



Downtown Development Authority Minutes

Monday, February 22, 2021 at 6:00 PM

CALL TO ORDER Chairman Mark Brink called the meeting to order at 6:04 pm

PRESENT

Chairman Mark Brink

Aaron Budnick

Amanda Conklin

Greg Hunt

Mike Culpepper

Treasurer Rosemary Ridsdale

Sharon Woods

Richard Darr

ABSENT

David Shinsky

PUBLIC COMMENT There was no public comment at this time

APPROVAL OF MINUTES

1. Approve minutes of January 25, 2021

Motion made by Conklin, Seconded by Culpepper.

Voting Yea: Chairman Brink, Budnick, Conklin, Hunt, Culpepper, Treasurer Ridsdale, Woods, Darr

TREASURER'S REPORT

2. Approval of Treasurer's Report, motion made by Culpepper, Seconded by Hunt.

Voting Yea: Chairman Brink, Budnick, Conklin, Hunt, Culpepper, Woods, Darr, Ridsdale

NEW BUSINESS

3. Consideration of Sponsorship

Gail Geasler spoke to the board. Past sponsors are financially struggling due to COVID. Music in the Park is looking for sponsorship. The cost of bands is anticipated to be higher this year because the Music is being moved to Friday night from Wednesday night.

Motion made by Culpepper, Seconded by Woods to sponsor up to \$6000 for Music in the Park for the summer of 2021. The group will continue to secure sponsors and if they come forward the DDA amount will be reduced or the number of events may be extended. Gail Geasler will keep the DDA posted as sponsors come in. She will also provide them with information regarding the number of bands that are booked and the cost associated with the bands.

Voting Yea: Chairman Brink, Budnick, Conklin, Hunt, Culpepper, Treasurer Ridsdale, Woods, Darr

4. Contract for Holiday Lighting

Motion by Culpepper, Seconded by Hunt to approve the Holiday lighting contract for 2021.
Voting Yea: Chairman Brink, Budnick, Conklin, Hunt, Culpepper, Treasurer Ridsdale, Woods, Darr

5. Match on Main Grant

The DDA discussed getting applicants prepared for future rounds of funding as the applications received are not complete enough to submit at this time.

OLD BUSINESS

6. Review updates to TIFA Plan

Justin Sprague CIB revisited the TIFA Plan Update. The group discussed the history of the existing plan and the proposal for the updated plan. The 2017 DDA project plan, the Economic Development Plan, and the FIT Assessment Results will all be considered for projects to utilize the TIFA funds collected.

7. Review Face Forward Application Process - Applications Due Date

The DDA Board requested that the City Staff prepare an informational flyer regarding the FaceForward Program and mail it to all of the property owners in the the DDA District. The board would like to the Flyer to state the eligibility requirements and a flexible open deadline for 2021 projects. The deadline is typically the 3rd Monday in March.

OTHER

Mayor Culpepper spoke regarding the number of uses allowed for Marihuana retail stores. Currently the Ordinance allows for a total of four retail stores. There are two retail dispensary licenses and two micro business licenses. The discussion revolved around how having four marihuana retail stores would effect other businesses.

Motion by Woods, Seconded by Ridsdale to recommend that the City Council consider removal of the Micro Business Retail Marihuana license capping retail marihuana licenses at two, without any option for a retail license to grow marihuana.

Voting Yea: Chairman Brink, Budnick, Conklin, Hunt, Culpepper, Treasurer Ridsdale, Woods, Darr

8. Training Opportunity

The board was presented with a training flyer and encouraged to attend. The City is willing to cover the cost of training. The Board was also asked to let staff know if there were any items that would like training on. Staff is willing to provide in house training at meetings. Future in meeting trainings will include review of the goals and objectives of the original TIFA Plan, the 2017 DDA Project Plan, the Economic Development Plan, open meetings act and Downtown Development Strategies.

ADJOURN

Meeting adjourned at 7:30pm

Paula Willoughby
Clerk/Treasurer