KALAMAZOO DOWNTOWN
ECONOMIC GROWTH
AUTHORITY

Board of Directors Regular Meeting Minutes

April 17, 2023, 3:00 p.m. | Community Room, Kalamazoo City Hall

PRESENT: Mayor David Anderson, Jeff Breneman, Carl Brown, Grant Fletcher, Matt Hollander, Susan Lindemann

ABSENT: Stephanie Hinman

STAFF: Rebekah Kik, Paul Thuringer, Steve Vicenzi, Jaime Marsman

A. CALL TO ORDER

DIRECTOR FLETCHER CALLED THE MEETING TO ORDER AT 3:02 P.M

ROLL CALL

PRESENT: Mayor David Anderson
Jeff Breneman
Carl Brown
Grant Fletcher
Matt Hollander
Susan Lindemann

ABSENT: Stephanie Hinman

EXCUSED: Stephanie Hinman

THE APRIL 17, 2023, ATTENDANCE INCLUDING EXCUSED AND UNEXCUSED ABSENCES ARE RECORDED.

B. ADOPTION OF FORMAL AGENDA

DIRECTOR BRENEMAN MOVED TO ADOPT THE APRIL 17, 2023 AGENDA. DIRECTOR LINDEMANN SECONDED. NO OBJECTIONS. MOTION CARRIED.

C. APPROVAL OF MINUTES

DIRECTOR BRENEMAN MOVED TO APPROVE THE MARCH 20, 2023 MINUTES. DIRECTOR LINDEMANN SECONDED. NO OBJECTIONS. MOTION CARRIED.

D. REPORTS AND PRESENTATIONS

1. Financial Report

Mr. Vicenzi shared details regarding the Financial Report.

DIRECTOR HOLLANDER MOVED TO ACCEPT THE FINANCIAL REPORT AS PRESENTED. MAYOR ANDERSON SECONDED. NO OBJECTIONS. MOTION CARRIED.

2. Audit Letter

Mr. Vicenzi stated that this letter states the expectations of the auditors regarding the upcoming audit. Field work will begin in April.

E. DISCUSSION/ACTION ITEMS

1. Block by Block Resolution Extension

Ms. Kik stated that Attorney John Weiss from Dickinson Wright is here today to answer any questions. She stated that the Block by Block contract is expiring, and an RFP will be forthcoming. In the meantime, an extension is needed. This extension is a part of the original contract.

Director Breneman requested a review be arranged with Block by Block. Ms. Kik affirmed that she would work with the Executive Committee to set that up at a future meeting.

Ms. Kik stated that nearly all of the costs are covered by grants.

Director Breneman noted that, at the beginning of the contract, monthly detailed reports were sent which contacted metrics such as the amount of graffiti cleaned, trash removed, etc. He expressed an interest in receiving those metrics again.

Director Breneman stated that, at the beginning of the contract, there were detailed monthly update reports. He expressed an interest in receiving those metrics again. Metrics: Graffiti cleaned up, trash removed, etc.

Attorney Weiss confirmed that the termination clause would remain. He noted that the extension is based on mutual extension. This is an authorization that will allow the agreement to go through purchasing and formalize the process to do the extension.

DIRECTOR BRENEMAN MOVED TO AUTHORIZE THE RESOLUTION FOR AN EXTENSION THROUGH APRIL 30, 2024. DIRECTOR HOLLANDER SECONDED. NO OBJECTIONS. MOTION CARRIED.

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ROLL CALL VOTE:

Mayor David Anderson - Yes
Jeff Breneman - Yes
Carl Brown - Yes
Grant Fletcher – Yes
Matt Hollander – Yes
Susan Lindemann - Yes

2. Treystar Presentation Regarding BRA Plan at 215 W Michigan Ave

Fritz Brown from Treystar stated that they are planning to updating the former bank building on W Michigan Ave. Late last year, the City authorized an OPRA on this property, which, essentially, freezes the main portion of taxes for 12 years. Mr. Brown shared that they also pursued MEDC dollars through the Revitalization And Placement grant, and received $300,000 of the $800,000 requested. They are working on a Brownfield plan, however, the Assessor's amounts were drastically less than anticipated amounts. Mr. Brown stated that they are putting almost $3 million into the main floor alone. Barrio Tacos will be the new tenants of that space on the ground floor.

Director Fletcher affirmed that no decision would be made today.

Mayor Anderson reminded everyone of what an OPRA is: Obsolete Property Rehabilitation Act. It was noted that this was the first OPRA for the City of Kalamazoo.

Ms. Kik shared their pro forma details with the first 12 years being that of the OPRA. The next years are the Brownfield Plan, in which the DEGA is requested to step aside. The full amount of loss to the DEGA is approximately $120,000. This loss would not happen for 12 years. For the next 12 years, DEGA capture would remain the same.

Director Fletcher requested clarification on where these dollars would be taken from. Ms. Kik stated that the DEGA millage and DDA millage run together and need to stay together. There was discussion regarding this. Attorney Weiss stated that best practice would be to develop a policy to cover these types of requests.

Mr. Brown stated that he would be happy to share financial details of the project with the Board, if requested. Director Brown affirmed that this will be a valuable project for downtown. Director Fletcher stated that he would like confirmation that this does not lead to access to the DDA 2 mil. Director Brown stated that this also provides an opportunity for developing policies regarding how the Board interacts with an OPRA plan.

Mayor Anderson asked what the desired timeframe. Ms. Kik stated that a decision would be appreciated at the May meeting.

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3. **Motion to Appoint 2023-2024 Slate of Officers (TBD)**

Director Fletcher shared that the Executive Committee has proposed the following slate:

- Director Brown – Secretary
- Director Hinman – Treasurer
- Director Lindemann – Chair
- Director Fletcher – Vice-Chair

DIRECTOR BRENEMAN MOTIONED TO APPROVE THE 2023-2024 SLATE OF OFFICERS. DIRECTOR HOLLANDER SECONDED. NO OBJECTIONS. MOTION CARRIED.

4. **Recommended Motion from Policy & ByLaws Task Force to Adopt Updates a Presented by Council**

Director Fletcher stated that Dickinson Wright performed a thorough review of the bylaws. Attorney Weiss stated that the largest change in the DEGA bylaws is Article X – "Amendments to Bylaws". The current version has requires City Commission approval for amendments to the bylaws. Attorney Weiss noted that the City Commission has oversite in other areas.

There was discussion as to why the updated DEGA Bylaws require a 2/3 vote, but the updated DDA Bylaws do not. Attorney Weiss stated that there is no statutory requirement for this, and both bylaws could be brought into consistency. It was discussed that the preference would be for a 2/3 vote. This change will be reflected in the updated DDA bylaws.

Director Hollander thanked Attorney Weiss for his work on this. Attorney Weiss affirmed that a memo would be created for City Commission which would explain the changes.

DIRECTOR HOLLANDER MOTIONED TO APPROVE AND RECOMMEND TO CITY COMMISSION FOR THEIR APPROVAL OF THE BYLAWS AS PRESENTED. DIRECTOR LINDEMANN SECONDED. NO OBJECTIONS. MOTION CARRIED.

5. **Events and Marketing Committee Update**

Director Brown stated that the Committee went through a rapid process to identify a vendor to oversee summer events with oversite by the Committee. The Committee sent the RFP to five companies, 3 bids were received. Scoring was done impartially and transparently. There was a clear winner, which was Riddle Promotions, a local company. The Committee held a working session with them today. Director Brown stated that this is exciting work and that they are looking forward to also addressing holiday events.

Director Fletcher thanked them for their hard work.

6. Presentation from Sara Tanis with KVCC Horticulture

Director Fletcher stated that himself and a representative from Parks & Recreation presented to the Horticultural Team at KVCC and talked about sustainable horticulture on the mall.

Ms. Tanis stated that they are training students for careers in the green industry. She stated that they are looking for living labs (outdoor spaces) in the area as their campus is a Brownfield site and they cannot dig down far into the dirt.

One area specifically discussed for design intent was the area in front of Bee Joyful. KVCC grows their own plants which could be used in this project and which may help with the cost of this work.

Ms. Tanis noted that there are many tough spaces to grow in downtown. A short landscape fence may assist with keeping people out of the garden spaces. She noted that the goal is to use native plants augmented with fillers. Other suggestions from the students were to add signage that not only inform the public of intent but also establish community buy-in. Year-long interest is the goal from spring into winter. Ms. Tanis stated that KVCC is excited to a potential partnership, and the students are excited to impact their community.

Director Brown questioned whether it was wise to attract additional birds and bees into the downtown area. Ms. Tanis affirmed that design intent is a question that needs to be discussed. Business owners should be a part of the process.

Director Fletcher thanked Ms. Tanis and stated that the Board is excited to work with them. The hope is that some work will be done this spring and more work will be done this Fall as the next semester begins.

Director Hollander asked what maintenance would look like moving forward. Ms. Tanis affirmed that watering will need to happen. Spring and Fall maintenance could be performed by the KVCC students.

7. Presentation for Downtown Placemaking Projects and Budgets – Rebekah Kik

Ms. Kik stated that she was asked to do this presentation by the Executive Committee to give an update on some of the funds that have been raised and to put the Yard & Co projects into motion.

Projects in Progress came from: Imagine Kalamazoo, Downtown Strategic Plan (Yard & Co) and the study with Notre Dame. Budgets and Fundraising 2023 were discussed including ARPA funds and grant applications that are currently in progress. Grant applications include:

- Repair of historic clock on E Michigan
- March for Alley Activation
- Events & Marketing

Ms. Kik shared funding for 2023 projects.

- Design of four infrastructure place projects

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- Funding to create pop-up retail/seating
- Funding for permanent infrastructure to install public art
- Funding for 2D or 3D art installations
- Funding for new alley lightning strings (Exchange/Bates/DeVisser)

Pending grant funds:

- Match for Alley Activation infrastructure costs (2024)
  - Construction
  - Landscaping
- Historic Clock Repair Grant (2023)
- Ambassador services grant (2023)
- Public arts grants (2023/2024)

Breadcrumbs was a large idea that came from the Yard & Co plan as a way to connect places throughout the City. Ms. Kik shared ideas regarding the activation of places around the city. Emphasis was on connectivity, synergy and engagement.

Key points in public art for permanent installation are lighting/power. Two-dimensional and three-dimensional public art was discussed including murals (paint and digital, paper, permanent/temporary, graffiti garden). 3D art installations were discussed and the opportunities that exist.

Next steps: walk around the city in April with Arts Council and County Arts Commission. Create a master plan location map for all public art installations. Create an RFP for 3 sites. Solicit proposals from artists.

Director Brown thanked Ms. Kik for this great work. He noted that this work aligns well with DDA/DEGA strategic vision and questioned whether the grants were being applied for through the DDA/DEGA or the city? Ms. Kik stated that she is applying as the City applying on behalf of the DDA, but the ARPA funds being used are used as match and seed money.

Director Hollander asked if this would be shared with the Neighborhood Associations. Ms. Kik affirmed that it would.

F. PUBLIC COMMENTS

Heather Holmer, Rocket Fizz: Ms. Holmer inquired about the Parking Plan.

G. DIRECTOR'S COMMENTS

None

H. ADJOURNMENT

DIRECTOR FLETCHER ADJOURNED THE MEETING AT 4:20 P.M.