

Board of Directors Regular Meeting Minutes

May 15, 2023, 3:00 p.m. | Community Room, Kalamazoo City Hall

PRESENT: Mayor David Anderson, Curt Aardema, Jeff Breneman, Carl Brown, Grant Fletcher, Stephanie Hinman, Susan Lindemann, Clarence Lloyd

ABSENT: Matt Hollander

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

A. CALL TO ORDER

DIRECTOR LINDEMANN CALLED THE MEETING TO ORDER AT 3:01 P.M

SWEARING IN OF NEW MEMBERS

Scott Borling, City Clerk, swore in Curt Aardema and Clarence Lloyd as members of the DDA and DEGA Boards.

ROLL CALL

PRESENT: Mayor David Anderson
Curt Aardema
Jeff Breneman
Carl Brown
Grant Fletcher
Stephanie Hinman
Susan Lindemann
Clarence Lloyd

ABSENT: Matt Hollander

EXCUSED: Matt Hollander

THE MAY 15, 2023, ATTENDANCE INCLUDING EXCUSED AND UNEXCUSED ABSENCES ARE RECORDED.

B. ADOPTION OF FORMAL AGENDA

DIRECTOR FLETCHER MOVED TO ADOPT THE MAY 15, 2023 AGENDA. DIRECTOR AARDEMA SECONDED. NO OBJECTIONS. MOTION CARRIED.

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C. APPROVAL OF MINUTES

DIRECTOR BRENEMAN MOVED TO APPROVE THE APRIL 17, 2023 MINUTES. DIRECTOR FLETCHER SECONDED. NO OBJECTIONS. MOTION CARRIED.

D. REPORTS AND PRESENTATIONS

1. Financial Report

Mr. Vicenzi noted that, in April, a monthly activity column was added. Mr. Vicenzi shared highlights from the report.

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

E. DISCUSSION/ACTION ITEMS

1. Swearing-In of New DDA Board Members

This was accomplished at the beginning of the meeting before Roll Call.

2. DDA Development Presentation

Ms. Kik noted that Attorney Jessica Wood was present to answer any questions. The DDA TIF plan was sunsetted when the DEGA was put into use. The Executive Committee has discussed how to put a new DDA Development Plan into action and help guide the resources that the DDA has.

Attorney Wood stated that the DDA normally has two components: The Development Plan and a TIF Component. This TIF plan was dissolved a few years ago and now the DDA's sole source of revenue is the 2 mills which it continues to levy. In order to spend those funds, it is advisable to have a Development Plan to demonstrate how the funds are spent. Attorney Wood stated that it is recommended that the DDA begin a Development Plan. She stated that there are elements to this plan that are required by statute and walked the Board through the main areas required.

Ms. Kik shared the draft of the plan including the top three priorities as identified by the Yard & Co work. Diagrams from the plan show what the updated operating system would look like, the first 16-foot descriptions, and a discussion of the projects that were outlined in the plan as well (North & South Burdick, Exchange Alley, Neon Creek, etc.). Cost detail estimates were shared. Ms. Kik shared a breadcrumbs map as a draft for a master plan of art installations.

Attorney Wood stated that this plan does not need to list every program/event in detail, but is, rather, a general outline of desired outcomes. Attorney Wood stated all items must be done in accordance with statutory powers – all centering around economic development.

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Ms. Kik shared the Authority Structure & Powers document which details the specific powers of both the DDA & DEGA Boards.

Mayor Anderson requested clarification regarding how the DDA/DEGA interact and co-exist. Attorney Wood stated that a Corridor Improvement Authority (CIA) cannot levy, but a DDA can, which is likely the core reason for retaining both boards. Also, the DDA had outstanding obligations.

Director Lindemann requested an explanation regarding the 2 mills in those areas. Attorney Wood shared information regarding this and explained the role of the City Assessor and the annual calculation that is done by the office each year to determine growth. It was discussed that it was a strategic decision by the Board to reset the base. Director Breneman noted that updating of the boundaries also happened at the time of the base reset.

It was affirmed that the DEGA will eventually generate significant value. Attorney Wood noted that TIF is a slow but steady way to generate value.

Director Aardema requested information on Brownfield, especially in regard to priority. Attorney Wood stated that if the DDA is already established and a developer wants to capture Brownfield, either the parcel needs to be removed from the district or a sharing agreement can be entered into. Attorney Wood noted that the plan has been amended to allow the DDA to step aside for Brownfield capture.

There was discussion on which group would finalize the Development Plan. Attorney Wood stated that they should work with the Planning and Brownfield departments to be aware of any future projects. Director Fletcher asked if non-Board members could participate in this discussion. It was affirmed that a Committee could be formed. Director Breneman noted that larger community/stakeholder input wasn't needed at this time as this is a guiding-principle document. Ms. Kik noted that the Master Plan and other downtown documents have already had community participation.

Director Lindemann stated that a Development Plan Committee could be assembled and brought to the Board for approval.

**DIRECTOR BRENEMAN MOVED TO CREATE A DEVELOPMENT PLAN PLANNING COMMITTEE.
DIRECTOR FLETCHER SECONDED. NO OBJECTIONS. MOTION CARRIED.**

Attorney Wood noted that this Development Plan would go to the City Commission for final approval.

F. PUBLIC COMMENTS

Heather Holmer, Owner of Rocket Fizz: Ms. Holmer stated that Downtown business owners have been working to create events. She questioned whether funds were available to assist with those events, especially in terms of marketing. She noted that Traverse City has implemented a WhatsApp

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group for business owners and this could be helpful in sharing information between business owners. Ms. Holmer noted that a simple list of events with a QR code would be helpful. She also asked for an update on flower plantings on the Mall.

G. DIRECTOR'S COMMENTS

1. Director Fletcher stated that the City of Kalamazoo Parks & Rec Department are working on the flower boxes on the Mall. This will likely not happen until the last frost date of May 23.

H. ADJOURNMENT

DIRECTOR LINDEMANN ADJOURNED THE MEETING AT 3:36 P.M.