

MANCHESTER DOWNTOWN DEVELOPMENT AUTHORITY

February 26, 2014

7:30 PM

Unapproved Minutes

The meeting was called to order at 7:30.

Members in attendance: Ray Berg, Susan Fielder, Aaron LaRock, Karl Racenis, Russell Rhoton, and Pat Vaillencourt. Jody Flowers, Julie Marvin-Manders, and Ron Milkey were absent.

Approval of Agenda: The 30 Year Downtown Development planning update was rescheduled for a future meeting given the full agenda. Vaillencourt moved and Rhoton seconded the motion to approve the agenda as amended. The motion was approved.

Approval of Minutes: Berg moved, LaRock seconded the motion to approve the minutes as amended including the date correction and spelling errors. The motion was approved.

Public Participation: Terry Ensign; Rose Cousino, Chamber President; Karen Asplund, CCI Greenheart; and Steve Hahne were in attendance. DDA members expressed appreciation for their interest and participation.

New Business

Community Tourism Action Plan – Mary Zuccherro (Ypsilani CVB)

Ms. Zuccherro presented the Community Tourism Action Plan and invited Manchester to participate in the program. Don Anderson, Ypsilanti Convention Bureau consultant, will lead marketing and branding discussions to help promote travel and tourism in communities throughout Washtenaw County. Professor Anderson has led similar discussions throughout the country for a number of years. The program offers participating communities a \$10K grant to implement a marketing initiative. A required \$2K matching fund is required if Manchester decides to apply for the grant. After discussion, Racenis suggested the DDA lead the effort in Manchester. The DDA has budgeted \$1000 for similar projects in the FY2014 budget. Vaillencourt will approach the Village Council to request the additional \$1000 required.

The DDA will invite community leaders to attend the first meeting on March 19th from 3 – 5:30 pm. Suggested invitees include Ray Berg, DDA; Neal Billedeaux, JJR; Rose Cousino, Manchester Chamber of Commerce; Terry Ensign; Susan Fielder, DDA; Steve Hahne; Dee Miles, visual arts; Karl Racenis, representing the DDA, Men's Club and Chicken Broil; Jeff Wallace, Village Manager; Pat Vaillencourt, Village President; Ruth

Van Bogelen, Farmers' Market; a Kiwanis representative; Village Council representatives, and Manchester Mirror and Manchester Enterprise representatives.

OLD Business

Inventory of vacant and available commercial spaces – Berg

Berg distributed a Property Marketing Portfolio which listed 12 elements to be included in each vacant building profile. Ranging from external and internal photographs to square footage, location, and contact information. The goal is to provide one-stop shopping. Berg will initially work with the participating owners and real estate representatives on 4 specific locations, and continue to increase visibility for all open buildings. A copy of his presentation is attached.

Waterfront Development Master Plan Update – Vaillencourt

Vaillencourt relayed village council support for the JJR Riverfront development plan that did not include removing the mill pond dam and for purchasing the building on the corner of M52 and Main Street to develop the old Buss property and corner intersection. The plan, presented at an open community forum earlier, will provide access to the river, dredging the mill pond, constructing a pavilion structure to accommodate the Farmers' Market and other events. The plan also provides additional parking for business on the east side of the bridge. The grant application deadline is April 1st and a "Willingness to Sell" letter from the current property owners is required. The total project is estimated in the \$800K range of which includes \$200 – 300K Village matching funds. Racenis commented on the loss of tax revenue. After discussion DDA members thought the mill pond and park improvements would compensate for the decrease in tax revenue. The project would begin in 2016. Village representatives are working with the DNR, DEQ, Washtenaw County representatives. Ruth Van Bogelen is also researching grant money for the Farmers' Market pavilion.

Shared use Trail – Berg and Fielder

Berg presented an update. After support from the Arch Diocese, the multi-use trail request for use of the 170' easement to connect the trail from the old railroad bed to Madison Street will be presented to the St. Mary Parish Council and to the Finance Committee for further consideration. Fr. Tim Krzyzaniak continues to express support for the right-away request. A more accurate cost estimate for the observation decks etc. will be available after the snow melts behind St, Mary's Parish Center and on Railroad Street between Macomb and Washington where turning radius for DPW trucks are needed. Finalize plans will include trash cans, benches, signage, and examples of observation decks.

Crazy Cash Night

The Kiwanis club is donating \$4K for benches and observation decks for the shared use trail. DDA Members are volunteering at March 1st event, either for set-up the night before or as ticket sellers during the event.

Business Kiosk at M52 and Main Street Seating Area – Vaillencourt
Further discussion will be delayed until after the Riverfront Master Plans are completed.

Reports:

Chairman: Next meeting: March 26th

Adjournment: 9:55 Moved by Fielder, seconded by Vailiencourt. Meeting adjourned at 9:55

Respectfully submitted,

Susan Fielder, Int. Secretary and Treasurer