities previously done by Erik Pennebaker.
11. BOARD MEMBER COMMENTS. Pat Lion expressed a need for a Fall workshop to develop Fall and Winter goals for events and economic development. Patsy Ramsey asked for reports from the committees. Linda Anderson indicated the need to recruit more DDA Board members reflecting on Patsy Ramsey's and Pat Lion's pending term expirations.
12. CHAIRMAN COMMENTS. John Burmeister also agreed more replacements are necessary for full DDA Board participation. He related the Kickball Event at the July Social went great, and thanked Linda Anderson, Neal Seabert, Lyle Kisse, and Steve for their participation on the float in the 4th of July parade.
13. ADJOURNMENT. The next DDA Board meeting will be held at 5:00 pm on September 10, 2019 at the City Hall. The meeting adjourned at 6:30 pm.