

**NILES DDA MAIN STREET BOARD
REGULAR MEETING AGENDA
Monday, June 20, 2022
6:30 PM**

**This meeting will be held in person in the Third Floor Conference Room of City Hall,
behind the DDA Office.
333 N. 2nd St. Niles, MI 49120**

Any interested person or group may address the DDA Main Street Board on any agenda item when recognized by the presiding officer. Also, any interested person or group may address the DDA Main Street Board on any matter of DDA concern not on the Agenda during the agenda item designated Citizen Participation. The comment of any member of the public or any special interest group may be limited in time.

MEETING PARTICIPATION

At any regular or duly called special meeting of the DDA Main Street Board, other than those meetings not subject to the provisions of the Michigan Open Meetings Act, a person desiring to speak on any item(s) on the agenda may do so subject to the following rules:

- Prior to addressing the Board Meeting, the person must provide, for the record, his/her name, permanent address.
- The person must be recognized by the Chair or other presiding officer at the point on the agenda entitled "Citizen Participation."
- The person will be allowed three (3) minutes to present remarks, unless the time restriction is waived by the chair.
- A person wishing to address an agenda item may reserve time to address that item immediately prior to the time that the item is discussed by the Board.
- A person may be expelled from the meeting for a breach of the peace committed at the meeting, and if during his/her presentation to the Board becomes loud or unruly, the chair may rule the person out of order and forfeit the person's opportunity to speak further.

Resolution 92-11/1003 November 23, 1992

If you would like to contact the DDA Main Street Board about any matter, on the agenda or otherwise, please do so via the email addresses below by 4:00 PM prior to the meeting:

- Chair, _____:
- Vice Chair, _____:
- Director, Lisa Croteau: LCroteau@nilesmi.org
- Mayor, Nick Shelton: mayor@nilesmi.org

**MISSION: STRENGTHEN DOWNTOWN THROUGH ECONOMIC DEVELOPMENT AND
ENCOURAGE HISTORIC PRESERVATION TO PROMOTE ECONOMIC GROWTH**

6:30 PM

REGULAR BOARD MEETING

CALL TO ORDER:

ROLL CALL:

ADOPTION OF THE AGENDA:

CITIZEN PARTICIPATION (PUBLIC COMMENT):

PRESENTATIONS: NONE

CONSENT AGENDA:

1. CONSIDERATION OF APPROVING COMMITTEE MINUTES AND MANAGER REPORT.

TREASURER'S REPORT:

2. UPDATE ON FINANCIALS
3. APPROVE PROPOSED 2022-2023 BUDGET

DIRECTOR'S REPORT: Introduction of Items for Discussion / Items for Board Action

4. CONSIDERATION OF APPROVING CHANGE TO NILES DDA MAIN STREET BYLAWS TO MATCH CITY ORDINANCE AND STATE STATUTE.

WORKING MEETING:

5. DISCUSSION AND UPDATE ON OUTDOOR HUB
6. UPDATE ON RAP GRANT APPLICATION
7. REPORT ON BOARD TRAINING
8. REPORT ON CONFERENCE FROM JUSTIN, KRISTIN, & LISA
9. REVIEW PROJECTS AND APPROVE WORK FOR JULY 2022 – JUNE 2023

BOARD APPLICATIONS/REVIEW: NONE

BOARD MEMBER’S REPORTS:

- Nick Shelton, Mayor
- Luigi Alberganti
- Justin Flagel –Promotions Chair
- Elizabeth Keller
- Melanie Kennedy – EV Chair
- Ambrosia Neldon
- Cindy Ray
- Charlie Spilman- Org Chair
- Sandy Whitmyer
- Fredda Zeiter-Design Chair
- Travis Timm, Council Liaison

**CHAIR’S REPORT:
ADJOURNMENT**

DDA REPORT	ITEM 1
Date: June 20, 2022 Subject: Approval of Committee Minutes & 4.14 – 6.1 Managers report	
<p>Background: The Committee Minutes and Managers Report below give a recap of the previous month’s activities</p> <p>Policy Question: Consideration of approving the attached Promotions, Economic Vitality Minutes and Design as well as the April 14 – June 1 2022 Managers Report</p> <p>Budget Impact: none</p> <p>Recommendation: Recommend accepting the Managers report</p> <p>Supporting Documents: Promotions, Economic Vitality Minutes and Design as well as the April 14 – June 1 2022 Managers Report</p> <p>Prepared by: Lisa Croteau, Program Manager Submitted by: Lisa Croteau, Program Manager</p>	

Promotions Minutes: Meeting of the Niles DDA Main Street Promotions Committee
April 26th, 5pm
DDA Main Street Conference Room, City Hall
333 N. 2nd St. Niles, MI 49120

PRESENT: Leslie Lakeman, Justin Flagel, Kristin Bivens, Elizabeth Keller, Jessica Nelson, Hank Nelson, Brandon Townsley
VISITORS: Caryn Adler (via phone)
STAFF: Lisa Croteau – DDA / Main Street Manager

CALL TO ORDER: 5:00pm

Rock The River Event

- *The meeting opened with a call with Caryn Adler of Niles Music & More about her proposed Rock The River summer live music event*
 - *Collaboration with her Music & More concerts on the river and a downtown event*
 - *Friday, June 10th- Summer Music kickoff*
 - *Riverfront- Bob Seger Tribute band 6-8pm*
 - *Caryn suggested hosting a later live music event downtown in collaboration*
 - *4 Concerts all day Saturday, June 11th, 4 90 minutes sets with half hour breaks*
 - *Caryn suggested live music events downtown to match*
 - *Sunday night- kickoff Sunday series with Paul Erdman*

- Caryn suggested live music events downtown to match
- Brandon raised possible competition with Makers Trail Event at Weko June 11th
- Kristin noted June 12th is Market Crawl Event downtown
- Overall, the committee is concerned with putting together an event with such a short window, especially with no decision yet made about outdoor gathering spaces
- Could potentially host music indoor in businesses/buildings
- **ACTION: I need to report back to Caryn on whether or not we want to take this on this year**

PROJECTS:

- Prioritize, Add, Eliminate Projects
 - Numerous projects were discussed, including those that currently exist and ideas for new ones. It was noted that not all “projects” are “events”. Our mission is anything that helps to promote downtown Niles and drive customers to downtown businesses, for example, our social media and website
 - Of the existing projects, nothing was eliminated. Justin argued that most of them are currently being operated successfully and that they are spread throughout the year and across committees, keeping them manageable. The only exception is the Fall Artisan Market, a new event which has already been adopted by the Main Street Board and has a champion (Elizabeth Keller).
 - Changes to projects, where discussed, are noted below:
 - Current List:
 - **HUNTER ICE FESTIVAL (P/D/EV/O) Every January**
 - **SAFE DOWNTOWN TRICK OR TREAT (P) Every October**
 - **HOMETOWN MARKET(P/O/EV) Summer**
 - Kristin Bivens is the project chair
 - **FALL ARTISAN MARKET- new project to occur every fall**
 - Elizabeth Keller is the project chair
 - ***JINGLE JANGLE PARADE (P/O/EV) New in 2021, every December**
 - The goal is to unite Small Business Saturday and Holidays/Christmas, using this and the December Third Thursday as a bridge to have constant energy through the holidays
 - Doesn't have to be parade, just some kind of holiday event
 - Incorporate Facebook check-ins at locations/events, have so many check-ins to earn a prize
 - **ACTION: This project needs a champion**
 - **THIRD THURSDAY**
 - Justin Flagel is project chair
 - Monthly event through all of Niles mean to highlight Niles businesses and create attractions to draw people to the city
 - There was discussion around what Third Thursday actually is, as it is often thought of simply as the outdoor music events that occur in the warm months. The goal for Third Thursday is to be a year-round event that every downtown business participates in
 - Participation does not need to be a event, it can be anything “cool” and unique for that day to help draw customers into the business and showcase who they are/what they do
 - Justin's favorite phrase “do something cool”
 - Per Brandon, as a business owner, planning should start earlier, as it's often too late once the month has already started
 - Justin and Kristin have been planning new business reach outs
 - In person visits to businesses with examples of benefits of participating and ideas for what businesses could do
 - Will factor in starting earlier, per Brandon's suggestion
 - **SMALL BUSINESS SATURDAY annual event on the Saturday after Thanksgiving**
 - Justin Flagel is project chair
 - ***NILES RESTAURANT WEEK- every March**
 - Possible addition of Fall event had been discussed by previous committee
 - Jessica inquired as to the reasoning for a second event each year- the first year was a huge success and the energy seemed enough for twice a year. However, 2022's event was not as well attended. Challenges included increased competition from other Restaurant Weeks in the region, poor weather, and the lack of an energetic committee
 - Ideas for improvement
 - Drop Fall idea altogether and focus on spring event
 - March is Restaurant Month in Berrien County
 - Move to fall instead of spring to avoid competition
 - Collab with Buchanan (who had a competing Restaurant Week in 2022)

- **ACTION: Justin Flagel planning to serve as project chair, but this project could use a different champion, ideally a restaurateur**
- **MAIN STREET SOCIAL MEDIA**
 - Kristin Bivens Project Chair
 - *Kristin is currently conducting a social media audit to help determine best practices going forward*
- **MAIN STREET WEBSITE**
 - Justin Flagel is Project Chair
- **TELLING OUR STORY**
 - *We need to improve on telling our story to the community, to businesses, to city council, etc. so we can promote Niles, build on our successes, and showcase our accomplishments*
 - *Jess volunteered to gather content, conduct interviews, and take photos after events, etc. - can I call you Project Chair?*
- New/Currently on Hiatus
 - **Downtown Concerts Art Events**
 - *DDA has funds to underwrite artists and musicians to perform in businesses*
 - *We can also talk to Public Arts Commission about their funding*
 - **Bridge Dash**
 - *On hiatus since COVID and needs a refresh before we bring it back*
 - *A new course needs to be determined, as the current course is not attractive, has safety concerns, and is separated from downtown*
 - *Ideal new course would start/finish downtown and event would incorporate other attractions and ways to get participants into businesses before/after*
 - **Scavenger Hunt (idea from Leslie)**
 - **Downtown Passport**
 - *Similar Makers Trail Passports, a booklet that receives stamps for patronizing downtown business, X number of stamps earns prizes*
 - *See attached for info on past progress*
 - **Chili Crawl (idea from Lisa)**
 - *A separate event from the one once done during Hunter Ice Festival*
 - *There was not chili crawl at the last Hunter and businesses did better without it*
 - **Beer/wine/etc tasting with social district**
 - **Sledding event/slip and slide event (idea from Jessica)**
 - **A big Hunter-style event each season (idea from Brandon)**
 - *Multiple ideas were thrown out, including shutting down Main Street and having a stage, music, etc. on a Saturday, partnering with a radio station*
 - *Lisa- small events seem to be better for us in the warm months, as we are competing with lake cities*
 - *Jess- we should start small, lean into what we already have going on (ex. Apple Festival, Third Thursday)*
 - *Justin- we had a lot of success last year at the NODE with concerts twice a month, once on Third Thursday and then two weeks later on a cycle*
 - *Lisa- Might be able to attract bigger names with Paul Klimson (Roadie Clinic) and his connections*
 - **Arts and antiques event (idea from Lisa)**
 - *Appraisers*
 - *Similar to Antiques on the bluff in st. joe, "Antiques on Main"*
 - **Connecting Downtown**
 - *Need ways to move people around town during events to all the businesses, to all of downtown, make it welcoming and walkable*
 - *Use alleys*
 - *Lights*
 - *Attractions*
 - *Collabs between businesses*
 - *Bring a receipt from another place, etc.*
 - *Take a photo at On Base, photo gets discount elsewhere*
 - *Selfie stations*
 - **Food Truck nights**
 - *Monday when most restaurants are closed*
 - **Open Mic night at outdoor space (idea from Hank Nelson)**

- **ACTION: Any new projects and those existing projects that are noted need a champion. This doesn't mean you have to do all the work...you are just the driving force. Please let Justin know any project you are interested in championing.**
 - Any new project will need a champion before being adopted

CARDS

- Lisa handed out cards to be filled out. Per Lisa:
 - "They are to get your folks thinking about all our district businesses and how they can be grouped to make itineraries we'd then promote to get different stakeholders to come downtown. Ultimately, each business would have a card, though I want to see if Jess can help teach me how to incorporate those cards into info on maestro or if that is even possible, and or we start a database for businesses with this info/criteria to then be able to sort and see the commonalities to create itineraries from."

MARK YOUR CALENDAR

- May 9th and 10th will be the site visit to work on the outdoor hub project

ADJOURNMENT: 6:00pm

5/5/2022 Notes from Promo Chair

- Thank you, Jess & Ambrosia, for taking the story project on. Keep me posted and let me know anything I can provide to help.
- I've not heard back from any of you re: Rock The River, so I'm going to tell Caryn we will not be taking this on at this time. It's a great idea and we should look into bringing more art and music to downtown at some point, but this one is just too short notice.
- Everyone else, please consider taking on a project that needs a champion:
 - **Jingle Jangle Parade (or whatever it evolves into)**- Goal: to create a bridge of events from Small Business Saturday to December Third Thursday to the Holidays/Christmas, to have constant energy through the holidays
 - **Lighted Bridge Dash**- a summer 5K run, currently a lighted nighttime event that needs a refresh
 - **Downtown Music & Art Events**- bringing music and art to downtown in any way we can think of...assisting businesses with having live music (through our artist contacts and funding), having some kind of downtown outdoor event, anything you can think of, etc. Paul Klimson and the Roadie Clinic have connections to big names in the music industry and may be able to assist/connect
 - **If none of the old projects interest you, I compiled a list of all of our ideas for new projects [here](#) (also stored in the shared Google Drive).**
- I created a [Master Project List](#) (of all the current projects) in the Google Drive as well. While these projects have long existed, please feel free to weigh in on any ideas you have for them.
- Itinerary Cards- Lisa shared a [training](#) and some [resources](#) related to the cards that were handed out for the "Creating Itineraries for Customers" project from MEDC. After my last week, I'm not going to be able to do anything with this myself, but feel free to look into the resources and run with it if this interests you.

Thanks, all. Justin

Economic Vitality: Strengthens existing economic assets, while also identifying opportunities for new development and growth.

Strengthens + diversifies the local economy supporting existing base, entrepreneurship, and appropriate development

Support existing economic base Retention, Expansion, Transition

Promote strategic use of space + development Business Recruitment, Real Estate Development, Monitoring and Reporting Change

Assemble resources Partnerships, Strategic Planning, Supporting Incentives

Economic Vitality Minutes:

Meeting of the Niles DDA Main Street [Economic Vitality Committee](#)

May 18, 2022 9am

Grand LV 104 N 3rd Street, Niles MI 49120

[Meeting Minutes](#)

May 18, 2022

Present: Melanie Kennedy, Don Kennedy, David Shier, Kim Wooden, Cindy Ray, Dustin Jankoviak, Vikki Jurgonski, Bill Lakeman, Leslie Lakeman

Next meeting: June 15, 2022, 9:00am, The Grand LV

1. Announcements

None.

2. Discussion

IGS Impact Day: May 19, 8am-4pm, updates and coordination.
Bicycle rental business plan development and grant opportunities
SWOT summary: Identified Strengths, Weaknesses, Opportunities and Threats for development in the downtown area.
Homework: Goals within reach for June
Downtown business owners "Workshop" –alignment of operating hours throughout downtown and correct inconsistencies of posted hours.

Meeting adjourned at 10:09 am

Meeting of the Niles DDA Main Street Economic Vitality Committee

April 19, 2022 9am

Grand LV 104 N 3rd Street, Niles MI 49120

Meeting Minutes

Present: Melanie Kennedy, Don Kennedy, David Shier, Kim Wooden, Chris Martin, Cindy Ray, Dustin Jankoviak, Vikki Jurgonski, Bill Lakeman

Next meeting: May 18, 2022, 9:00am, The Grand LV

1. Announcements

None.

2. Discussion

IGS Impact Day: May 19, 8am-4pm. Organization and volunteer recruitment by Tom Payne. Dave Shier will organize volunteers for bench repair/replacement and gather donations. Melanie will recruit muralists for doors in the alley between 210 Main and GLV, Cedar Street parking lot, and volunteers for litter/trash removal. River Essence group will have volunteers at Riverfront Park.

Code enforcement of ordinances of downtown properties.

SWOT exercise: Identified Strengths, Weaknesses, Opportunities and Threats for development in the downtown area.

DESIGN: Leverages unique, historic character to create inviting districts that attract visitors, residents and businesses.

Improves physical elements while preserving the community's authentic fabric, character + identity
Promote physical improvements Buildings + Public Space
Preserve + enhance historic fabric Education + Awareness
Encourage planning + best practices Planning, Standards, Assistance

**NILES MAIN STREET
DESIGN COMMITTEE**

Meeting Minutes

Date: April 20, 2022

Issue: April 21, 2022

Location: Design 'In Person' Meeting

Time: 1:00 PM

Present: Fredda Zeiter, Lisa Croteau, Sandy Williams, Ruth Slater, Sandy Whitmyer, Betty Knoll, Lesley Bookout, Cindy Ray, Linda Casperson

Excused: Cheri Hallwood, Andrea Burns

Absence: Vikki Jurgonski-River Essence, Melanie Kennedy-Grand LV, Bill Lakeman – 4 Flags Antique Mall

Visitors:

Copies To: All Members

The meeting was called to order at 1:00 pm by Fredda.

Meeting Minutes:

A. A motion was made by Lesley Bookout to approve the meeting minutes of March 16, 2022 and seconded by Sandy Williams.

Discussion: None

The motion was approved unanimously

Financial Report: January 2022

Bench Project -	\$1,905.32	
Design Committee Books –	\$1,428.89	(Lesley noted that the \$40 received from book sale would cover the amount owed to the Sorority for their sales)
Sign Grant Funds –	\$2,226.93	
Façade Grant Funds –	\$48,750.00	

LHDC Report: The commission prepared a letter to be sent to the 4th Street Historic District along with a window sticker to clarify what being in a Historic District means to them and their property.

NPAC Report: Betty discussed finding a place for Mary Brelowski Zicafoose to do an event. Grand LV may be a possibility. Review her work at maryzicafoose.com.

Board Meeting Report: Lisa reviewed Vibrancy Grant that could be used for the NODE, RAP available moneys and lighting options as well as Niles Technical Assistance for NODE location and future Streetscape.

Unfinished Business:

- Inventory of Benches –Ruth volunteered to inventory the benches and take pictures. Melanie said there are 27 benches some of which (18) were part of a painted benches project by the Design Group. We will get the inventory done before the Niles clean up date of **May 19, 2022**. Ruth will determine which benches are still OK, which could be saved and repainted and which should be discarded. Lisa asked that the metal legs on the discarded benches should be saved.

Sign Grant Application: Lisa is waiting for paperwork on 2 possible Grants.

Façade Grant Application: None

New Business:

- A. There was a discussion about 2nd Street Parking Lot Mural – Pain Corrado, Order and Chaos Tattoo Studio. The HDC is developing a **Memorandum of Understanding** that will require a **graphic picture the artwork and colors, and how it relates to the wall to be painted, the process required to prep the different surfaces, the type of paint required on the different surfaces, the artists schedule, any cost implications and which will require a signature of the artist as their commitment to the project. This then can be used to assure each party understands the process and deliverables.** All public art in the historic district is required to be reviewed and approved by the Public Arts Commission, the Historic District Commission and the DDA/Main Street Design Committee before being presented to City Council for final approval to proceed.
- B. Vikki presented an idea to have sunflowers painted on store front windows to honor Ukraine. She has talked to some business owners and they are interested. She is going to work with her committee and come up with more details. She hopes to get local artists and High School artists involved.
- C. Vikki presented her concern about the trash in the downtown area.

A motion was made by Linda Casperson to present a letter to merchants that discuss their requirement to keeping their area clean and free of debris. It was seconded by Cindy Ray.

Discussion: It is the responsibility of the property owner and/or the business to keep the pavement clean and safe. Vikki has volunteered to draft a letter for review by the committee and to visit the properties to discuss this issue.

The motion was approved unanimously

Adjourned: 2:30 pm

Next Design Meeting – May 18, 2022 at 1:00 pm (**cancelled**)

Manager Report 4.14. – 6.12.22

Business Update:

New:. Bee Crafty LLC 115 N 3rd. Outdoor Rooftop Dining opened at Iron Shoe 5/31/22.

PARKING LOT WALL: Wall has lead paint. City has an RFP out to remediate. Ric expects it to be in the area of \$100k

CARNEGIE LIBRARY: RFP out for development proposals. 2 groups toured May31st. Deadline for RFP's is June 20.

CODE ENFORCEMENT: They've been making the rounds downtown and several folks have items that need addressed. The new Code officer will attend the next LHDC meeting as some of the "suggestions" about what needs to be done, such as power wash brick and or sandstone buildings, is not the proper way to deal with historic buildings. CODE also sited the city and the building they are

allowing us to use for storage, so it will be worked on next week. Ric has ordered a tractor trailer and a dumpster so I can clean and organize the contents while it is being repaired. He will have staff available to help clear the building out. If you are bored next week, feel free to join me.

MMS/MEDC:

NODE/Outdoor HUB: After touring town and meeting with 8 stakeholder groups, the latest design **are attached**. Downtown Professionals Network will report their findings at a June 26th Council Meeting of the Whole. Big question-is the economic impact this space has important or not.

Optimize Main Street: We were able to add an additional business- Bee Crafty. I am following up with all 11 to see what value they found with this program and finding out what they will be spending their \$2,500 on.

RRC: Ric has a group working with MEDC on finalizing RRC for Niles to become Certified RRC.

Vitality Grant: Contract received and signed.

RAP Grant: Coordinated and submitted 9 projects to the County and then have been working with Katie Montoya/ County on tweaking the application. She felt that felt all of our projects are good, viable project:

- 1) 115 Main Street – New space for Traphouse 24 and 2 Market rate apartments
- 2) 4 Market Rate Apartments 222/226 E Main plus 2 roofs
- 3) 210 Main Street-HVAC system
- 4) Iron Shoe reimbursement for expansion
- 5) Streetscape
- 6) Pavilion
- 7) Synthetic Ice-Skating Rink
- 8) Outdoor HUB
- 9) Refurbish Public Restrooms

The County submitted on 3. And then, we wait.

Board Training: Leigh Young, MMS presented the MMS Board Training on April 10. (**Slides attached**) Melanie Kennedy, Cindy Ray, Sandy Whitmyer, Charlie Spilman and Ric Huff were present. We did not have quorum. Nick Shelton was present via ZOOM. It was a good training showing the roles and responsibilities of Board, Committees, Volunteers and Staff.

TRANSFORMATIONAL STRATEGY: MMS is developing a system for changing transformational strategies and Niles, along with a few other MMS communities will be the pilot communities for the system. It will begin this fall. **MMS will have a pre-discussion Microsoft teams meeting that 4 communities interested in a new transformational strategy have been invited to on June 24. We are one of the 4.**

Social District/ Commons Area: **We need to paint the boundaries on the sidewalk.** I have stencils bc the stickers will not stick on the pavers. Still only Niles Brewing Company and Brass Eye have their Social District Licenses.

Streetscape: The city is prepared to do streetscape next year even if we do not get the RAP Grant.

OLD Y DEVELOPMENT: As of now, the developer has pulled out of the project.

NATIONAL MAIN STREET CONFERENCE: Was awesome as always.

My initial take-aways:

As bad as things get here, we're not the worst out there 😊

Main Street is for Everyone and we need to remember that.

Public Space should be designed to engage and lure the public downtown so that businesses have a chance to get them as a customer.

Art matters...ALL kinds of art. Mural Idea for Historic Downtowns: Design proposals are solicited from the community

Selected artists create their murals on 4' x 8' plywood sheets (*like the doors we did a couple years back*)

Murals are installed in atypical places

Judges and People's Choice Awards are given with cash prizes

National Trust has developed multiple funding opportunities. Always check to see if a project might be eligible.

We have several Gift Card/ Downtown Dollar companies to investigate...all are a little different.

Parking studies are expensive, and bottom line, Meters work best to manage parking.

We need to find a CDFI- Community Development Financial Institution

Community Development Bank

Community Development Credit Union

Community Development Loan Fund

Community Development Venture Capital Fund

Microenterprise Development Loan Fund

Community Development Corporations

We suffer from Poor Communication-we need to get better at telling our story.

Lots of Small Promotions are as impactful, maybe more, than any one big event.

PLEASE REVIEW THE ATTACHED BYLAWS. BRING ANY QUESTIONS CHANGES TO THE JUNE 20, 2022 BOARD MEETING.

BOARD HANDBOOK: will make changes to handbook including bylaws to be sent or review prior to June 20th Agenda board meeting.
PLEASE REVIEW THE ATTACHED BYLAWS. BRING ANY QUESTIONS CHANGES TO THE JUNE 20, 2022 BOARD MEETING.
Develop a standard for services i.e: how much a business supports/participates with our program directly relates to how much help that business gets from our program.

Lisa's Issues Parking Lot :

REVENUE: Working on identifying all properties that have been made non-taxable per previous discussion.

NECI: working to restore hot water to the kitchen to allow some limited use of the space.

Parking: no update

DDA REPORT	ITEM 2
Date: June 20, 2022 Subject: March & April Financials	
<p>Background: APRIL CASH 2022 \$82,094.58 VS 2021 \$69,041.22 2022 = +\$34,053.36 (including \$21,000 MoM/MEDC reimbursed in May)</p> <p>Policy Question: No question Budget Impact: none Recommendation: Recommend Approving Treasurer Report Supporting Documents: *will send Treasurer report once received</p> <p>Prepared by: Lisa Croteau, Program Manager Submitted by: Lisa Croteau, Program Manager</p>	

Bills paid since last meeting thru 6.10.22

MAY VISA	amount			
	\$	243.99	211-836-956-001 Stencil Stop	SOCIAL DISTRICT Stencils for Commons Area Marking
	\$	60.12	211-833-820-001 Pizza Transit	NECI - TR/ Bookstore Volunteer Work Night
	\$	72.00	211-848-850-001 Wix	COMMUNICATION renew eat.drink.niles
	\$	119.88	GODADDY	domain discount
	\$	494.20	GODADDY	39 domains renewed
	\$	9.03	GODADDY	realllocalflavor.com
	\$	5.99	GODADDY	esential 360 mail
	\$	18.06	GODADDY	nilesartisanmarket renew
	\$	36.23	GODADDY	meetme renew
	\$	450.00	211-836-932-001 Michiana Sanitation	RESTROOMS march
	\$	400.00	Michiana Sanitation	january
	\$	23.31	211-806-741-002 Amazon	HUNTER ICE FEST – ICE will re-issued a refund
	\$	23.31	Amazon	will re-issued a refund
	\$	23.31	Amazon	will re-issued a refund
	\$	23.31	Amazon	will re-issued a refund
	\$	23.31	Amazon	will re-issued a refund
	\$	23.31	Amazon	will re-issued a refund
	\$	23.31	Amazon	will re-issued a refund
\$	71.99		211-830-813-001 Amazon	FLOWERS - CONTRACT Trash Bags May 19 Downtown Clex
\$	319.66		211-833-920-001 Comcast	NECI – UTILITIES NECI & Bookstore internet
	\$	100.44	SEMCO	NECI Heat
\$	42.38		211-848-956-008	MISCELLANEOUS
	\$	21.19	mis-billed/refunded via paypal 5/26/22	
	\$	21.19	mis-billed/refunded via paypal 5/26/22	
\$	116.72		211-848-727-001	OFFICE SUPPLIES
	\$	23.67	Amazon	Dry Eraser Calendar
	\$	93.05	Office Depot	Printer Ink
\$	507.92		211-848-932-015	REPAIRS & MAINT - RIVERFRONT
	\$	507.92	MuttMitts	Poop Pick-up bags
Total \$ 2170.00 April 22, 2022				
\$895.00	211-837-814-001	RESTAURANT WEEK Cash Account – 211-000-001-413		
\$745.00	Sound Management	Restaurant Week LIVE event at Gabrizio		
\$150.00	WSMK	Restaurant Week Ads		
\$225.00	211-138-642-001	THIRD THURSDAY		
\$225.00	Sound Management	Third Thursday LIVE event at The Nuggett		
\$1275.00 211-848-940-001 RENTALS March, April, May 2022				
\$225	Leader Publications			
-\$225	Rent	223 N 4TH	March 2022	

\$200 Leader Publications
 -\$200 Rent **March 2022** Upstairs 219 N 4TH
 \$225 Leader Publications
 -\$225 Rent **April 2022** 223 N 4TH
 \$200 Leader Publications
 -\$200 Rent **April 2022** Upstairs 219 N 4TH
 \$225 Leader Publications
 -\$225 Rent **May 2022** 223 N 4TH
 \$200 Leader Publications
 -\$200 Rent **May 2022** Upstairs 219 N 4TH

DDA REPORT	ITEM 3
Date: June 20, 2022	
Subject: 2022-2023 Budget	
<p>Background: Since no new requests have happened due to board reviewing projects, the budget is virtually the same as last year with certain lines tweaked base off of last years true figures (highlighted in yellow)</p> <p>Policy Question: Should the proposed 2022-2023 Budget be approved.</p> <p>Budget Impact: Creates budget.</p> <p>Recommendation: Recommend Approving proposed 2022-2023 Budget.</p> <p>Supporting Documents: Proposed Budget attached</p> <p>Prepared by: Lisa Croteau, Program Manager Submitted by: Lisa Croteau, Program Manager</p>	

DDA REPORT	ITEM 4
Date: June 20, 2022	
Subject: CONSIDERATION OF APPROVING CHANGE TO NILES DDA MAIN STREET BYLAWS TO MATCH CITY ORDINANCE AND STATE STATUTE.	

Background: City Council changed the local DDA ordinance Article 3, Section 2, Paragraph 1 to match the State Statute allowing 8-12 members vs requiring 12 members. i.e.: Section 2 - Number, Tenure and Qualifications
The DDA/MAIN STREET Board shall consist of twelve (12) plus the Mayor of the City of Niles, including the officers and the Chair of each Standing Committee. The Mayor of the City of Niles shall serve as the Chief Executive Officer of the DDA/MAIN STREET. The Members of the Board shall be appointed for a 4-year term. Not less than a majority of the members shall be persons having an interest in property located in the DDA/MAIN STREET District or officers, members, trustees, principals, or employees of a legal entity having an interest in property located in the downtown district. Not less than 1 of the members shall be a resident of the downtown district, if the downtown district has 100 or more persons residing within it.

Policy Question: Should the Niles DDA Main Street By-laws be changed to match the Local City Ordinance and the State Statute? i.e.: ***The Downtown Development Authority shall be under the supervision and control of a board consisting of the Mayor or his designee from the City Council and not less than eight (8) or more than twelve (12) members appointed by the Mayor subject to approval by the Niles City Council. The Members of the Board shall be appointed for a 4-year term. Not less than a majority of the members shall be persons having an interest in property located in the DDA/MAIN STREET District or officers, members, trustees, principals, or employees of a legal entity having an interest in property located in the downtown district. Not less than 1 of the members shall be a resident of the downtown district, if the downtown district has 100 or more persons residing within it.***

Budget Impact: None.

Recommendation: Recommend Approving the change to Niles DDA Main Street By-laws be changed to match the Local City Ordinance and the State Statute.

Supporting Documents: Current By-laws(attachment). Excerpt from City Council meeting showing the approved change to the City Ordinance (below).

Prepared by: Lisa Croteau, Program Manager
Submitted by: Lisa Croteau, Program Manager

CITY OF NILES, MICHIGAN COUNTY OF BERRIEN STATE OF MICHIGAN
ORDINANCE NO. 505

An Ordinance to amend Section 26-33(a) of the Code of Ordinances of the City of Niles, Michigan pertaining to the membership of the Niles Downtown Development Authority.

THE CITY OF NILES, MICHIGAN ORDAINS:

SECTION 1 Amendment of Section 26-33(a) of the Code of Ordinances of the City of Niles, Michigan

Section 26-33(a) of the Code of Ordinances of the City of Niles, Michigan shall provide as follows :

A. The Downtown Development Authority shall be under the supervision and control of a board consisting of the Mayor or his designee from the City Council and not less than eight (8) or more than twelve (12) members appointed by the Mayor subject to approval by the Niles City Council. Not less than a majority of the members shall be persons having an interest in property located in the downtown district or officers, members, trustees, principles , or employees of a legal entity having an interest in property located in the downtown district. Not less than one (1) of the members shall be a resident of the downtown district if the downtown district has one hundred (100) or more persons residing within it.

SECTION 2 Repeal

The existing provisions of Section 26-33(a) of the Code of Ordinances of the City of Niles, Michigan are repealed as of the effective date of this Ordinance.

SECTION 3 Saving Clause

All other provisions of Chapter 26, are reaffirmed

SECTION 4 Effective Date

This Ordinance shall become effective twenty (20) days after the date of this enactment.

Proposed by: Council Member DiCostanzo
Supported by: Council Member Bertschy

ORDINANCE DECLARED ENACTED:

The foregoing Ordinance was enacted by the City Council of the City of Niles, State of Michigan on the 2gth day of March, 2022 and approved by its Mayor and Clerk on said date.

CITY OF NILES, MICHIGAN

By :

Mayor

By: TINA BERGMAN

Clerk

1st Reading: March 14, 2022
2nd Reading & Enacted: March 28, 2022
Publication of Notice: March April 2,
2022 Effective Date: April 17, 2022

DDA REPORT	ITEM 5
Date: June 6, 2022	
Subject: DISCUSSION AND UPDATE ON OUTDOOR HUB	
Background: The new designs are attached. Jay and team will be presenting virtually to the Council at a Council meeting of the Whole June 26 th . The discussion will center around what is the purpose and where is the best location to achieve success. They will relay their findings from the survey, their visit, including conversation with 8 stakeholder groups, and professional experience.	
<u>NO ACTION. REVIEW FOR DISCUSSION.</u>	

DDA REPORT	ITEM 6
Date: June 6, 2022	
Subject: UPDATE ON RAP GRANT APPLICATION	
Background: We have submitted 9 projects to the County to be included with the regional application.	
<u>NO ACTION. REVIEW FOR DISCUSSION.</u>	

DDA REPORT	ITEM 7
Date: June 6, 2022	
Subject: REPORT ON BOARD TRAINING	
Background: I have attached the slide deck for those of you unable to attend. It clearly and concisely explains role and responsibilities in the Main Street program. Let me know if you have any questions.	
<u>NO ACTION. REVIEW FOR DISCUSSION.</u>	

DDA REPORT	ITEM 8
Date: June 6, 2022	
Subject: REPORT ON CONFERENCE FROM JUSTIN, KRISTIN, & LISA	
Background: We'll give initial thoughts from 2022 Main Street Conference	
<u>NO ACTION. REVIEW FOR DISCUSSION.</u>	

DDA REPORT	ITEM 9
Date: June 6, 2022	
Subject: REVIEW PROJECTS AND APPROVE WORK FOR JULY 2022 – JUNE 2023	
Background: I have attached the list of projects, broken down into committees. Please come ready to discuss your assigned projects, as well as any you would like to add for the board to determine what stays and what goes.	
<u>REVIEW FOR DISCUSSION TO APPROVE 2022-2023 PROJECT LIST (below)</u>	

One Sentence Explanation of each committee:

ECONOMIC VITALITY COMMITTEE works with downtown business and property owners

ORGANIZATION COMMITTEE is responsible for volunteer and fund development.

DESIGN COMMITTEE deals with the aesthetics of downtown

PROMOTIONS COMMITTEE promotes downtown through events and marketing

(yellow highlight is from Board Training Slides re:each committee role and responsibility)

Economic Vitality: Strengthens existing economic assets, while identifying opportunities for new development and growth.

Strengthens + diversifies the local economy supporting existing base, entrepreneurship, and appropriate development

Support existing economic base Retention, Expansion, Transition

Promote strategic use of space + development Business Recruitment, Real Estate Development, Monitoring & Reporting

Change

Assemble resources Partnerships, Strategic Planning, Supporting Incentives

ECONOMIC VITALITY COMMITTEE 2021 Projects (Melanie Kennedy, Chair)

- BUSINESS DEVELOPMENT TEAM building relationships with our downtown businesses/recruiting and placing new businesses (EV)
- RESIDENTIAL DEVELOPMENT (EV/D)
- BUILDING MANAGEMENT (EV/D)
- RESTAURANT WEEK (EV/P)
- Entrepreneurial Ecosystem (EV)
- Social District (EV/P/O)
- Junior Main Street NHS Partnership (EV/P/O)
- THIRD THURSDAY monthly event through all of Niles mean to highlight Niles businesses and create attractions to draw people to the city (P/D/EV/O)
- SMALL BUSINESS SATURDAY annual event on the Saturday after Thanksgiving, with attractions downtown and events/specials/attractions at businesses downtown (P/D/EV/O)
- THE NODE public gathering space(P/D/EV/O)

DESIGN: Leverages unique, historic character to create inviting districts that attract visitors, residents and businesses.

Improves physical elements while preserving the community's authentic fabric, character + identity

Promote physical improvements Buildings + Public Space

Preserve + enhance historic fabric Education + Awareness

Encourage planning + best practices Planning, Standards, Assistance

DESIGN COMMITTEE 2021 Projects (Fredda Zeiter, Chair)

- FAÇADE AND SIGN GRANTS (D)
- STREETSCAPE sidewalks, parking, decor, etc. (D/EV/O)
- LQC GRANT PlaceMaking Grant (D)
- HISTORIC MARKERS (D)
- WAYFINDING(D)
- ART IN THE ALLEY downtown public art (D)

PROMOTIONS: Communicates the value and vitality of downtown to community members, potential investors and key stakeholders.

Position the district as the center of activity, culture, commerce and community life, market its assets and positive image

Position district as center of activity Community + Special Events

Market the district's assets Retail Promotions + Marketing

Enhance positive Image Image Building + Branding

PROMOTIONS COMMITTEE 2021 Projects (Justin Fligel, Chair)

- HUNTER ICE FESTIVAL (P/D/EV/O)
- SAFE DOWNTOWN TRICK OR TREAT (P)
- BIG BASH DASH 2022 - a 5K run (P/EV/O)
- DOWNTOWN CONCERTS (P/O)
- HOMETOWN MARKET*Kristin Bivens project chair -summer, fall, winter, spring (P/O/EV)
- JINGLE JANGLE PARADE (P/O/EV)

ORGANIZATION: Bring the Community together to build consensus and common vision, assemble resources, and lead revitalization

Promote the revitalization efforts Communication + Public Outreach

Foster community engagement Partnerships + Volunteer Leadership

Encourage investment in revitalization Funding + Other Resources

ORGANIZATION COMMITTEE 2021 Projects (Charlie Spilman, Chair)

- VOLUNTEER RECRUITMENT (O)
- VOLUNTEER MANAGEMENT (O)
- FUNDRAISING(O)
- SHELF LIFE our community book store that serves as a fundraiser for the program (O)