

**Meeting of the Niles DDA Main Street Board of Director  
IN PERSON Meeting at City Hall  
333 N 2<sup>nd</sup> Street, 3<sup>rd</sup> Floor Conference room behind DDA offices Niles, MI 49120  
Monday, August 16, 2021 at 6:30pm**

**CALL TO ORDER**  
**CITIZEN PARTICIPATION**  
**CHAIR REPORT**

**CONSENT AGENDA** 6:30-6:35

1. Consideration of approving the minutes from the July 19, 2021
2. Consideration of approving the Manager report.

**TREASURER'S REPORT** 6:35 -6:45

3. Financials

**STAFF REPORT** 6:45-7:00 Items for Board Action Introduction of Items for Discussion

4. Social District update
5. NODE Update
6. Entrepreneurial Ecosystem Discussion
7. Request by Helmet Head Holdings, LLC, 104 N 3<sup>rd</sup> Street, Niles MI 49120 to apply to Michigan Liquor Control Commission for a MLC436.1521a(1)(b): Class C Development District (DDA) License

**BOARD OPENINGS** -2 opening. Wendy Halder resignation.

**OLD BUSINESS** -none

**WORKING MEETING** -NODE

**DIRECTORS REPORTS**

Justin Flagel – Vice Chair, EV Chair  
Fredda Zeiter – Secretary, Design Chair  
Charlie Spilman- Treasurer  
April Gargis  
Elizabeth Keller  
Luigi Alberganti  
Paul Klimson  
Sandy Whitmyer  
Wendy Halder  
Travis Timm, Council Liaison  
Nick Shelton, Mayor

**ADJOURNMENT**

(1)



**Niles DDA Main Street  
Board Meeting Minutes July 21, 2021 6:30pm**

**DATE/TIME:** July 19, 2021

**ISSUED:** July 20, 2021

**LOCATION:** Virtual Zoom Board Meeting (In accordance with Gov. Gretchen Whitmer and the Michigan Department of Health and Human Services' recommendations)

**PRESENT:** Charlie Spilman, Sandy Whitmyer, Fredda Zeiter, Wendy Halder, Melanie Kennedy  
Justin Flagel, Luigi Alberganti, Nick Shelton, Travis Timm – City Council Rep

**EXCUSED ABSENCE:** April Gargis, Paul Klimson, Bryan Williams **ABSENT:** Elizabeth Keller

**VISITORS:** none

**STAFF:** Lisa Croteau – DDA / Main Street Manager

**COPIES:** All members

**CALL TO ORDER 6:30**

**CITIZEN PARTICIPATION none**

**CHAIR REPORT none**

**CONSENT AGENDA**

1. Consideration of approving the minutes from the June 21, 2021
2. Consideration of approving the Manager report.

**A. MOTION WAS MADE BY CHARLIE SPILMAN TO ACCEPT THE JUNE 21, 2021 DDA BOARD MEETING MINUTES AND MANAGER REPORT, AND WAS SECONDED BY FREDDA ZEITER.**

**Discussion: None**

**MOTION CARRIED BY UNANIMOUS CONSENT**

**TREASURER'S REPORT**

3. No new financials to present. In good financial shape with app \$35,000 unspent and unallocated for the year. Charlie asked to form a board to do a Program Manager review and discuss a raise. Justin and Luigi agreed to be on that subcommittee. Lisa will forward to Charlie the evaluation for that has been used in prior years.

**STAFF REPORT**

4. Social District update- Niles Brewing Company had their Social District License. The Brass Eye has applied for theirs. The Nuggett is in the enforcement review stage of transfer of license, but intends to apply as soon as that process is complete. Mark Alstott, local who works for Lithotone is working on the street stickers to define the boundaries at a cost less than \$2500. We hope to have them ready to install by the end of July. Bryan contacted Brad Paquette's office and is working with his staff to change the language on Social District to allow any business with a Social District License to sell anywhere within the defined Commons Area.
5. NODE Update-local foundations contacted Ric Huff to say they are interested in investing in Niles Projects, and one specifically mentioned was The NODE, and they would like a proposal of projects up to \$75,000. A local HVAC contractor will be sponsoring B-movies/Public domain for \$200/mo, and he would like to do radiant heating at the NODE. Given the number of opportunities to build out, the board needs to think about a presentation to Council sooner rather than later to discuss longevity of The NODE in order to be fiscally responsible with the potential funding opportunities for build out of the NODE. Justin is working on a presentation. We will discuss further at the August meeting.
- 5a. Our service from MMS this year is Entrepreneurial Ecosystem. A doodle poll will be sent asking for one day/time of the week that all could be available for a 7-8 week virtual training, and please read over the agenda Lisa will be sending and help identify other stakeholders that should be involved.

**BOARD OPENINGS** -1 opening. The MMS Training may identify new partners to involve and be potential board members.

**OLD BUSINESS** -none

**WORKING MEETING** -nothing at this time

**DIRECTORS REPORTS**

Justin Flagel – Vice Chair, EV Chair - NODE is growing. Learning and managing the space after events. The NODE events can be found on [uncoverniles.com](http://uncoverniles.com) website events calendar. Kristin Bivens has put together an amazing Homegrown Market the first Wed evening of the month and 2 Sunday's a month 11-3.

Fredda Zeiter – Secretary, Design Chair – Niles Public Art Commission is working with NAA to participate in August Third Thursday at the Post Office Apartment Community Space.

Charlie Spilman- Treasurer – Reminder to go down to NODE tonight for Open Mic Night

April Gargis-not present  
 Elizabeth Keller-not present  
 Luigi Alberganti-left meeting early  
 Paul Klimson-not present  
 Sandy Whitmyer –The Old Post Office Manager asked NPAC if they would do an Art Event in the Lobby/Community Center. NPAC contacted me to see if NAA would like to participate. We will be working together to do a 3 Day event starting: August 19 (which is a 3<sup>rd</sup> Thursday) from 4 – 7 Friday from 3 – 7 Saturday from 12 – 4  
 WNIT is creating a Documentary titled “**Then, Now and Always...The St. Joseph River Story**”. The broadcast premiere is on September 9th. In conjunction with that, The Niles Library is planning an exhibit called “Celebrate the t. Joe River” that will run from August 23<sup>rd</sup> through October 23<sup>rd</sup>. This exhibit is open to anyone in the public who wishes to display their artwork including paintings, pictures, pottery, ceramics, wood, etc. NAA members met one day along the river to paint, sketch or take pictures that they will display at the library event.  
 Wendy Halder – No report  
 Melanie Kennedy -left meeting early  
 Travis Timm, Council Liaison – no report  
 Nick Shelton, Mayor -left meeting early

**ADJOURNMENT**

**A MOTION WAS MADE TO ADJORN AT 7:06 PM**

**Next Board meetings will occur Monday, August 16, 2021**

We believe these minutes reflect the intent of the events, discussions and decisions made during the meeting.  
 Respectfully submitted, Lisa Croteau

**(2) Manager Report**

**Business Update:** none

**NECI:** Leader building has had 2 rejected offers and is now on the market for \$500k up from \$395k.  
**MEDC/MMS/RRC:** Entrepreneur Ecosystem is the service we'll be receiving from National and MMS this year. Attached agenda for first meeting. We can do the training in 2-3 weeks if the majority of the board can pick a 3hr timeslot 1 a week to allow us to double up on the trainings.  
**NODE/Street Furniture/ Outdoor Dining / Social District/ Common Area:** We are working on a proposal for a local foundation that is interested in supporting the NODE project.  
**OLD Y DEVELOPMENT:** no update.  
**Third Thursday:** The NODE Events committee has agreed to take this on as one of their events as several of the most recent committee members have moved on.  
**Streetscape:** Ric is hopeful that opportunity for streetscape will come with some potential upcoming infrastructure projects.  
**Parking:** No update.

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**3. FINANCIALS – Charlie**

<b>June 2021</b>	<b>\$57,687.52</b>	<b>2020</b>	<b>\$36,179.29</b>	<b>+\$21,508.23</b> (+due \$9060 Hunter)
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**4. Social District:** Street Stickers on order. \*Niles Brewing can sell at NODE but not when Social District is in effect. Consider staying as we are until majority of businesses get Social District license.

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**5. The Node:** Update including discussion re: interim design from meetings 8/11 & 8/12

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**6. Entrepreneurial Ecosystem Discussion: Only 2 board members replied to training times and dates, so lets try another way.** We can do the training in 2-3 weeks if the majority of the board can pick a 3hr timeslot 1 a week to allow us to double up on the trainings. **Lets talk about 3 weeks that folks could give 3 hours a week to do this...MMS is very flexible on our timeline.**  
 AGENDA: Niles, MI Entrepreneurial Ecosystem Assessment Technical Visit - Virtual

**LEARNING OBJECTIVES –**

1. Understand the process for developing an entrepreneurial ecosystem focused on commercial district revitalization.
2. Identify key entrepreneurship assets, targets, and partners.
3. Develop key strategies to align your ecosystem with transformation strategies.
4. Understand your role on a holistic basis to lead community transformation.

**Pre-Visit**

- Brief Survey of Local Entrepreneurs to be Distributed by Main Street Director (Survey Monkey Tool – NMSC to provide, marketing outreach by local team, analysis by NMSC)
- Entrepreneurship Ecosystem Audit Tool (Distributed by NMSC. NMSC to agglomerate findings for presentation during "visit")
- Local Community to assemble participants for focus groups and planning work during the webinar meetings.

**Virtual Visit Agenda**

Webinar 1 – Introduction to Entrepreneurship Ecosystems. To include staff, board members and invited stakeholders. Review the service, overview of entrepreneurship ecosystems, and outcomes from the service. Discuss existing Transformation Strategies for any Specialization areas to consider. (1 hour)

Webinar 2 - Entrepreneur Focus Group Convening (Invitees: Would be good to have mix of new, old, emerging, entrepreneurs from cross section of fields – tech, retail, office, and mfg. Could also include social entrepreneurs if you would like) (1.5 hours)

Web Meeting 3 – Part 1 with Partner Stakeholder Providers: (i.e. planning/zoning; economic development; library; college/university officials, SBDC, Tourism, incubator/accelerators, Chambers). Objective is for them to describe their organizations and what they do. We will also review findings from the pre-virtual visit entrepreneurs survey and entrepreneurs Focus Group. (1.5 hours)

Web Meeting 4 – Part 2 with Partner Stakeholder Providers: Using the Entrepreneurship Ecosystem Audit Tool – Assess current strengths and gaps within the support system for local entrepreneurs (1.5 hours)

Web Meeting 5 – Part 3 with Partner Stakeholder Providers: Discussion of Roles under the Entrepreneurship Ecosystem. We will use a matrix tool to walk them through identifying essentially who owns what and how they view their respective roles. (1 hour)

Web Meeting 6 – Wrap Up with Lead Group/Task Force Members: Discussion around key gaps and Opportunities as aligned with how the community/district perceives its market strengths and targets. Next steps reviewed. (1 hour)

**Follow Up**

(NMSC) Entrepreneurship Ecosystem Summary Issued (4-6 weeks)

Web Meeting 7 – Meeting with Lead Group/Task Force Members: Address any questions from Summary Report. Review and align on follow-up technical assistance needs. (1 hour)

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**PLUS MSU LUNCH AND LEARN SERIES \$20 EACH FOR 8 SESSIONS:** Check it out and let me know if you'd like to attend:  
<https://safe.menlosecurity.com/docview/viewer/docNBD93F19226EBeaeb24286cb075d028faf79aa299754cf516fe7bc37e3759aab6055af0aef21f>

- 7. MCL 436.1521a(1)(b): MLCC Class C Development District (DDA):** The proposed licensed premises must be located in one of the development districts or areas listed in
- Tax Increment Finance Authority District Under Part 3 of Public Act 57 of 2018 (Formerly Public Act 450 of 1980)
  - Corridor Improvement Authority Act Development Area under Part 6 of Public Act 57 of 2018 (Formerly Public Act 280 of 2005)
  - **Downtown Development Authority (DDA) District under Part 2 of Public Act 57 of 2018 (Formerly Public Act 197 of 1975)**
  - Principal Shopping District under Public Act 120 of 1961 |
- The total investment in real and personal property within the development district or area shall not be less than \$200,000.00 over a period of the preceding five (5) years
  - The building shall be a restoration or rehabilitation of an existing building and cannot be a brand new building
  - The building that will house the proposed licensed premises must have at least \$75,000.00 expended for the rehabilitation or restoration of the building over the preceding five (5) years or a commitment for a capital investment of at least \$75,000.00 in the building that must be expended before the license is issued
  - The licensed business must be engaged in activities related to dining, entertainment, or recreation
  - The licensed business must be open to the general public and have a seating capacity of not less than 25 persons
  - The initial enhanced license fee for a license issued under this section is \$20,000.00

Commented [LC1]:

**Resolution of Support:**

At a regular meeting of DDA Niles Main Street of the City of Niles, a Michigan municipal corporation, held in the DDA Niles Main Street office, 333 N 2<sup>nd</sup> Street, Niles, Michigan (49120), on the 16<sup>th</sup> day of July, 2021 at 6:30 p.m. o'clock, local time, the following resolution for the application to MLCC for a MLCC Class C Development District (DDA) License for Helmet Head Holdings, LLC, 104 North 3<sup>rd</sup> Street, Niles, MI 49120. A Class C License is a place licensed to sell, at retail, beer, wine, mixed spirit drink, and spirits for consumption on the premises. The License attaches itself to the building address and has no value other than at that address.

**RESOLUTION # \_\_\_\_\_**

\_\_\_\_\_ offered the following resolution and moved for its adoption, seconded by \_\_\_\_\_

**RESOLVED BY:** Niles DDA Main Street, City of Niles, Michigan,

**WHEREAS,** Helmet Head Holdings, LLC, wishes to obtain a MCL436.1521a(1)(b) MLCC Class C Development District (DDA) License and

**WHEREAS,** Helmet Head Holdings, LLC, License to be held at 104 North 3rd Street, Niles, MI 49120; and

**NOW, THEREFORE, BE IT RESOLVED** that Niles DDA Main Street of the City of Niles, Michigan does hereby grant permission to Helmet Head Holdings, LLC apply for a MLCC Class C Development District (DDA) License under provisions of MCL436.1521a(1)(b) which will allow them to sell, at retail, beer, wine, mixed spirit drink, and spirits for consumption on the premises.

**APPROVAL**

**DISAPPROVAL**

Yeas: \_\_\_\_\_

Yeas: \_\_\_\_\_

Nays: \_\_\_\_\_

Nays: \_\_\_\_\_

Absent: \_\_\_\_\_ Absent: \_\_\_\_\_

I hereby certify the foregoing resolution is a true and complete copy of a resolution adopted by Niles DDA Main Street, County of Berrien, State of Michigan, at a regular meeting held on August 16<sup>th</sup>, 2021 and that public notice of said meeting was given pursuant to and in full compliance with Act No. 267, Public Acts of Michigan, 1976, as amended, and that the minutes of said meeting were kept and will be or have been made available as required by said Act.

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-Niles DDA Main Street