

ORTONVILLE DOWNTOWN DEVELOPMENT AUTHORITY

MINUTES

August 16, 2021 – 7:30am

Old Town Hall

President McClerren called the meeting to order at 7:34 a.m.

Roll call: **Present:** Amori, Brice, Claxton, Hill, Quisenberry, Rumball, Wills, Wilson, McClerren
Absent: None

Also Present: DDA Executive Director Matt Jenkins, Village Manager Ryan Madis, and Village Clerk/Recording Secretary Jenna Palmer.

Recitation of Mission: by Quisenberry.

Consent Agenda:

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

Roll call vote:

Aye: Brice, Claxton, Hill, Quisenberry, Rumball, Wills, Wilson, Amori, McClerren.

Nay: None

Motion carried 9/0

Public Comments: None

Disbursements:

A. July 2021

***Motion** by **Wills** seconded by **Amori** to approve the disbursements in the amount of \$20,981.08 ending July 31, 2021.

Roll call vote:

Aye: Claxton, Hill, Quisenberry, Rumball, Wills, Wilson, Amori, Brice, McClerren.

Nay: None

Motion carried 9/0

Business to Come Before the Board:

A. 2021 Recovery Planning Dashboard

Amori stated the questionnaire for the Heritage Garden is complete, they are in the process of sending the information to Main Street Oakland County for renderings.

Wills reported the RFP for Phase II of Wayfinding, which involves physical signage, has been sent to five businesses. Bids are due September 2nd. After two reviews by the attorney, the Revolving Loan Application is ready for commercial property owners. **Jenkins** mentioned the final date to submit Technical Assistance Grant forms to Main Street is August 31st. The revolving loan account contains \$3,000 of the \$5,000.

Brice provided an update on the public calendar of events page. The goal is to have a 2022 fundraising calendar completed by the end of September, no draft yet. **Jenkins** added the Visit Oakland County tourism site is coming back with the potential for participating in a site refresher/training.

Hill reported that the Plant Swap Stand out front For the Love of Local has increased the businesses activity and community interaction. She suggested they reach out to the DPW staff for assistance moving the stand in the future because it can be difficult to move. Emails will be sent to businesses in the DDA district to initiate brainstorming sessions for creating engaging activities. **Jenkins** suggested reaching out to Jackie with the Citizen to revisit profiling a business in each issue.

***Amori left the meeting at 8:30am.**

Wilson not currently assigned to a priority project but has interest in replacing the trees in the Village.

Claxton created a project brief for a volunteer recruitment and retention program. Looking at utilizing Google products to keep costs down. Referenced Lake Orion's website link, "Get Involved", as a good example.

Rumball is looking into who owns the remaining utility poles without banners on South Street and Mill Street to obtain permission to attach banners.

***Quisenberry left the meeting at 8:58am.**

***Madis left the meeting at 8:59am.**

***Brice left the meeting at 9:08am.**

***Wilson left the meeting at 9:10am.**

Modifications to the dashboard will be reviewed at the September meeting.

McClerren stated there was not an update on E-commerce yet. There is a Witches Night Out meeting tomorrow.

B. Additional DDA Projects/Priorities

1. Farmers' Market

Ingham will forward an update to **Jenkins** to be shared with the board. Discussed lack of produce at the market and potentially recruiting more produce vendors for next year and working on outreach.

2. 2021-2022 Technical Assistance

Funding from the grant went towards the Village branding initiative last year and the Wayfinding consultant this year. The goal for next year is to identify two projects per year. **Jenkins** stated a Downtown audit was a previous idea if the Wayfinding program did not proceed. He referenced the company Retailworks Inc.

3. MSOC In Your Town Trainings

Discussed developing a program with training resources for business. **McClerren** will develop a list of businesses that can provide input on their training needs.

Additional Business to Come Before the Board:

Wills shared photographs of the Old Town Hall from 1939.

McClerren provided a reminder that Witches Night Out is Saturday, October 9th, the Ortonville Lion's Beer Tent is September 23-26, and the Taste the Local Difference Cooking Demo is August 21st at the Farmers' Market.

Adjournment

***Motion by Wills**, seconded by **Rumball** to adjourn the meeting at 9:48 a.m.

All in Favor, Motion carries 9/0.

Respectfully submitted,

Jenna Palmer
Village Clerk/Recording Secretary