

**Meeting of the Niles DDA Main Street Board of Director
IN PERSON Meeting at City Hall
333 N 2nd Street, 3rd Floor Conference room behind DDA offices Niles, MI 49120
Monday, November 15, 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 October 18, 2021
2. Consideration of approving the Manager report.

TREASURER'S REPORT 6:35 -6:45

3. Financials-WILL FORWARD WHEN RECEIVED

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

4. Social District Update-December 13
5. Entrepreneurial Ecosystem Update-First meeting December 2nd
6. Winter Cities Pilot Update-draft report due December 19
7. Hunter 2022-application submitted
8. Junior Main Street Update-Justin

BOARD OPENINGS -3 opening.

9. Board needs: Project Chairs and Volunteers-please review project that need chairs.

OLD BUSINESS -none

WORKING MEETING

10. Discuss NODE presentation to Council
11. December 11th or 18th Christmas Parade

DIRECTORS REPORTS

Justin Flagel – Vice Chair, EV Chair
Fredda Zeiter – Secretary, Design Chair
Charlie Spilman- Treasurer, Organization Chair
Elizabeth Keller
Luigi Alberganti
Paul Klimson
Sandy Whitmyer
Melanie Kennedy, Promotions Chair
Travis Timm, Council Liaison
Nick Shelton, Mayor

ADJOURNMENT

****2ND MANDATORY DDA PUBLIC Q&A TO BEGIN IMMEDIATELY AFTER THE BOARD MEETING** For the purpose of informing the public of the goals and direction of the Authority, including projects to be undertaken in the coming year, an informational meeting will take place directly after the Niles DDA Main Street board meeting.

(1)



**Meeting of the Niles DDA Main Street Board of Director
IN PERSON Meeting at City Hall
333 N 2nd Street, 3rd Floor Conference room behind DDA offices Niles, MI 49120
Monday, October 18, 2021 at 6:30pm**

DATE/TIME: October 18, 2021

ISSUED: October 19, 2021 *Revised October 20, 2021*

LOCATION: City Hall, Third Floor Conference Room

PRESENT: Sandy Whitmyer, Melanie Kennedy, Justin Flagel, Elizabeth Keller, Charlie Spilman, Bryan Williams
Fredda Zeiter, Luigi Alberganti, Travis Timm – City Council Rep., Mayor Nick Shelton

EXCUSED ABSENCE: Paul Klimson

ABSENT:

VISITORS: Laura Preston, Stephanie Reno, Vikki Jurgonski, Kim Vidt, Caryn Adler

STAFF: Lisa Croteau – DDA / Main Street Manager

COPIES: All members

CALL TO ORDER: 6:30 pm by Chair Bryan Williams

CITIZEN PARTICIPATION: None

CHAIR REPORT: City Council will have a Cannabis Forum Meeting of the Whole November 1, 2021 and on November 22, 2021 DDA will have a presentation on the NODE to City Council. Currently we are continuing a survey of property and business owners relating to the NODE's impact positive, negative and financially.

CONSENT AGENDA 6:30-6:43

1. Consideration of approving the minutes from the September 27, 2021
2. Consideration of approving the Manager reports.

A. MOTION WAS MADE BY CHARLES SPILMAN TO ACCEPT THE AUGUST 16, 2021 DDA BOARD MEETING MINUTES AND MANAGERS REPORT AND WAS SECONDED BY JUSTIN FLAGEL.

Discussion: None

MOTION CARRIED BY UNANIMOUS CONSENT

TREASURER'S REPORT – Charlie Spilman

3. Financials – There are no financials because of City audit taking place. Charlie feels we are still in a comfortable position with no unusual expenditures.

STAFF REPORT: 6:35-6:43

4. Social District Discussion -

B. MOTION WAS MADE BY JUSTIN FLAGEL TO REDRAW BOUNDRIES OF THE SOCIAL DISTRICT TO FROM SYCAMORE STREET TO FRONT STREET AND WAS SECONDED BY CHARLES SPILMAN.

Discussion: None

MOTION CARRIED BY UNANIMOUS CONSENT

5. Entrepreneurial Ecosystem Discussion – We are determining how to establish stakeholders

6. Winter Cities Pilot – They will be in town to survey businesses Thursday October 21 and present findings at City Council November 22.
7. Discussion 2nd Street Mural – Lisa talked to artist. We would like to see a sketch of his new direction within a week.
 - a. Christmas Decorating/Lights for the trees – River Essence group is refurbishing the exiting decorations for the season. MAAC has said they could properly light the 28 trees for \$120.00 per tree for \$3,360.00 total, with LED's. The City has limited power downtown. They are planning to add a transformer to address power issues at the NODE.

C. MOTION WAS MADE BY MELANIE KENNEDY TO INCREASE THE DDA BUDGET BY \$ 1,860.00 TO COVER THE COST OF THE LIGHTS AND WAS SECONDED BY CHARLES SPILMAN.

Discussion: None

MOTION CARRIED BY UNANIMOUS CONSENT

BOARD APPLICATIONS - 2 openings

8. Board needs –
 - a. Melanie Kennedy will Chair the Promotions Committee
 - b. Charles Spilman will Chair the Organization Committee.The Board needs to choose projects to begin working together on.

OLD BUSINESS - None

WORKING MEETING 6:43 – 7:05

9. Discuss NODE presentation to Council.
 - D. MOTION WAS MADE BY BRYAN WILLIAMS TO RENAME THE N.O.D.E. TO 'NILES OUTDOOR DOWNTOWN EXPERIENCE' FROM NILES OUTDOOR DINING EXPERIENCE AND WAS SECONDED BY ELIZABETH KELLER.**

Discussion: This change was suggested by Laura Preston and enthusiastically endorsed by the group.

NODE Business and Property owner Survey in progress. This name change will promote more inclusiveness for all business. We might want to look at 1-way traffic at current NODE location. It's important to get the publics input. The DDA doesn't want to spend significant moneys on the NODE's appearance until the City Council determines just how long the NODE can occupy this location.

MOTION CARRIED BY UNANIMOUS CONSENT

10. December 18 Christmas Parade – A city wide parade and holiday lighting competition will occur along with a downtown business widow display competition with the prizes being given out to the winners during parade. A portion of Main Street may be closed to allow and encourage the community to dress up (ugly sweater style) and party.
11. Hunter Ice Festival – Melanie Kennedy volunteered the Grand LV as the Welcome / Warming Center location this year. This year's Hunter Ice Festival is well into planning stage.
12. Junior Main Street – A pilot program is being developed to help youth to become more invested in their community. This organization will be programed and developed by the youth.

DIRECTORS REPORTS:

Justin Flagel: Vice Chair – The Market was very successful. Resigned from the Ferry Street Board but will stay involved with them. Small Business Saturday planning is in progress.
Fredda Zeiter: Secretary -The Design Committee and River Essence met to see how they can effectively work together. It was a very successful meeting of ideas.
Charlie Spilman: Treasurer -None

Elizabeth Keller: None

Luigi Alberganti: Be aware that resources and supply chain are currently negatively impacted and this will probably continue for some time.

Paul Klimson: Absent

Sandy Whitmyer: None

Melanie Kennedy: None

Travis Timm: None

Nick Shelton: The meeting posting issues have been corrected. Encourage attendance at City Council meetings. Thanks to all volunteers for their service.

ADJOURNMENT:

A MOTION WAS MADE TO ADJORN AT 7:51 PM

Next Board meetings will occur Monday, November 15, 2021

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

Fredda Zeiter

UPCOMING EVENTS:

- a. Small Business Saturday – Saturday November 27, 2021
- b. Hunter Ice Festival – January 14 – 16, 2022

(2) Manager Report

Business Update:

New Prospects: 115 E Main Sold and Closed to the folks that bought 306 E Main Street. They have not made their plans for redevelopment public yet.

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.

MEDC/MMS/RRC: We applied for Match on Main on behalf of Apothica Teas and their expansion. More funding opportunities are coming from MEDC in conjunction with Northern Initiatives and Business Coaching/Training, including opportunities to get businesses online. MMS will also be charged with allocating American Recovery Act funds and they are working to determine at the state level what uses will be allowed. I will share details as they become available.

NODE/Street Furniture/ Outdoor Dining / Social District/ Common Area: We have not been able to open the files that Andrews University sent in order to share them. Lisa brought back some ideas from what she saw being done in Washington DC.*see attached We have received an article in the SBT, a spot on WSBT, and one on ABC57. The survey MEDC created for Third Thursday was adapted for online after the SBF Article and started at 11am on Saturday, November 6. As of 11.40am on November 11, we have received 547 responses. A separate survey for business and building owners was sent out and has responses representing 27 different businesses. Downtown, from Front to 5th-Broadway to Cass, there are different property owners, restaurant and retail businesses.

OLD Y DEVELOPMENT: no update.

Third Thursday: Winter Cities was at October Third Thursday, which unfortunately was rained out. However, Christopher did walk the town in order to familiarize himself with other areas that have been suggested as alternate NODE locations. November Third Thursday will feature U93 from 5:30-7:30 and Red Chuck Productions playing music.

Streetscape: no update other than working with the city to help identify all funds that could be available for this project in order to make the most of what funds are available to Niles.

Parking: no update

Homeless/Vagrants: Judy Truesdell has worked to pull together approximately 20 people that will be meeting on December 2nd to begin learning what each does in order to hopefully have a more cohesive coordinated effort in Niles.

Safe Trick or Treat: The event was only advertised via Friday Folder and word of mouth & it is guesstimate that 500-600 kids took part.

Hunter Ice Festival: January 14-16, 2022. Melanie Kennedy has graciously donated the use of space at The Grand LV for the warming center. Aaric will plan the festival as he has in past years unless new restrictions are put in place between now and January. Single/double block sponsorship will be limited to 50 this year, however sponsorship of larger multi block pieces will be made so that anyone wanting recognition for supporting this event can have it.

Christmas Decorating/Lights: Lights and refurbished swags should be going out before November 27th. We are working with River Essence Group to purchase larger lights for the Christmas Tree with \$400 they received.

3. FINANCIALS – **SEPTEMBER FINANCIALS WILL LIKELY NOT BE AVAILABLE UNTIL DECEMBER OR JANUARY

4. Social District: Ric has asked us to hold off asking for the area to be change as approved at the October meeting until he has the ordinance corrected. He is planning for that to be at the December 13th Meeting.

5. Entrepreneurial Ecosystem Discussion: Please check your schedule and let me know what meeting(s) you will likely be able to attend.

Thursday December 2

9a 1hr 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.

3p 1.5hr 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. ** all of our district businesses plus who? Help identify the "who".

December 9

9a 1.5hr 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.

3p 1.5hr Part 2 with Partner Stakeholder Providers: Using the Entrepreneurship Ecosystem Audit Tool – Assess current strengths and gaps within the support system for local entrepreneurs

December 16

9a 1hr 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.

3p 1hr 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.

6. Winter Cities Pilot: 1st meeting was 9/23. The first draft is due to us November 19th. Christopher will be attending the November 22nd Council Meeting to talk about Winter Cities in general and The NODE in specific.

7. HUNTER ICE FESTIVAL: January 14-16, 2022. Melanie Kennedy has graciously offered Grand LV main floor to be the site of the Warming Center. Aaric will plan the festival as he has in past years unless new restrictions are put in place between now and January. Single/double block sponsorship will be limited to 50 this year, however sponsorship of larger multi block pieces will be made so that anyone wanting recognition for supporting this event can have it. Letters for will be ready to grab at the board meeting and you are encouraged to send a few out to your network.

8. Junior Main Street: Justin coordinated a meeting with Jerry Holtgren, Head of Niles New Tech and Jethrow Kyles, Teacher and Advisor for new Culture Club at NHS. We talked for about an hour about how the learners can become involved. Jerry also said they are creating a curriculum on Entrepreneurship for the 2022-2033 school year and would like to use information about the Main Street program in their new program

9. Vacancies/Board Needs: We need A PROMOTIONS & ORGANIZATION CHAIR. We still need Chairs for many projects List below. Any takers? (P=promotion D=design EV= Economic Vitality O=organization)

(5) PROMOTIONS COMMITTEE - *Melanie Kennedy - Chair*

- HUNTER ICE FESTIVAL (P/D/EV/O)
- SAFE DOWNTOWN TRICK OR TREAT (P) -done for 2021
- BIG BASH DASH 2022 (a 5K run) **Justin** (P/EV/O)
- DOWNTOWN CONCERTS(P/O) **Bryan**
- HOMETOWN MARKET (P/O/EV) **Justin**

(5) DESIGN COMMITTEE *Fredda Zeiter - Chair*

- ART IN THE ALLEY (D)
- STREETSCAPE (sidewalks, parking, decor, etc.) (D/EV/O) **Fredda**
- LQC GRANT-PlaceMaking Grant (D)
- HISTORIC MARKERS (D)
- WAYFINDING(D)

(7) ECONOMIC VITALITY COMMITTEE *Justin Flagel - Chair*

- THE NODE (the closed street on 2nd and Main downtown that has become a public gathering space) (P/D/EV/O) **Bryan & Justin**
- 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) **Justin & Melanie**
- SMALL BUSINESS SATURDAY (annual event on the Saturday after Thanksgiving, with attractions downtown and events/specials/attractions at businesses downtown) (P/D/EV/O) **Justin & Melanie**
- BUSINESS DEVELOPMENT TEAM (building relationships with our downtown businesses/recruiting and placing new businesses) (EV) **Justin**
- RESIDENTIAL DEVELOPMENT (D/EV)
- BUILDING MANAGEMENT (D/EV)
- RESTAURANT WEEK (P/EV) **Luigi** - ready to start in January for March

(3) ORGANIZATION COMMITTEE - *Charlie Spilman - Chair*

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

- FUNDRAISING(O)

MISC VOLUNTEER JOBS

- Volunteers for various tasks at events
- Calendar of Event entry
- Deliver posters/flyers to businesses

Partnership

- DECORATE DOWNTOWN (D/EV/O) *with River Essence Group*

In development

- *Junior Main Street Program* Justin
- *Winter Cities*
- *Entrepreneurial Ecosystem*

10. NODE Presentation to Council. MONDAY NOVEMBER 22 COUNCIL MEETING OF THE WHOLE

-Christopher Germain from Winter Cities will be present at the November 22nd Meeting

-Although October Third Thursday was rained out, I did walk town with Christopher from Winter Cities and asked his opinion on alternative locations.

-Since then we have received an article in the SBT, a spot on WSBT, and one on ABC57 to air Friday the 12th. The survey MEDC created for Third Thursday was adapted for online after the SBF Article and started at 11am on Saturday, November 6. As of 2pm on November 11, we have received 544 responses. I plan to leave it open until Friday the 19th.

-The Greater Niles Chamber of Commerce is compiling a report for us using their Buxton Projective Analytics that will show when people came downtown, along with the demographic profile of those customers. They will run one for all of 2019, 2020 and 2021 so that we will be able to see if there is a correlation with events. I hope to have that report the week of November 15th.

-I am sending personal emails and FB messages to all property owners, retail and restaurant businesses that have not completed the survey in hopes of getting as many back as possible.

I'll print *all* the returned surveys so anyone that wants can read them. I will sort the words used and make a word cloud of both positive and negative. I'll sort to give the ages and zip codes that responded.

Please give any additional ways you feel we can get feedback, as well as anything you would like to see included in the presentation.

11: December Christmas Parade: Melanie will update.
