Agenda
Downtown Economic Growth Authority
Board of Directors

City of Kalamazoo

Monday, October 16, 2023 3:00 PM

The Community Room at City Hall - 241 W. South Street

A. CALL TO ORDER/ROLL CALL

1. **Purpose Statement:**

The purpose of this Downtown Development Authority is to halt property value deterioration and promote economic growth within its business district, to increase property value.

The purpose of this Downtown Economic Growth Authority is to correct and prevent deterioration in residential, commercial, and industrial areas, to authorize the acquisition and disposal of interests in real and personal property; to authorize the creation and implementation of development plans and development areas.

The Kalamazoo DDA and DEGA, acting in concert, have set forth the strategic objective of focusing its resources on improving **"The First 16 Feet"**, a three-dimensional volume of space including buildings **ground floor façade**, the **frontage** that exists between the façade and the common space, and the **common space** that provides access to and through the district.

B. ADOPTION OF FORMAL AGENDA

C. APPROVAL OF MINUTES

1. Approval of the minutes from the meeting of the Downtown Economic Growth Authority Board on September 18, 2023. (**Action: Motion to approve**)

D. REPORTS AND PRESENTATIONS

1. Financial Report **(Action: Motion to Approve the Financial Report as Presented)**

2. Events & Marketing Committee Report

3. Recruitment and Retention Committee Report

4. Update on Budget and Development Plans

E. DISCUSSION/ACTION ITEMS

F. STAFF UPDATES

G. PUBLIC COMMENTS

H. DIRECTORS' COMMENTS

I. ADJOURNMENT

KALAMAZOO DOWNTOWN
ECONOMIC GROWTH
AUTHORITY

Board of Directors Regular Meeting Minutes

September 18, 2023, 3:00 p.m. | Community Room, Kalamazoo City Hall

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

ABSENT: Stephanie Hinman

STAFF: Christina Anderson, Dennis Randolph, Paul Thuringer, Jaime Marsman

A. CALL TO ORDER

DIRECTOR LINDEMANN CALLED THE MEETING TO ORDER AT 3:30 P.M

ROLL CALL

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

ABSENT: Stephanie Hinman

EXCUSED: Stephanie Hinman

THE SEPTEMBER 18, 2023, ATTENDANCE INCLUDING EXCUSED AND UNEXCUSED ABSENCES ARE RECORDED.

B. ADOPTION OF FORMAL AGENDA

DIRECTOR FLETCHER MOVED TO ADOPT THE SEPTEMBER 18, 2023 AGENDA. DIRECTOR BROWN SECONDED. NO OBJECTIONS. MOTION CARRIED.

C. APPROVAL OF MINUTES

DIRECTOR BRENEMAN MOVED TO APPROVE THE AUGUST 21, 2023 MINUTES. DIRECTOR AARDEMA SECONDED. NO OBJECTIONS. MOTION CARRIED.

KALAMAZOO DOWNTOWN ECONOMIC GROWTH AUTHORITY

Board of Directors Regular Meeting Minutes

September 18, 2023, 3:00 p.m. | Community Room, Kalamazoo City Hall

D. REPORTS AND PRESENTATIONS

1. Financial Report

Mr. Thuringer shared details of the Financial Report. He shared highlights and noted that the majority of expenses were Beats on Bates and summer events.

Director Lindemann stated that 2024 budget numbers should be available for next month's meeting.

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

2. Introduction to the DEGA Plan Update

Director Lindemann stated that, as previously discussed, when the DEGA was formed, the DDA Plan was dissolved. The need for a formal DDA and a revised DEGA Plan are recognized. Attorney Wood affirmed that plans should be updated regularly, and it is their recommendation to adopt a DDA Plan and update the DEGA Plan. Handouts were provided to the Board regarding this. Attorney Woods noted that it needs to be further clarified/confirmed in the plan that the DEGA is capturing the 2 Mills from the DDA.

In an effort to ensure that the DEGA Plan aligns with the City's plan, City Staff is available to assist with the update of this plan. Ms. Anderson shared a presentation regarding the update of the TIF Plan: Development Plan. She noted that there is a section in the plan entitled "Development Plan" which is divided into six categories. It was further noted that this is dated 2018, and there have been many changes since then, confirming the need for an update to the plan. Other plans that can assist with the development of this are:

- The Strategic Plan from Yard & Co.
- Notre Dame Downtown Kalamazoo Report
- City of Kalamazoo's Streets For All Plan
- The Streets Design Manual (2020)
- Retail Market Study (2016 & 2022) by Gibb's Planning Group: These plans have information on storefront display improvements and façade updates.
- Strategic Blueprint for Downtown Parking (2019). Ms. Anderson shared information regarding parking system improvements. She will share information on when the 90-minute rates will begin. Parking system improvements include new meter technology, new meter locations, ramp rate updates, review of loading, accessible and pick-up locations, wayfinding, closing unnecessary driveways, and overnight parking.

Ms. Anderson noted that the Downtown Zoning has been updated and can be updated in the plan as well.

Ms. Anderson stated that, based on the discussion today and the information in the plans noted above, City staff can update the Development Plan. Ms. Anderson noted that this will also be combined with an attorney review of the broader document. The goal will be to approve the update before the end of the year.

Director Breneman asked if anything new has been learned since 2020. Ms. Anderson stated that the Notre Dame report makes suggestions regarding zoning that will be considered. She stated that some tweaks may be necessary but feels that the current zoning downtown is appropriate. She stated that the zoning code is not a static document.

Director Aardema asked about the marketing/communications attached to the rollout of the plan. Ms. Anderson shared details regarding the City Operator RFP and upcoming changes. She affirmed that there is a communications team in place to assist with communications regarding the parking plan.

Director Brown asked if there has been consideration of singular Downtown branding as opposed to parking and street branding happening separately. Ms. Anderson stated that these conversations will begin soon with the communications team.

It was explained that the role of Mission North was to assist the City to be the staff liaison for the parking system.

Ms. Anderson asked the Board what other items should be included in the development of this plan. Director Brown stated that they would like Key Performance Indicators (KPI's) and specific metrics for evaluation purposes. Director Brown encouraged the City to further share information on the great work that has been and is being done. Director Hollander stated that he would like to see plans for maintenance and operations.

Ms. Anderson stated that this is a long-term plan and the correct categories need to be determined as well as prioritization within those.

Mayor Anderson questioned whether this would be similar to the document recently created by the NCBDA. Attorney Wood affirmed that there are two portions to the plan – the TIF Plan and the Development Plan. Attorney Wood stated that there needs to be an appropriate level of detail in the plan, and that this is a balance.

Director Brown noted that it would be helpful to include economic development planning and research, specifically around recruitment and retention.

Director Aardema questioned whether the Gibbs plan was still relevant. Ms. Anderson stated that the numbers have been updated last year from the 2017 Plan. She stated that the best practices in the Gibbs Plan are still valid.

Ms. Anderson shared examples of items to consider for inclusion in the plan.

Director Lindemann stated that Ms. Anderson's suggestions would be sent to Attorney Wood for review for inclusion in the plan. She will work with Attorney Wood on the timeline. A draft will be presented at next month's meeting. The next conversation will focus on the DDA Plan. Director Lindemann emphasized the importance of also creating a DDA Plan and questioned whether this would be possible before the end of the year. Attorney Wood stated that there is a draft of the DDA Plan in place.

Mayor Anderson questioned whether there was a purpose statement as part of the plan. Director Lindemann noted that the efforts of master planning were to ensure that the DDA & DEGA are in their correct lane and that this aligns with the budget. The purpose statement is designed to center the board on the work that they are meant to do and to not veer off in directions that are not intended for them.

Director Hollander asked how the development plan factors into decision-making. He asked if the development plan would be consulted when the board is approached by a developer. Attorney Wood stated that the plan is the high-level view. The purpose of the plan is to accurately capture intentions.

E. DISCUSSION/ACTION ITEMS

1. **Recommendation of DEGA Board Member Nomination to Mayor/City Commission of Kwame Gyimah (Action: Motion to Recommend the DEGA Board Appointment of Kwame Gyimah to the Mayor/City Commission)**

DIRECTOR BRENEMAN MOVED TO RECOMMEND THE DEGA BOARD APPOINTMENT OF KWAME GYIMA TO THE MAYOR/CITY COMMISSION. DIRECTOR AARDEMA SECONDED. NO OBJECTIONS. MOTION CARRIED.

2. **Creation of DDA/DEGA Recruitment and Retention Committee (Action: Motion to create the DDA/DEGA Recruitment and Retention Committee)**

Director Lindemann stated that there is a need for a committee to focus on recruitment and retention to begin to do the work surrounding this. Director Aardema noted that this idea came up at last month's meeting. He stated that there needs to be a strategy on who is targeted for recruitment. The creation of this committee would allow for a deeper look into retail strategy. He emphasized the need to stay focused on recruitment and retention. There was discussion as to what the focus of the committee would be. The attraction of anchor stores was discussed. He noted that this committee would also be able to reach out and align with city staff and other resources.

The board indicated their support for the creation of this committee.

DIRECTOR BROWN MOVED TO CREATE THE DDA/DEGA RECRUITMENT AND RETENTION COMMITTEE. DIRECTOR HOLLANDER SECONDED. NO OBJECTIONS. MOTION CARRIED.

F. PUBLIC COMMENTS

1. **Cindy Stewart, Downtown Property and Business Owner.** Ms. Stewart stated that she is excited to learn about the Retention Committee. Ms. Stewart asked what the purpose was of putting the TIF dollars into the DEGA. She stated that she has concerns regarding the downtown shops and retention. She shared her concerns regarding the lack of public bathroom accessibility downtown.

2. **Heather Holmer, Owner of Rocket Fizz and Uncle Buddy's.** Ms. Holmer requested turning the fan off during the meetings to allow for better hearing. She questioned whether there was a plan to support the Michigan Avenue businesses during the street construction and new parking system. Are there any plans to offer incentives for people to come downtown

or is this up to the businesses? Ms. Holmer asked the board to consider ease of use for businesses in the updated parking plan.

3. **Cherri Emory, Owner of Cherri's Chocol'art.** Ms. Emory requested assistance with making the DDA/DEGA Board meetings easier to hear.

G. DIRECTOR'S COMMENTS

1. Director Aardema thanked the public for attending and for their comments.
2. Director Hollander seconded the comment regarding the fan.
3. Director Lindemann thanked the businesses for coming and for their involvement.

H. ADJOURNMENT

DIRECTOR LINDEMANN ADJOURNED THE MEETING AT 4:35 P.M.

Downtown Economic Growth Authority
8/31/2023 Trial Balance

Assets:		
Cash	$	212,419
Receivables		550
Due From Primary Government		-
Due from Grants Fund		-
Taxes Receivable		-
Total Assets	**$**	**212,969**
Liabilities:		
Accounts Payable	$	-
Accrued Interest Payable	$	40,000
Total Liabilities		40,000
Fund Balance:		
Fund Balance		172,969
Total Liabilities & Fund Balance	**$**	**212,969**

	2023 Adopted Budget	August Totals	2023 YTD Actuals
Revenues:			
Taxes	$ 292,702	$ -	280,776
Event Fees	-	1,745	4,835
Event Sponsorships	424,500	-	150
Transfers In	80,000	-	-
Interest And Rentals	-	6	103
Total Revenues	**797,202**	**1,751**	$ 285,864
Expenses:			-
Professional And Contractual Services	568,700	25,373	245,648
Legal Services And Fees	7,500	-	4,921
Insurance Services	8,500	-	-
Operating Supplies	10,500	-	821
Garbage Disposal	49,100	3,963	31,329
Repairs	-	-	3,575
Community Promotion	10,000	5,000	31,000
Audit Fees	12,900	-	10,400
Tax Appeal Refunds	5,000	-	-
Administrative Fees	125,000	-	-
Debt Service	-	-	20,000
Total Expenses	**$ 797,200**	**$ 34,336**	**$ 347,694**
Revenues Less Expenses	**$ 2**		**$ (61,830)**

Informational:

Transfers In

Holiday Events Grant Given To The City, Utilized By DEGA

Professional And Contractual Services	
Ambassador Contract	339,500
Winter Events	151,000
Summer Events	67,000
Miscellaneous	11,200

Garbage Disposal	
Big Belly Contract	42,900
Waste Disposal	6,200

Long Term Debt	
City Of Kalamazoo 2019 Loan	300,000
City Of Kalamazoo 2020 Loan	700,000