

# **NILES DDA MAIN STREET BOARD REGULAR MEETING AGENDA Monday, February 21, 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. 2<sup>nd</sup> St. Niles, MI 49120**

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**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 Council, 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

**6:30 PM**

**REGULAR BOARD MEETING**

**CALL TO ORDER:**

**ROLL CALL:**

**ADOPTION OF THE AGENDA:**

**CITIZEN PARTICIPATION (PUBLIC COMMENT):**

**PRESENTATIONS:**

**CONSENT AGENDA:**

1. CONSIDERATION OF APPROVING THE MINUTES FROM THE NOVEMBER 20,2021.
2. CONSIDERATION OF APPROVING THE MANAGER REPORT.

**TREASURER'S REPORT:**

3. UPDATE ON FINANCIALS

**DIRECTOR'S REPORT:**

**Introduction of Items for Discussion**

**Items for Board Action**

4. CONSIDERATION OF ACCEPTING MICHIGAN MAIN STREET'S OFFER OF TECHNICAL ASSISTANCE INCLUDING COMMUNITY SURVEY/S, IDENTIFYING VIABLE LOCATIONS FOR DOWNTOWN PUBLIC SPACES, AND PROFESSIONAL PUBLIC SPACE DESIGN SERVICES AT NO COST WITH THE INTENTION THAT THE DDA AND THE CITY WILL AGREE TO CREATE AN OUTDOOR PUBLIC SPACE IN THE DOWNTOWN
5. CONSIDERATION OF OFFERING NILES DDA MAIN STREET'S BOARD MEMBERS OPPORTUNITY TO ATTEND THE 2022 NATIONAL MAIN STREET CONFERENCE IN RICHMOND VIRGINIA MAY 14-18, 2022.

**COMMITTEE REPORTS & UPDATES (POTENTIAL FOR ACTION):**

- Design Committee
- Economic Vitality
- Promotion Committee
- Organization Committee

**WORKING MEETING:**

6. DISCUSS VOLUNTEER AND BOARD RECRUITMENT PLAN
7. DISCUSSION OF DDA MISSION

**BOARD APPLICATIONS/REVIEW:**

**BOARD MEMBER'S REPORTS:**

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

**CHAIR'S REPORT:**

**ADJOURNMENT**

| <b>DDA REPORT</b>   | <b>ITEM 1</b> |
|---|---------------|
| <b>Date:</b> February 21, 2022<br><b>Subject:</b> Approval of Minutes from Jan 17, 2022 Niles DDA Main Street Board meeting   |               |
| <p><b>Background:</b> The Attached Niles DDA Main Street Meeting Minutes are presented to the board for approval along with corrections, if any.</p> <p><b>Policy Question:</b> Consideration of approving the Niles DDA Main Street Meeting Minutes along with corrections, if any.</p> <p><b>Budget Impact:</b> none</p> <p><b>Recommendation:</b> Recommend accepting the Niles DDA Main Street Meeting Minutes inclusive of any corrections the board deems necessary.</p> <p><b>Supporting Documents:</b> Minutes from January 17, 2022</p> <p>Prepared by: Lisa Croteau, Program Manager</p> <p>Submitted by: Lisa Croteau, Program Manager</p> |               |

**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, January 17, 2022 at 6:30pm**

**DATE/TIME:** January 17, 2022  
**ISSUED:** January 17, 2022  
**LOCATION:** City Hall, Third Floor Conference Room  
**PRESENT:** Justin Flagel, Elizabeth Keller, Sandy Whitmyer, Melanie Kennedy, Paul Klimson, Charlie Spilman, Fredda Zeiter, Luigi Alberganti  
**EXCUSED ABSENCE:** Bryan Williams, Travis Timm – City Council Rep., Nick Shelton - Mayor  
**ABSENT:**  
**VISITORS:** Melissa Smith, Denise DiCostanzo, John DiCostanzo, William Lakeman, Leslie Lakeman, Steven Ray, Cindy Ray, Don Kennedy, Dave Shier, Kim Wooden, Stephanie Reno, Jennifer Howell  
**STAFF:** Lisa Croteau – DDA / Main Street Manager  
**COPIES:** All members

**CALL TO ORDER:** 6:30 pm by Justin Flagel -Vice Chair

**CITIZEN PARTICIPATION:**

The NODE - There was a significant discussion about the current location, possible alternative locations, is it serving a purpose, what is its value, who's responsible for costs? It was noted that unless there's a planned event there is very little use of the space. It was also noted that the space was not very attractive other than the fire pit and needed wind control. The consensus of this group of people is that it is not currently in the appropriate location because of its negative impact on several businesses due to 2<sup>nd</sup> Street partial road closure.

**CHAIR REPORT:**

Justin reported that Bryan Williams will be stepping down as DDA Chair and Board to focus on his business and that he, Justin, is going back to school and will need to step down as Vice Chair but will continue on the DDA Board. Justin thanked Bryan for all his time and work as DDA Chair.

**CONSENT AGENDA 7:00**

1. Consideration of approving the minutes from the November 20, 2021
2. Consideration of approving the Manager reports.

**A. MOTION WAS MADE BY CHARLES SPILMAN TO ACCEPT THE OCTOBER 18, 2021 DDA BOARD MEETING MINUTES AND MANAGERS REPORT AND WAS SECONDED BY ELIZABETH KELLER.**

**Discussion:** Melanie mentioned that her comment about Stephanie Reno being interested in becoming a board member wasn't noted.

**MOTION CARRIED BY UNANIMOUS CONSENT**

**TREASURER'S REPORT – Charlie Spilman**

- 3. Financials – There is currently a balance of about \$80,000. The Hunter Ice Festival is budgeted to cost \$42,000 most of which will be absorbed by sponsorships and a \$10,000 foundation commitment. Lisa will finalize costs at the next Board meeting.

**STAFF REPORT: 7:10**

- 4. COMMONS AREA Update: Clarify area for Commons Area by Board Motion: Change Commons Area boundaries on the North from Wayne Street to the North Side of Sycamore Street and on the south from 3rd and Broadway to the South Side of Cedar Street.

**B. MOTION WAS MADE BY FREDDA ZEITER TO UPDATE THE COMMON AREA BOUNDARY ON THE NORTH FROM WAYNE STREET TO THE NORTH SIDE OF SYCAMORE STREET AND ON THE SOUTH FROM 3D AND BROADWAY TO THE SOUTH SIDE OF CEDAR STREET AND WAS SECONDED BY LUIGI ALBERGANTI.**

**Discussion:** None

**MOTION CARRIED BY UNANIMOUS CONSENT**

- 5. Recap Hunter Ice Festival  
\$29,950 Sponsorship, \$10,000 in kind, \$10,000 donation. Businesses reported great sales and that 80% were new customers. There was no ice cream or chili crawl this year which was a potential loss of \$4,400.
- 6. Reminder Economic Ecosystems meeting Next Meeting: Our next meeting will be on Wednesday, January 19th at 1 pm to 2:30 pm <https://us02web.zoom.us/j/89892672186?pwd=VHJsZ1pESngxd1dPT2dZU0JUdURaZz09>
- 7. NODE Update – Refer to public comment above.
  - We need a strategy to determine appropriate location. needs, value, funding and usage.
  - A NODE committee needs to be re-established

**C. MOTION WAS MADE BY MELANIE KENNEDY TO RECOMMEND TO THE CITY COUNCIL TO CLOSE THE NODE FOR THE WINTER TO ALLOW FOR A FORMALIZED PLAN TO DETERMINE HOW WE PROCEED IN THE SPRING AND WAS SECONDED BY CHARLES SPILMAN.**

**Discussion:**

Who will do the moving of the furniture and where will it be stored and who will pay the fee for this?  
Who will turn off the gas to the fire pit and move and store it? Steve Ray and Don Kennedy volunteered to disconnect the gas and move the firepit.

**Roll Call:**

|                   |            |                 |            |
|-------------------|------------|-----------------|------------|
| <b>Flagel</b>     | <b>NO</b>  | <b>Klimson</b>  | <b>YES</b> |
| <b>Spilman</b>    | <b>YES</b> | <b>Keller</b>   | <b>NO</b>  |
| <b>Alberganti</b> | <b>YES</b> | <b>Zeiter</b>   | <b>NO</b>  |
| <b>Kennedy</b>    | <b>YES</b> | <b>Whitmyer</b> | <b>YES</b> |

**Motion Carried: Yes 5, No 3**

**BOARD APPLICATIONS -4 openings**

- 8. Board Applications – There are 5 applications only one of which has been a member of one of the committees which is a requirement before Board membership.

9. Discuss Plans for Recruitment - None

**OLD BUSINESS** - None

**WORKING MEETING** - None

**DIRECTORS REPORTS:** None

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

**ADJOURNMENT:**

**A MOTION WAS MADE TO ADJORN AT 8:20 PM**

**Next Board meetings will occur Monday, February 21, 2022**

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

Fredda Zeiter / Lisa Croteau

**UPCOMING EVENTS:**

- a. EE Meeting Wednesday, January 19, 2022 1:00pm -2:30pm

| <b>DDA REPORT</b>   | <b>ITEM 2</b> |
|---|---------------|
| <p><b>Date:</b> February 21, 2022</p> <p><b>Subject:</b> Approval of 1.18-2.15 Managers report</p>  |               |
| <p><b><u>Background:</u></b> The attached Managers Report gives a recap of the previous month’s Manager’s activities</p> <p><b><u>Policy Question:</u></b> Consideration of approving the Jan 18-Feb 15, 2022 Managers Report</p> <p><b><u>Budget Impact:</u></b> none</p> <p><b><u>Recommendation:</u></b> Recommend accepting the Managers report</p> <p><b><u>Supporting Documents:</u></b> Managers Report Jan 18-Feb 15, 2022</p> <p>Prepared by: Lisa Croteau, Program Manager</p> <p>Submitted by: Lisa Croteau, Program Manager</p> |               |

**Manager Report 1.18.22 -2.15.22**

**Business Update:**

New: Beyond Ink & Art tattoo studio has opened at 207 N 2<sup>nd</sup> Street.  
115 N 3<sup>rd</sup> Street has rented to new retail shop that will be opening May 2022.

**Restaurant Week:** Working with Luigi, Justin and Selina (CoC) on 2<sup>nd</sup> Annual Restaurant Week-March 7-13

**MEDC/MMS/RRC: MoM:** Laura Hollister/Apothica Teas received a \$21k MoM Grant, and we have received the contract from MEDC. We have given Laura a Bridge Loan in the amount of \$21,000 so that she can get the work opening the space between the two buildings done starting February 14-February 28. It is likely that the work will be completed and we will be reimbursed before her first payment is due.

New Round of MoM opened Feb 7- closes March 9: <https://www.miplace.org/small-business/match-on-main/> I will bring the applications received to the board for review. I have shared the information with all businesses via FB, FB Messenger and Email. I have had conversation with 6 interested businesses and asked that they have their worksheet turned in by Friday, Feb 18. Below is the Local Scoring Matrix we will be using, *if necessary*, copying from what MEDC will be using to judge the MoM Applications they receive, as we are only allowed to submit 2 applications.

|  |
|--|
| <b>Scoring Criteria and Weight Total 10 points</b>   |
| <b>2 -Business industry aligns with the Community’s Transformation Strategy - Local Foods.</b>         |
| <b>2 -The business actively participates and is open during downtown events</b>                        |
| <b>1 -Clarity and completeness of project scope documentation, including cost estimates and budget</b> |
| <b>1 -Vacant or underutilized space will be activated</b>  |
| <b>1 -Private investment by the selected business</b>  |
| <b>1 -Impact Match on Main funds will have on the selected business</b>                                |
| <b>1 -Additional resources leveraged to support the business and/or proposed project</b>               |
| <b>1 -Number of Jobs that will be created or retained</b>  |

**Optimize Main Street:** Our Round, Round 2 of the Optimize Main Street Program opens on Monday, February 21<sup>st</sup> and closes on Friday, March 18<sup>th</sup>. All information regarding the technology technical assistance and grant program can be found at <https://www.miplace.org/optimize-main-street/> **Please look the information over and bring any questions that you suggest we use to put together a Local Scoring Matrix.**

Because the expectation is that the business will develop their plan working with the Initiate tech consultant, we cannot vet their project in a scoring matrix. The thing that MEDC/MMS is stressing is “Are they coachable?” so we need their commitment to work with the Initiate Counselor. It is only 2 one-hour meetings, so absolutely something any business should be able to do to get \$2500.

We do not need to “Apply” for this one. It is automatic for 5 of our businesses IF they do the work with Initiate, but we can only pick 5. Per the program guide, MMS/MEDC requires: *Each Main Street Program will certify that the small businesses selected to participate in the program meet the following eligibility requirements:*

- Have completed the online Business Technology Assessment via Google Forms (Appendix B)
- Have a physical location located in the Michigan Main Street district or DDA district that the Main Street Program oversees
- Are headquartered in Michigan
- Have a need for technology integration
- Are coachable and committed to completing the required technical assistance
- Can complete the minimum required coaching and technical assistance within 45 days of application award notification

**RAP Grant.** MEDC is releasing a new grant opportunity : [Revitalization and Placemaking \(RAP\) program](#) which utilizes \$100 million in federal American Rescue Plan dollars to **support investments that will repurpose vacant, underutilized, blighted or historic buildings and place-based infrastructure.** The RAP program will allow individual projects to apply for up to \$5 million in support of their efforts to revitalize these now vacant spaces. The program is intended to address a rise in vacancy rates throughout Michigan’s downtowns and commercial districts as the number of offices transitioning to remote or hybrid work settings increases, and investment is needed to repurpose or renovate buildings and regain vitality. Any funds applied for need to be matched with local funds. We are hoping to capitalize on the services Niles has received the past few years that have developed plans in crafting an application that will allow Niles to act on the plans MEDC and MML have created. The City is working with the Chamber on an application, and may possibly participate in a regional application. The Program Draft went live 2.15.22, so as things progress, I will report to the board.

**NODE:** 1) Ric presented a bill to disassemble the NODE and asked me to present to the board to discuss. 2) The offer from MMS to do a 3<sup>rd</sup> Party Assessment of technical assistance including community survey’s, identifying viable locations for downtown public spaces, and professional public space design services at no cost with the intention that the DDA and the City will agree to create an outdoor public space in the downtown is an agenda item for the board.

**Social District/ Commons Area:** Charlie and I put signs out denoting the boundaries for the revised Commons Area. At this time, only Niles Brewing Company and Brass Eye have obtained their MLCC Social District License. Both businesses reported that they saw increased sales because of Social District, and per the police, no issues were reported. We will be

delivering signs to merchants that they can put in their window identifying whether drinks are allowed inside their business or not, with the reminder PER MLCC RULES No Alcohol is allowed to enter a non-MLCC licensed food establishment:

**MCL 436.1913(1), (2), & (5) - Prohibited conduct; unlicensed premises or place; unlawful consumption of alcoholic liquor; exceptions; construction of section; "consideration" defined.** (2) A person shall not consume alcoholic liquor in a commercial establishment selling food if the commercial establishment is not licensed under this act. A person owning, operating, or leasing a commercial establishment selling food which is not licensed under this act shall not allow the consumption of alcoholic liquor on its premises.

**Entrepreneurial Ecosystem:** Matt Wagner from National Main Street completed the fact and information gathering part of this service and will be scheduling the report with actionable plan meeting sometime in March. I will share that date and information as soon as it is available.

**Winter Cities:** We are expecting the Winter Cities Action Plan by the end of February. I will share as soon as we receive it.

**Hunter Ice Festival:** It was a great weekend for most every business that was open. Several had record days, especially on Sunday, so we'll need to discuss whether we should have a Welcome Center and Chili Crawl in the future or forgo the Welcome Center and make Chili Crawl a separate event.

|                             |                |
|-----------------------------|----------------|
| Income                      | \$ 38,471.62   |
| Carvers and Ice             | \$ (33,804.00) |
| HOTEL                       | \$ (2,827.02)  |
| SIGNS                       | \$ (300.00)    |
| LIGHTS, games               | \$ (300.00)    |
| Justin sound for Fire & Ice | \$ (300.00)    |
|                             | \$ 940.60      |

**Financials:** I am doing a new report that balances each month income and expenses to the City Monthly report. Because of the way the city does financials, it will *always* be a 1-2 months in arrears, but December is attached and will be posted to uncoverniles.com when approved by the board.

|                               |                          |
|-------------------------------|--------------------------|
| <b>INCOME - Match Monthly</b> |                          |
| \$ 12,500.00                  | Hunter Sponsorship       |
| \$ 10,000.00                  | Member-Sustainer         |
| \$ 377.00                     | ShelfLife Paypal         |
| \$ 77.38                      | WIX Tshirt sale          |
| \$ 537.17                     | ShelfLife                |
| \$ 27.53                      | interest                 |
| \$ 80.00                      | Holiday Homecoming Trees |
| \$ 23,599.08                  |                          |
| \$ 23,599.75                  |                          |
| \$ 0.67                       | difference               |

|                             |                          |
|-----------------------------|--------------------------|
| <b>INCOME -Cash Account</b> |                          |
| \$ 299.33                   | Morris loan CASH ACCOUNT |

|                       |                          |
|-----------------------|--------------------------|
| <b>INCOME - Event</b> |                          |
| \$ 221.00             | Swag Sales Jingle Jangle |
| \$ (168.75)           | Pay Santa Hired w/ cash  |
| \$ 52.25              | Balance to deposit       |

|                      |  |
|----------------------|--|
| <b>2021 DECEMBER</b> |  |
| <b>EXPENSES</b>      |  |
| <b>\$ 3,031.19</b>   | <b>BILLS</b>                                       |
| <b>\$ 565.00</b>     | <b>2ND STREET DINING AREA</b>                      |
| \$ 315.00            | JR printing t-shirts                               |
| \$ 250.00            | Red Chuck f Small Business Saturday                |
| <b>\$ 85.00</b>      | <b>FLOWERS - IRRIGATION</b>                        |
| \$ 85.00             | MAAC winterize system                              |
| <b>\$ 800.00</b>     | <b>DECORATE DOWNTOWN</b>                           |
| \$ 800.00            | MAAC Hang Pole Decorations                         |
| <b>\$ 131.47</b>     | <b>REPAIRS &amp; MAINT - DOWNTOWN</b>              |
| \$ 131.47            | MICHIANA Trash Removal                             |
| <b>\$ 251.57</b>     | <b>COMMUNITY PROMOTIONS</b> *checking into details |
| \$ 251.57            |  |
| <b>\$ 338.55</b>     | <b>NECI - UTILITIES</b>                            |
| \$ 338.55            | CITY OF NILES ELECTRIC                             |
| <b>\$ 27.43</b>      | <b>FARMERS MARKET- UTILITIES</b>                   |
| \$ 27.43             | CITY OF NILES ELECTRIC                             |
| <b>\$ 32.17</b>      | <b>CHARGING STATIONS</b>                           |
| \$ 32.17             | CITY OF NILES ELECTRIC                             |
| <b>\$ 800.00</b>     | <b>HOLIDAY HOMECOMING</b>                          |
| \$ 695.00            | Dream Coach Carriages Carriage Rides               |
| \$ 105.00            | SHELTON FARMS Christmas trees                      |
| <b>\$ 2,739.62</b>   | <b>VISA</b>  |
| <b>\$435.00</b>      | <b>MOVIES IN THE PK</b>                            |
| \$ 435.00            | SWANK Goonies reimbursed by On Base Production     |
| <b>\$322.19</b>      | <b>NECI - UTILITIES</b>                            |
| \$ 198.90            | Comcast Internet                                   |
| \$ 123.29            | SEMCO GAS  |
| <b>\$1,350.00</b>    | <b>RESTROOMS</b>                                   |
| \$ 450.00            | Michiana Sa Aug 5904 Clean restrooms               |
| \$ 450.00            | Michiana Sa Oct 6336 Clean restrooms               |
| \$ 450.00            | Michiana Sa Sept 6118 Clean restrooms              |
| <b>\$84.79</b>       | <b>NECI - TRAINING - MER Bookstore</b>             |
| \$ 84.79             | Pizza Transi Pizza for worknight                   |
| <b>\$93.05</b>       | <b>OFFICE SUPPLIES</b>                             |
| \$ 93.05             | Office Depot Ink for Printer                       |
| <b>\$52.99</b>       | <b>COMMUNITY PROMOTIONS</b>                        |
| \$ 52.99             | Ebay Glowsticks for December event                 |
| <b>\$379.60</b>      | <b>2ND STREET DINING AREA</b>                      |
| \$ 2.00              | BS&A Info on Flo n' Grow building purchase         |
| \$ 377.60            | Biddergy 12 Chairs                                 |
| <b>\$22.00</b>       | <b>TRAVEL, TRAINING &amp; CONFERENCE</b>           |
| \$ 22.00             | Eventbrite Community Wealth Building webinar       |
| <b>\$ 5,947.25</b>   | <b>PAYROLL</b>                                     |
| <b>\$ 5,947.25</b>   |  |
| \$ 2,306.96          | 12.10.21   |
| \$ 2,306.96          | 12.23.21   |
| \$ 1,333.33          | Dec Health I to be reimbursed                      |

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|                    |                                     |
|--------------------|-------------------------------------|
| <b>\$ 4,875.00</b> | <b>CASH ACCOUNT</b>                 |
|                    | <b>DDA LOAN / Cash Account</b>      |
| <b>\$ 4,875.00</b> | Chad Mitch Loan for Roof 226 E Main |
| \$ 4,875.00        |                                     |

|                 |                 |                       |  |
|-----------------|-----------------|-----------------------|--|
| <b>\$ 23.75</b> | <b>\$ 23.75</b> | <b>COMMUNICATIONS</b> | *not sure this is DDA's checking into it |
|                 | \$ 23.75        |                       |  |

\$ 16,616.81  
 -0.01  
**\$ 16,616.80**



**Streetscape:** Investigating Banner / Kiosk options. CGI has a program they are pitching where Banners would not cost our program anything and I am also investigating digital like Cassopolis has we can discuss the range of options. The city is still hoping to identify funds that could be available for this project in order to make the most of what funds are available to Niles.

**Lisa's Issues Parking Lot :**

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

**OLD Y DEVELOPMENT:** no update.

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

**Parking:** no update

| <b>DDA REPORT</b>   | <b>ITEM 3</b> |
|---|---------------|
| <p><b>Date:</b> February 21, 2022</p> <p><b>Subject:</b> Approval of January 2022 Treasurers Report</p>   |               |
| <p><b>Background:</b> The attached January 2022 Treasurers Reports presented to the board for approval.</p> <p><b>Policy Question:</b> Consideration of approving the January 2022 Treasurers Report.</p> <p><b>Budget Impact:</b> none</p> <p><b>Recommendation:</b> Recommend accepting the January 2022 Treasurers Report.</p> <p><b>Supporting Documents:</b> January 2022 Treasurers Report. Bills paid Jan-Feb 15, 2022</p> <p>Prepared by: Charlie Spilman, Treasurer and Lisa Croteau, Program Manager</p> <p>Submitted by: Lisa Croteau, Program Manager</p> |               |

**Bills paid 1.18 -2.15.22** Bills paid since last meeting

| 2022 February |           |  |
|---------------|-----------|--|
| \$ 1,608.31   | VISA      |  |
|               | \$ 375.46 |  |
|               |           | \$ 176.56 SEMCO Gas  |
|               |           | \$ 198.90 COMCAST Internet NECI & Bookstore                  |
| \$ 44.22      |           |  |
|               |           | \$ 44.22 Pizza Transi Pizza for monthly worknight            |
| \$ 186.48     |           |  |
|               |           | \$ 186.48 Amazon Lights/Too small-to be returned 2.22        |
| \$ 8.48       |           |  |
|               |           | \$ 8.48 Dollar Genei Computer Mouse                          |
| \$ 195.66     |           |  |
|               |           | \$ 125.00 Costume W/ Olaf and Grinch Costumes                |
|               |           | \$ 70.66 Dollar Tree Lighted Swag for Jingle all the way     |
| \$ 55.99      |           |  |
|               |           | \$ 36.00 Netfirms WP Essential Upgrade-uncovermiles.com      |
|               |           | \$ 19.99 Google Stor: google docs storage                    |
| \$ 375.00     |           |  |
|               |           | \$ 375.00 National Mai Annual Membership                     |
| \$ 367.02     |           |  |
|               |           | \$ 367.02 Vista Print Signage for social district boundaries |

| <b>2022 JANUARY</b>   |  |
|---|--|
| <p><b>\$ 819.17</b></p> <p><b>VISA</b></p> <p><b>\$ 198.90</b></p> <p><b>\$ 174.00</b></p> <p><b>\$ 77.23</b></p> <p><b>\$ 134.17</b></p> <p><b>\$ 221.85</b></p> <p><b>\$ 11.02</b></p> <p><b>\$ 2.00</b></p> <p><b>\$ 2,198.75</b></p> <p><b>BILLS</b></p> <p><b>\$ 198.75</b></p> <p><b>\$ 1,700.00</b></p> <p><b>\$ 300.00</b></p> <p><b>\$ 131.47</b></p> <p><b>\$ 5,947.25</b></p> <p><b>\$ 2,154.25</b></p> <p><b>FROM CASH ACCOUNTS</b></p> <p><b>\$ 2,154.25</b></p> | <p><b>NECI – UTILITIES</b></p> <p>\$ 198.90 Comcast Internet NECI &amp; Bookstore</p> <p><b>POSTAGE</b></p> <p>\$ 174.00 USPS Stamps</p> <p><b>NECI - TRAINING – MERCHANT Bookstore</b></p> <p>\$ 77.23 Pizza Transi Pizza for monthly worknight</p> <p><b>OFFICE SUPPLIES</b></p> <p>\$ 94.96 Office Depot Paper/Scale Ruler/ink</p> <p>\$ 39.21 Amazon Flyer Holders</p> <p><b>COMMUNITY PROMOTIONS</b></p> <p>\$ 56.53 Dollar Tree Lighted Swag for Jingle all the way</p> <p>\$ 84.80 Dollar Tree Lighted Swag for Jingle all the way</p> <p>\$ 80.52 Amazon Lighted Rings Swag Jingle all the way</p> <p><b>COMMUNICATIONS</b></p> <p>\$ 9.03 GoDaddy REALLOCALFLAVORNILES.COM 1yr</p> <p>\$ 1.99 Google Stor; google docs storage</p> <p><b>The NODE</b></p> <p>\$ 2.00 BS&amp;A property info-214 N 2nd</p> <p><b>HUNTER ICE FEST - ICE CREAM</b></p> <p>\$ 198.75 Jim's Smokii Hunter Ice Cream for Sponsors</p> <p><b>RENTALS</b></p> <p>\$ 225.00 Leader Publi November 2021 223 N 4TH</p> <p>\$ 200.00 Leader Publi November 2021 Upstairs 219 N 4<sup>TH</sup></p> <p>\$ 225.00 Leader Publi December 2021 223 N 4TH</p> <p>\$ 200.00 Leader Publi December 2021 Upstairs 219 N 4<sup>TH</sup></p> <p>\$ 225.00 Leader Publi January 2022 223 N 4TH</p> <p>\$ 200.00 Leader Publi January 2022 Upstairs 219 N 4<sup>TH</sup></p> <p>\$ 225.00 Leader Publi February 2022 223 N 4TH</p> <p>\$ 200.00 Leader Publi February 2022 Upstairs 219 N 4<sup>TH</sup></p> <p><b>HUNTER ICE FEST – ICE</b></p> <p>\$ 300.00 Red Chuck f Fire &amp; Ice Sound</p> <p><b>DOWNTOWN TRASH REMOVAL</b></p> <p>\$ 131.47 MICHIANA RECYCLING</p> <p><b>PAYROLL</b></p> <p>\$ 2,306.96 12.10.21</p> <p>\$ 2,306.96 12.23.21</p> <p>\$ 1,333.33 Dec Health I to be reimbursed</p> <p><b>FAÇADE GRANT/Cash Account</b></p> <p>\$ 2,154.25 Sew Happy Sales and Service</p> <p><b>HOLIDAY HOMECOMING</b></p> <p>\$ 939.40 LOWES Tree Lights for RiverEssence-<i>to be reimbursed</i></p> <p>\$ 2,654.50 LOWES Corner Tree Lights</p> |

| <b>DDA REPORT</b>  | <b>ITEM 4</b> |
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| <p><b>Date:</b> February 21, 2022</p> <p><b>Subject:</b> CONSIDERATION OF ACCEPTING MICHIGAN MAIN STREET'S OFFER OF TECHNICAL ASSISTANCE INCLUDING COMMUNITY SURVEY/S, IDENTIFYING VIABLE LOCATIONS FOR DOWNTOWN PUBLIC SPACES, AND PROFESSIONAL PUBLIC SPACE DESIGN SERVICES AT NO COST WITH THE INTENTION THAT THE DDA AND THE CITY WILL AGREE TO CREATE AN OUTDOOR PUBLIC SPACE IN THE DOWNTOWN.</p>  |               |
| <p><b>Background:</b> After the January 8<sup>th</sup> Council meeting and listening to public comments, Christopher Germain from MEDC went back to Lansing and began working with Michigan Main Street (MMS) on a service to help with the Winter Cities project, and specifically The NODE project here in Niles.</p> <p>On Wednesday, January 19<sup>th</sup>, Laura Krizov and Leigh Young from MMS presented the following opportunity to Lisa Croteau:</p> <p><i>Michigan Main Street can support communities with design assistance for public space/placemaking projects through working with Downtown Professionals Network. The service is highlighted by a survey to showcase and collect input on evolving public space/placemaking concepts. For Niles this would be specific to The NODE, we would gather input about aesthetic improvements, location, programming of the space, etc. The service culminates with an architect providing recommendations and renderings to showcase solutions. For Niles the recommendations and drawings would center around options for The NODE to bolster enhancement opportunities. The deliverables for the service would include guiding principles for development &amp; design, an identification of opportunity sites based on susceptibility to change, development patterns, etc., and concept illustrations and/or precedent images depicting possible opportunities for the future of The Node.</i></p> <p>The caveat for receiving this service was to be the DDA's intent to create a public space in the downtown area after this service. Lisa asked that it be approved by both City Council and the DDA board as it requires commitment from both to make any sort of space happen.</p> <p><b>Policy Question:</b> Should the board accept the offer from Michigan Main Street to work with Downtown Professional Network on the NODE.</p> <p><b>Budget Impact:</b> none for the service</p> <p><b>Recommendation:</b> Recommend accepting the offer.</p> <p><b>Supporting Documents:</b> <b>The following motion was passed by Niles City Council at their January 24, 2022 meeting:</b> <i>Consideration of accepting the recommendation of the Downtown Development Authority to open 2nd Street between Main and the Main Street north alley and consideration of accepting Michigan Main Street's offer, if also accepted by the DDA, of technical assistance including community survey/s, identifying viable locations for downtown public spaces, and professional public space design services at no cost with the intention the DDA and the City will agree to create an outdoor public space in the downtown.</i></p> <p>Prepared by: Lisa Croteau, Program Manager</p> <p>Submitted by: Lisa Croteau, Program Manager</p> |               |

| <b>DDA REPORT</b>   | <b>ITEM 5</b> |
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| <p><b>Date:</b> February 21, 2022</p> <p><b>Subject:</b> CONSIDERATION OF PAYING FOR MANAGER TO ATTEND AND OFFERING NILES DDA MAIN STREET'S BOARD MEMBERS OPPORTUNITY TO ATTEND THE 2022 NATIONAL MAIN STREET CONFERENCE IN RICHMOND VIRGINIA MAY 14-18, 2022.</p>  |               |
| <p><b>Background:</b> Every year, National Main Street holds an annual conference. Pre-COVID, 3-6 members of the Niles DDA Main Street board attended every other year since 2010. This year the conference will be in Richmond VA. <b>Conference Themes:</b></p> <p><b>Main Streets for the New Economy</b> As we look ahead to the post-pandemic economy, Main Street programs must harness shifts accelerated by the pandemic. To help their communities thrive in a new economy, Main Street programs can embrace new community and economic development innovations to create quality jobs, advance equity, leverage shifts in lifestyle and consumer choices, and increase community wealth. From remote work to small-scale manufacturing to equity-focused entrepreneurship programming, and more, Main Streets are an incubator for ideas that will position our communities to thrive in the years to come.</p> <p><b>Community Preservation and Expression</b> A community's values, traditions, and culture come to life on Main Street through what it chooses to preserve, protect, and communicate in both physical and intangible ways. Main Street programs and other place-based revitalization organizations have an important role to play in ensuring that public spaces and signifiers of collective memory are reflective of and in service to all members of the community, and when necessary, engaging in difficult conversations to address past inequities. Join us as we explore the relationship between Main Streets of the future and our complicated histories; the ways in which the arts and storytelling can address real-world challenges and promote positive change; and the practice of historic preservation in a broader context in order to tell a fuller American story.</p> <p><b>Housing and Small-Scale Development</b> Strengthening commercial district housing, density, and mixed-use development is one of the most transformative ways that a community can drive investment in its downtown. Main Street programs and other place-based economic development organizations have an important role to play in advocating, planning, and facilitating community investments to ensure development projects reflect community interests and needs. To do this effectively, Main Street programs must be ambassadors for strategies and incentives, bring community stakeholders together, and build community-wide capacity to address the myriad issues involved in the development process. Sessions will explore how our redevelopment, planning, and preservation processes need to adapt to make it easier and more affordable to add housing downtown and showcase innovations from the field, including upper story housing programs, workforce housing strategies, working with property owners, and more.</p> <p><b>Policy Question:</b> Should we pay for the board members that want to attend to attend the conference-including travel, registration, hotel and food. We have \$10,000 budgeted for conference this year.</p> <p><b>Budget Impact:</b> Approx \$1000 per/person</p> <p><b>Recommendation:</b> Recommend the board pay for Lisa and up to 9 additional board members to attend, and authorize Lisa to make all arrangements.</p> <p><b>Supporting Documents:</b> <a href="http://www.mainstreet.org/howwecanhelp/mainstreetnow">www.mainstreet.org/howwecanhelp/mainstreetnow</a></p> <p>Prepared by: Lisa Croteau, Program Manager</p> <p>Submitted by: Lisa Croteau, Program Manager</p> |               |

**COMMITTEE REPORTS & UPDATES (POTENTIAL FOR ACTION):**

- Design Committee
- Economic Vitality
- Promotion Committee
- Organization Committee

**WORKING MEETING:**

6. DISCUSS VOLUNTEER AND BOARD RECRUITMENT PLAN
7. DISCUSSION OF NILES DDA MAIN STREETS MISSION

**INFORMATION FOR WORKING MEETING**

6:

Niles DDA Main Streets downtown revitalization efforts rely on the National Main Street Center four-point approach.

More than an economic asset, downtown is the historic meeting place of our community.  
It helps define our identity and gives people a sense of belonging and pride.

Each of the volunteer committees has a particular focus and all share the common goal of strong downtown business districts.

**Niles DDA Main Street 2021 Goals**

Create the environment that supports local specialty, food-related options  
Continue to build a culture of value-added collaboration among downtown business owners  
Create a walkable, connected vibrant district that encourages experiencing all that Niles offers

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The primary responsibility of the **ECONOMIC VITALITY COMMITTEE** is to develop and implement a strategy that will result in an improved business mix, a stronger tax base, increased investor confidence, and a stable role for the DDA district as a major component of community economic health.

**SPECIFIC RESPONSIBILITIES**

- Work to strengthen existing downtown businesses and recruit additional businesses by developing and implementing programs, seminars and literature
  - Monitor changes in the local market on an ongoing basis, assess downtown market share, measure the involvement of various groups in downtown commerce, monitor sales leakage or surplus and assess the downtown mix of retail, commercial, residential, recreational and civic space
  - Direct activity as it related to downtown commercial and real estate development
  - Maintain a thorough inventory of downtown properties
  - Become familiar with city, county and regional economic development strategies and coordinate projects when possible
- ECONOMIC VITALITY COMMITTEE 2021 Projects (Justin Flagel, 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)*

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The primary responsibility of the **ORGANIZATION COMMITTEE** is to recruit new members for the board and committees, recruit volunteers for special projects and fundraise for both the organization and its events.

**SPECIFIC RESPONSIBILITIES**

- Assist the committees in recruiting committee members
  - Promote the development of a strong volunteer network within the program and encourage leadership development
  - Build partnerships among groups with a stake in the community
  - Help build financial strength by participating in sponsorship & grant requests and other fundraising activities
- 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)*
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The primary responsibility of the **DESIGN COMMITTEE** is to create an attractive, coordinated and high-quality image capitalizing on all aspects of design that affect the downtown's image, unique assets, heritage and distinct aesthetic character.

**SPECIFIC RESPONSIBILITIES**

- Responsible for design improvement activity relating to building maintenance and rehabilitation, historic preservation, new construction, public and private signs, public improvements, traffic, parking, and landscaping
- Monitor local ordinances and regulation affecting downtown design issues and work toward developing a supportive environment for downtown revitalization
- Help to oversee the Design Guidelines process
- Work with the Niles Public Art Commission on Art in the district
- Oversee the Façade and Sign Grant programs
  - 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)

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The primary responsibility of the **PROMOTIONS COMMITTEE** is to create and manage events designed to bring both the community and visitors to downtown, assist with retail promotions, *as well as* create a unified marketing plan and to direct implementation of a total marketing program that fosters a quality image of the downtown as a center for business investment, shopping, services, and entertainment.

**SPECIFIC RESPONSIBILITIES**

- Work to ensure a consistent, high-quality image in all promotions, events, and support materials related to marketing downtown
- Develop and implement a broad-based marketing plan
- Develop and oversee image events and retail promotions to support marketing goals and to build positive attitudes about downtown
  - PROMOTIONS COMMITTEE 2021 Projects (*Melanie Kennedy, 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)

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Breaking it down, *in a nutshell*, what each committee would do for:

HUNTER ICE FESTIVAL (P/D/EV/O)

Promotion is responsible for planning and promoting the entire event

Design will map the placement of sculptures and name a theme for the Family Area

Economic Vitality will work with the businesses to develop and promote specials happening in businesses to get visitors to spend money at businesses during this free festival

Organization is responsible for getting sponsorship and volunteers

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**7: DOWNTOWN DEVELOPMENT AUTHORITY Act 197 of 1975** AN ACT to provide for the establishment of a downtown development authority; to prescribe its powers and duties; **to correct and prevent deterioration in business districts; to encourage historic preservation;** to authorize the acquisition and disposal of interests in real and personal property; to authorize the creation and implementation of development plans in the districts; **to promote the economic growth of the districts;** to create a board; to prescribe its powers and duties; to authorize the levy and collection of taxes; to authorize the issuance of bonds and other evidences of indebtedness; to authorize the use of tax increment financing; to reimburse downtown development authorities for certain losses of tax increment revenues; and to prescribe the powers and duties of certain state officials. (*Top down approach-advisory or management board*)

The National Main Street Center leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts. Main Streets are for everyone. At the core of our approach to revitalization is a commitment to creating places of shared prosperity, equal access to opportunity, and inclusive engagement. The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization. A revitalization program's work – and its Transformation Strategies – need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement. **ECONOMIC VITALITY** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies. **DESIGN** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. **PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics. **ORGANIZATION** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district. (*Bottom up approach- working board and committees that do the work*)