

Agenda

Downtown Economic Growth Authority

Board of Directors

City of Kalamazoo



Monday, March 17, 2025

3:00 PM

Main Conference Room at Community Planning and Economic Development

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 February 17, 2025. (**Action: Motion to approve**)

D. REPORTS AND PRESENTATIONS

1. Financial Report - January 2025
2. Committee Reports

3. Downtown Report

E. DISCUSSION/ACTION ITEMS

1. 2025-2026 Slate of Officers (**Action: Motion to Approve the 2025-2026 Slate of Officers**)
Proposed Slate is as follows:
 - Chair: Curt Aardema
 - Vice-Chair: Jeff Breneman
 - Treasurer: Jessica Thompson
 - Secretary: Clarence Lloyd
2. 2025-2026 Committees (**Action: Motion to Adopt a Resolution to Establish 2025-2026 Committees and Appoint Committee Chairpersons and Members**)
3. Downtown Marketing and Promotion Vendor Approval (**Action: Approve an agreement with a5 Branding & Digital for Downtown Kalamazoo marketing and promotion services (Proposal Reference #: 91522-001.0) in the amount of \$50,000, approve an additional \$19,500 for services necessary to effectively complete the scope of work, for a total not to exceed \$69,500, and authorize the Board Chair to finalize the necessary contract terms and execute the agreement on behalf of DEGA.**)
4. Donation from Arts Council for Beats on Bates (**Action: Approve the acceptance of a \$1,700 donation from the Arts Council of Greater Kalamazoo to support 2025 Beats on Bates**)
5. Downtown Marketing Support (**Action: Approve \$10,000 to Bee Joyful Shop to support downtown marketing and promotion efforts**)
6. Short-term extension to Ambassador Program agreement (**Action: Approve and Authorize Short Term Month to Month Extension of existing contract with Block by Block for Ambassador Program in a form approved by Board Chair and subject to review by legal counsel**)
7. Downtown Waste and Recycling Program Expansion (**Action: Approve and Authorize Agreement with Bigbelly for expansion of services in a form approved by Board Chair and subject to review by legal counsel**)
8. Budget Amendment (**Action: Approve a budget amendment to increase both revenue and expenses in the 2025 Downtown Economic Growth Authority budget by \$1,700**)

9. Board Member Reappointment (**Action: Recommend the reappointment of Director Gyimah to a full term on the DEGA Board for nomination by the Mayor and approval by the City Commission**)

F. PUBLIC COMMENTS

G. DIRECTOR COMMENTS

H. ADJOURNMENT