

- CALL TO ORDER:** The Ionia Downtown Development Authority Board of Directors meeting was called to order at 8:05AM by Chairperson Mike Kirgis. The meeting was held in Council Chambers at City Hall for social distancing.
- ROLL CALL:** Roll call revealed the following DDA Board of Directors present: Dave Cook, Tim Hemenway, Mike Kirgis, John Krueger, Paul Lentz, and Chris Sorrell. Also attending: Finance Director Chris Hyzer, Theatre Manager Gary Ferguson, and DDA Director Linda Curtis. Special guest Amy Leforge / Earnest Enterprises LLC.
- PUBLIC COMMENTS:** Amy Leforge / Earnest Enterprises LLC provided a mock-up template for the VISIT IONIA website. The new site will contain videos, photos, map, contact links, introduction and more. A calendar / notice of special events will be included with links to social media and websites specific to the events. The DDA Newsletter will also be a regular feature on the site and highlights many area activities. The DDA will have sole ownership / domain of the website. Will reach out to the Chamber of Commerce to gather information on events, activities and announcements. Costs related to the development of the website are being graciously supported by Member Krueger. Will meet with Amy / Earnest Enterprises to provide items to be included in the development of the site.
- CONSENT AGENDA:** It was moved by Member Cook seconded by Member Hemenway to approve the following:
Minutes from the DDA meeting of June 2020.
DDA accounts payable for May 26, 2020 – June 25, 2020 in the amount of \$32,519.12.
Theatre accounts payable for May 26, 2020 – June 25, 2020 in the amount of \$1,752.58.
MOTION CARRIED.
- DDA DIRECTOR UPDATE:** DDA Director's report for the months of June / July 2020 attached. Additionally, information relating to the Michigan Small Business Restart Grant Program was reviewed. A total of \$363,530 will be made available to Ionia County for grant awards. One third of that amount is designated for small businesses owned by Veterans, minorities and / or women. A special ZOOM meeting scheduled for 9am today for the selection committee will provide a full overview of the program. (Ionia DDA Director is a member of the selection committee)
- THEATRE REPORT:** Theatre Manager Gary Ferguson provided the Board with an overview of the current status of the industry shutdown. Curbside concession sales are held each week and to date have been successful. While Theatre is officially closed to the public, maintenance including floor painting, seat cleaning / repair, and roof repairs are being completed. The façade construction is nearly completed. The projector system for Screen 2 is under repair. The marquee will be re-painted with repairs to the electrical and bulb replacements as required. Looking forward, the brick exterior will undergo tuckpointing repair.

BOARD DECISIONS AND ACTION ITEMS:

1. Non-City of Ionia banner policies: Motion by Member Lentz, seconded by Member Krueger not to allow the placement of non-City of Ionia banners in the downtown Main Street business district. DDA Director to contact Heather Sizemore with determination.
2. VISIT IONIA website: Motion by Member Cook, seconded by Member Lentz to move forward with the development of the VISIT IONIA website.

Discussion:

- Website owned / maintained / content by DDA. Work with Earnest Enterprises to develop site. DDA will provide photos, video for the front of the site. DDA Newsletter to be included on site. Member John Krueger covered the cost of the creation of the site. DDA Director and Chamber Director collaborate on numerous activities. This would be an asset to the website content.

OTHER:

1. Member Lentz provided a full overview of the Rotary Club restaurant gift card match campaign. A \$34,000 plus investment was provided within a 24 hour period (equal split between Rotary donation and sales).
2. Member Krueger requested a more in-depth review of the DDA and Theatre Financial statement each month. As Recording Secretary, the DDA Director will forward documents to the Finance Committee each month (By-laws and Rules of Procedure 3.6 (D) Duties). Member Krueger also recommended the Board of Directors also assist in projects that would encourage visitors / residents to shop locally.
3. Member Cook provided a review of the Planning Commission's upcoming agenda including the recreational marijuana facility licensing within the City of Ionia. He encouraged DDA Board members to attend the upcoming August 12th meeting.

ADJOURN:

The meeting was adjourned at 9:00AM with a motion by Member Dave Cook, seconded by Member Lentz.

MOTION CARRIED.

Submitted by Recording Secretary DDA Director Linda Curtis.