

City of Ionia Downtown Development Authority
June 17, 2020 Special Meeting Minutes

CALL TO ORDER: The Ionia Downtown Development Authority Board of Directors meeting was called to order at 8:07AM by Chairperson Mike Kirgis.

PUBLIC COMMENTS: None at this time.

ROLL CALL: Roll call revealed the following DDA Board of Directors present: Dave Cook, Margot Cook, Tim Hemenway, Mike Kirgis, John Krueger, Paul Lentz, and Ted Paton. Also attending: City Manager Jason Eppler, Finance Director Chris Hyzer, Theatre Manager Gary Ferguson, and DDA Director Linda Curtis.

CONSENT AGENDA: It was moved by Member Lentz seconded by Member Cook to approve the following: Minutes from the DDA meeting of May 2020.
DDA accounts payable for April 26, 2020 – May 25, 2020 in the amount of \$35,732.64.
Theatre accounts payable for April 26, 2020 – May 25, 2020 in the amount of \$2,792.49.
MOTION CARRIED.

DDA DIRECTOR UPDATE: DDA Director's report for the months of May / June 2020 attached. Additional information regarding the recent virtual Michigan Wizard of Oz Festival included the following:

FB: 4886 Followers / Viewers, 7014 posts, 5702 video views, and 4829 total likes related to the virtual event.

Call from California resident requesting the 2021 dates as she and her grandchildren attend every year. While in Ionia, they camp at Alice Springs Campground.

Family from Kansas visited Michigan this year as they had made special arrangements to attend the Festival. Upon hearing about the cancellation, they decided to move ahead with plans and visited to Ionia.

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, additional maintenance including floor painting, seat cleaning, and roof repairs are being completed. The façade construction is nearly completed. The media board / hard drive has been repaired. The concession counter now includes an acrylic shield / guard for patron safety measures.

BOARD DECISIONS AND ACTION ITEMS:

1. Non-City of Ionia banner policies: To be tabled until the July meeting. Heather Sizemore will be asked to provide a proposal for her banner request. A decision will be made at that time to adopt policies for non-traditional banners. Currently banners are placed outside the Main Street district for seasonal promotion. No action was taken at this time.

2. Visit Ionia website invoice: DDA Director to meet with Andrew Mourer to discuss invoice. A \$200 limit was set by the DDA Board of Directors for the transfer of the site's domain and hosting costs. Member Paton and Member Krueger offered additional options for the site. Each will be researched and reported accordingly. A decision was made to table discussion until July.

OTHER:

1. Finance Director Chris Hyzer provided an overview of the DDA, Theatre, and Brownfield Development financial reports. A history and explanation of each were presented. Additional areas of discussion included the State Stabilization reimbursement, TIF, phase out of personal property tax (created in 2005 – 20 year plan to end in 2025), and Theatre finance plan.
2. A grant application was submitted to the Michigan Council for Cultural Arts. In meeting with the artist, he noted that the completion date will be in early September. Met with Gregg Yeomans to discuss options for the building of the mural frame system and plans to attach it to the brick exterior of the Theatre. Will reach out to the artist to discuss options.
3. The Steele Street construction project is scheduled to begin July 6th with a completion in late October.
4. Member Lentz announced the Ionia Rotary Club will be funding a matching gift certificate program for select area restaurants. Details will be shared once the program format is set to release. A total of \$10,000 will be funded through the Rotary Club as a way to assist select restaurants effected by the recent Stay At Home order.

ADJOURN:

The meeting was adjourned at 9:20am with a motion by Member Margot Cook, seconded by Member Dave Cook.

MOTION CARRIED.

Submitted by Recording Secretary DDA Director Linda Curtis.