

ORTONVILLE DOWNTOWN DEVELOPMENT AUTHORITY

MINUTES

August 17, 2020 – 7:30 a.m.

Zoom Video Conference

President McClerren called the meeting to order at 7:32 a.m. She noted the meeting was being held electronically via ZOOM per Governor’s Executive Order due to Covid-19.

Roll call: **Present:** Amori, Brauer, Brice, Hill, McClerren, Wills

Absent: Quisenberry and Rumball (both with notice)

Also Present: DDA Executive Director Matt Jenkins, Rick Dery, Farmers Market Manager Candace Ingham

Recitation of Mission: by Hill

Consent Agenda:

Wills asked when the Heritage Garden Evaluation would take place.

McClerren answered that it had already taken place.

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***Motion** by **Wills** seconded by **Amori** to accept the Consent Agenda as presented.

All in favor, motion carried

Roll call vote:

Aye: Amori, Brauer, Brice, Hill, Wills, McClerren

Nay: None

Absent: Quisenberry, Rumball

Motion carried 6/0

Public Comments:

None

Disbursements:

A. July 2020

Amori asked how many Downtown Dollars have been printed and distributed, as well as how those are tracked due to the high number of reimbursements in this month’s disbursements.

Executive Director Jenkins indicated that he has a document that he will update and forward to the board for review. He also explained how the Downtown Dollars program has been utilized during the Response and Recovery operations due to COVID-19

Wills asked what the website hosting amount was for and why it was paid to ED Jenkins.

ED Jenkins explained that the amount is for three years of website hosting and certificates and that the amount was a reimbursement of funds which ED Jenkins paid upfront.

Rick Dery supported ED Jenkins statement indicating that the amount is for 3 years of website hosting.

Wills requested that the word “reimbursement” be included for similar items in the future.

***Motion** by **Wills** seconded by **Amori** to approve disbursements and pay bills for July 2020 in the amount of **\$21,969.22**

Roll call vote:

Aye: Amori, Brauer, Brice, Hill, Wills, McClerren

Nay: None

Absent: Quisenberry, Rumball,

Motion carried 6/0

Business to Come Before the Board:

A. 2020–2021 Priorities

ED Jenkins stated that there have been a number of initiatives that the DDA has worked on for the past few months during the COVID-19 Response process and that the momentum seems to have slowed. He indicated that the board should have some dialogue that indicates how the DDA should continue moving forward for the remainder of the year.

McClerren stated that Response and Recovery as well as Gateway Signage should be the focus of the DDA moving forward.

Hill stated that as a business owner in the district, she would like to see the main focus on long term solutions such as Gateway Signage that will continually draw customers to the Downtown District, while still giving some focus to Response and Recovery knowing that one is a short term fix while the other is a long term solution.

Amori also indicated that while Response and Recovery initiatives will be vital, especially to those businesses who are affected if there is another shut down, the long term solution of Gateway Signage will have a lasting impact.

Wills agreed that Gateway Signage should be the focus, while other initiatives to drive customers into the district such as Facebook Campaigns would be important.

Brauer indicated that continuing to focus on and offer a sense of community and place is going to be very important, especially as the quarantine continues and causes people to feel more isolated.

Brice agreed.

Wills also indicated that he would like to see some sort of plaque or permanent monument at the new mural to give a history of the building in the mural so that the community can be educated on the history. He continued by giving an update of where the Wayfinding Committee is at in their process.

B. USDA Grant Update

ED Jenkins gave the board a brief update as to where the DDA is at in accepting and facilitating the USDA Grant. He indicated that the grant has been “executed” but there are still several tasks that are still being worked on.

Amori asked how the property owners responded to the notification of the grant.

ED Jenkins indicated that the response was very positive.

Additional Business & Board Member Comments:

A. Red Barn

Amori asked who bought the Red Barn and if they have been approached regarding potentially working together for community events.

McClerren answered that Blake Evanson has purchased the barn.

Wills stated that he has had a conversation with the Kratt brothers who believe that the owner might be open to partnering.

B. Potential Board Candidates:

Wills asked if the board opening position has been posted.

McClerren answered that they will get it put up this week.

C. Website:

Rick Dery indicated that he will get a posting up as soon as it is available. He also informed the board that their contact at Genisys Credit Union has changed to Theresa Doan.

Adjournment

*Motion by **Wills**, seconded by **Brauer** to adjourn the meeting at 8:43 a.m.

All were in favor.

Respectfully submitted,

Courtney McClerren

Acting Recording Secretary