

# City of East Jordan DDA Meeting Minutes-- DRAFT

**Monday, September 12, 2016**

- I. **Call to Order 5:35pm**  
B. Worgess, R.Peck, D.Atkins, M.McLeod, D.Miller  
Excused: T.Teske, D.Lavanway  
Absent: M.Carey, MJ.Krumholtz  
Also Present: T.Cannon, A.Baker
- II. **Secretary's Report**  
- Review and Approve the Minutes of the July 25, 2016 Meeting- accept R.Peck, second D.Atkins
- III. **Treasurer's Report**  
Aspen Wireless Bill paid, Banners, and Kendall Electric  
Account Balance is \$45,515 as of July 1  
Motion to accept B.Worgess, second R.Peck
- IV. **City Manager's Report**  
No Report
- V. **Mayor's Report**  
No Report
- VI. **Downtown Development Coordinator's Report**  
CEC Conference- Oct 5-6  
Baker has been visiting district businesses. Baker will look into adding a calendar link to Facebook and the website. A district building inventory will be established following the MEDC RRC model for any currently available spaces.
- VII. **Chairman's Report**  
**No report**
- VIII. **Old Business**
  - a. Banners
  - b. MEDC Grant Project- Memorial & Sportsman Parks
    - i. LIAA included into the scope of work for new Parks & Rec strategic plan to roll all projects together.
    - ii. LIAA worked on City master plan and has some background information
    - iii. October 16 kick off planning meeting- planning will be handled similarly to the city strategic plan with community input.
  - c. Façade Grant Committee
    - i. Information will be shared on FB and website and in a flyer to be shared throughout the district
  - d. Redevelopment Liquor License
    - i. Everything has been sent into the state
    - ii. We are keeping an eye on progress, but it is out of our hands at this point
- IX. **New Business**
  - a. Spring City Lights

- i. 2 light poles were hit by lightning inspiring research into updating lights on the streets.
  - ii. Tracy and Dan from Spring City visited to share their products
  - iii. Similar product to what is currently being used
    - 1. New design houses LEDs in the upper casing to push light downward
    - 2. Housing manages heat to manage power in the light output
    - 3. 10 year warranty
    - 4. Cast aluminum lamp posts and housings have about a 25year life cycle
    - 5. 3000 kelvin will produce a similar light to incandescent bulbs
    - 6. Raises light efficiency
    - 7. Can also be monitored remotely
    - 8. \$900 head designed to be decorative and efficient
      - a. Retrofit kits run \$300-\$500 with more labor and time needed and less efficiency
    - 9. T. Cannon mentioned these could be installed in phases
      - a. Central Business District
      - b. Rest of the District
    - 10. Currently have 3 retrofit kits in the district
      - a. Retrofit kits are heavier at the top of the light making them sway more in the wind
- b. Wayfinding Signs
  - i. Landscaping is planned for around the new entry signs
    - 1. Would like to add entryway signs to C48 routes as well
  - ii. Secondary wayfinding signs would be locally owned streets that do not require MDOT permits
  - iii. Primary routes include anything on MDOT roads
  - iv. \$10,000 is donated toward signs, would like to see DDA match
    - 1. \$20,000 total could bring in 8 signs on the secondary route
    - 2. Stick with core region
    - 3. Signs would come from Pro Image design out of Traverse City
      - a. They did the original wayfinding sign plan
  - v. Wayfinding sign is not currently listed in budget, but there is general funds available
    - 1. D. Atkins proposed an amendment to the budget to approve this expenditure
  - vi. Don Smith spoke as the potential donor
    - 1. Would like to see signs to beaches and parks and schools
    - 2. Is impressed with the things East Jordan has to offer, but feels it is not easy to find
  - vii. 4-6 week time frame from order to install
  - viii. Signs will be ordered with donation money. A budget amendment will be figured and proposed at October meeting to determine DDA match.
- c. Charlevoix County Community Foundation Fall Grants
  - i. October 3 deadline
  - ii. Decision was made to reassess need at Spring Grant Cycle
- d. Brick Program- Class Reunion Interest- tabled for October Meeting
- e. Mural Policy- tabled for October Meeting.

**X.** Public Comment

**XI.** Next Meeting – Monday, October 3, 2016  
7:10pm

Submitted by Amanda Baker, Downtown Development Coordinator