

City Council Chamber
Henry L. Brown Municipal Building
One Grand Street, Coldwater, MI 49036
8:00 A.M.

CITY OF COLDWATER DOWNTOWN DEVELOPMENT AUTHORITY
Wednesday, March 22, 2023 Regular Meeting

AGENDA

ATTENDANCE

PUBLIC COMMENTS

CONSENT AGENDA (Item Numbers 1-6)

1. Economic Vitality Committee Minutes of February 21, 2023
2. Promotion Committee Minutes of February 21, 2023
3. Regular Meeting Minutes of February 22, 2023
4. Design Committee Minutes of March 14, 2023
5. Promotion Committee Minutes of March 14, 2023
6. Economic Vitality Committee Minutes of March 16, 2023

END OF CONSENT AGENDA

7. February 2023 Bills and Accounts: \$24,185.23
8. Tibbits Update – Christine Delaney, Director
9. Coldwater Country Conference and Visitor’s Bureau Update – Deb Prater, Director
10. Director’s Report – Audrey Tappenden

OLD BUSINESS

NEW BUSINESS

PUBLIC COMMENTS

ADJOURNMENT

Next Meetings – April 17, 2023 and April 26, 2023

1 Grand Street
Coldwater, MI 49036
2:00 P.M.

COLDWATER MAIN STREET PROGRAM
Economic Vitality Committee Meeting
February 21, 2023

MINUTES

ATTENDANCE: Mike Caywood, Pat Kelley, Lori Hunt, Audrey Tappenden

Love Local Debrief

- Reviewed attendance, event revenue, and social media reach
- Reviewed survey responses and internal feedback

Main Street Event Tools

- Reviewed Main Street Solutions Center and event tools

Certified Local Government (CLG) Application Update

- Status: pending resumes

Review and Prioritize 2023 Projects List:

- Chose Business Owner Meetings as next priority topic and work plan

Volunteer Hours: 4

ADJOURNMENT: 3:15 pm

1 Grand Street
Coldwater, MI 49036
4:00 P.M.

COLDWATER MAIN STREET PROGRAM
Promotions Committee Meeting
February 21, 2023

MINUTES

ATTENDANCE: Chris Howell, Courtney Dirschell, Audrey Tappenden

1. DJ for a Day – WTVB

- Chose April 12 as date of DJ slot.
- Reviewed schedule and brainstormed topics/guests for each segment; will confirm with potential guests in March. Topics include Taylor's renovation/Children's Museum reopening; committee projects; downtown summer event list; downtown spring cleanup; and a downtown business anniversary or grant recipient

2. Love Local Stats

- Reviewed social media reach for Love Local event (20,000+ over 4 weeks)

3. Branding Updates

- Viewed new MMS logos
- Shared upcoming call to plan this year's branding service provided by MMS

4. Storytelling Series

- Discuss potential story arcs and guests to contribute to 2023 storytelling feature. Planning call coming in early March.

Volunteer Hours: 2

ADJOURNMENT at 4:55 PM

Council Chamber
Henry L. Brown Municipal Bldg.
One Grand Street
Coldwater, Michigan



February 22, 2023
8:00 a.m.
(517) 279-9501
www.coldwater.org

COLDWATER DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting

MEMBERS PRESENT: Michael Caywood, Brad Rockey, Chris Howell, Makayla Bendele and Patrick Kelley.

MEMBERS ABSENT: John Rucker, Matt Biolchini, Courtney Dirschell and Mayor Kramer

OTHERS PRESENT: Audrey Tappenden, Keith Baker, Shauna Chávez; Christine Delaney.

CALL TO ORDER: President Michael Caywood called the meeting to order at 8:00 a.m.

PUBLIC COMMENTS (unrelated to items on the agenda)

- None.

CONSENT AGENDA (Items 1-3)

1. Regular Meeting Minutes of January 25, 2023
2. Design Committee Minutes of February 15, 2023
3. January 2023 Bills and Accounts: \$102,406.25

Board Action: Motion by Member Brad Rockey, and seconded by Member Makayla Bendele, to approve consent agenda items 1-3, as presented.

Ayes: 5

Nays: 0

Motion Carried.

END OF CONSENT AGENDA

4. Tibbits Update – Christine Delaney, Director

- Dressing room renovation project almost complete.
- Upcoming events, Noon Club, SpongeBob the Musical, Branch County Community Theatre Pickering Award and Peter Pan Musical.

5. Director's Report – Audrey Tappenden

Board Action: None.

OLD BUSINESS

- None.

NEW BUSINESS

- None.

ADJOURNMENT – Next meeting March 22, 2023.

Noting no further business to come before the DDA Board, President Rockey adjourned the meeting at 8:27 a.m.



Shauna Chávez
City Clerk/CMC
City of Coldwater

1 Grand Street
Coldwater, MI 49036
2:30 P.M.

COLDWATER MAIN STREET PROGRAM
Design Committee Meeting
March 14, 2023

MINUTES

ATTENDANCE: Matt Biolchini, Dean Walrack, Courtney Dirschell, Audrey Tappenden

1. Work Plan Review – Art Program

2. Branding Planning Session

- a. April 10th 1:00 – 3:00 PM
- b. Final steering group: Committee + possible representation from HDC, business and building owners, and community at large. Committee made list of stakeholders to ask to join the steering committee.
- c. In-person visit date/time not yet identified. Stakeholder meetings will be held in addition to steering committee participation.

3. Walking Tour Discussion

Reviewed current progress of walking tour project that was led by Katie Higgs during the Fellowship. Dean will create a work plan and outline what to-dos remain. Committee hopes to identify a project lead to complete the tour this year.

4. Spring Cleanup

- Coldwater Kiwanis interested in volunteering
- Bob Granger (New DMS Director) checking on availability of power washing equipment for sidewalks
- 4/21 primary date with 4/28 rain date (Fridays) 3:00 – 4:30 PM
- Work plan created in Teams with to-dos for materials list, orientation outline, meal sponsor, etc.

VOLUNTEER HOURS ACCRUED: 3

ADJOURNMENT: 3:30 P.M.

1 Grand Street
Coldwater, MI 49036
4:00 P.M.

COLDWATER MAIN STREET PROGRAM
Promotions Committee Meeting
March 14 2023

MINUTES

ATTENDANCE: Courtney Dirschell, Chris Howell, Audrey Tappenden

DJ for a Day – WTVB

- Schedule review: time slots
- Assign speaker outreach

To promote the DJ For a Day experience, committee will create an event on Facebook and outline the agenda. Committee will also post pictures during the event to highlight speakers/guests. The DDA board (representing each committee) and two business owners/grant recipients will be contacted to participate in the schedule.

Committee recommends and approves up to \$100 for food and beverages or other perks for guests and radio hosts. Chris will contact Hope Café for pricing on treats.

Branding Planning Session

- April 10th 1:00 – 3:00 PM
- Final steering group outreach list confirmed with feedback and input form Design committee

GCI Banner Program

Committee reviewed the GCI banner program and provided feedback on its merits and challenges. Committee may pursue a similar banner program in the future, internally, with more influence over seasonal changes and pricing.

Storytelling Series Update

- **Longform interview location options:** Birdies and Brews, Blush & Ivory, Tibbits, others.
- Pending final date and timeline to coordinate business features
- List of guest interviewers outlined; will confirm participation once date/time information is provided by MMS

- Courtney and Audrey to serve as interviewees of the recorded longform podcast with video.

Volunteer Hours Accrued: 2

ADJOURNMENT 4:45

1 Grand Street
Coldwater, MI 49036
3:00 P.M.

COLDWATER MAIN STREET PROGRAM
Economic Vitality Committee Meeting
March 16, 2023

MINUTES

ATTENDANCE: Mike Caywood, John Rucker, Pat Kelley, Audrey Tappenden

MMS Spring Training: Real Estate Development

- [Webinar 1 recording linked here](#) ; [Webinar 1 slide deck available here](#)

Audrey will invite Fire Marshal and downtown realtors and business owners to join. EV Committee members mostly unavailable for the in-person training but will have access to recorded webinars that serve as the workshop primer.

Real Estate Development Webinar Series Content

The Role of Economic Development in Main Street

Slides and recording available in Teams

Market Data: Turning Numbers into Opportunity

Wednesday, March 8, 2023 @ 11:00 AM

Slides and recording and pending.

Poop in a Group: Getting Your Act Together Before You Market

Wednesday, April 5, 2023 @ 11:00 AM

Property Marketing 101

Wednesday, April 12, 2023 @ 11:00 AM

Local Data

- [2022 Market Snapshot](#)
- [Census Bureau Quick Facts](#)

Committee skimmed newest data for the district. Descriptions of all data sources outlined below:

Esri City-Market profile: demographic info for CITY boundaries by 5, 15, and 30-minute drive times (population, age, labor force, etc.)

Esri Market Profile, Coldwater, MI: demographic info relative to DRIVE TIMEs of 5, 15, and 30- minutes

Esri Site Map: map of drive time areas

Esri Tapestry Segmentation: lifestyle groups that are present here (e.g. traditional living, heartland communities, etc.)

Claritas Coldwater: opportunity gap by retail store types

Market Snapshot: a quick summary of all the data above (highlights)

Discussion and Begin Work Plan: Business Owner Meetings

- Original Project Idea Sheet
- [Work Plan Draft](#)

Members discussed original project sheet and strategized how to build long-term support and buy-in.

Committee will focus first on a district-wide listening tour that invites each building and business owner to personal meetings, and asks them what challenges and opportunities they see for their business and for the downtown. These meetings will help inform more formal programs or public workshops geared towards meeting the needs of the downtown business community.

Volunteer Hours Accrued: 5.5

ADJOURNMENT 4:45 PM

CITY OF COLDWATER AND CBPU

BALANCE SHEET
FEBRUARY 28, 2023

FUND 494 - DDA FUND

		<u>PRIOR YEAR</u>	<u>CURR YEAR</u>
<u>ASSETS</u>			
494.000.1003	CASH	(856.96)	31,111.16
494.000.1007	CASH - INVESTMENT ACCOUNT	90,564.02	204,712.62
494.000.1024	CASH - SAVINGS - PARKING LOT	82,994.65	82,994.65
494.000.1200	ACCOUNTS RECEIVABLE	25.00	3,814.42
	TOTAL ASSETS	<u>172,726.71</u>	<u>322,632.85</u>
 <u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
494.000.2000	ACCOUNTS PAYABLE	<u>2,489.55</u>	<u>13,400.18</u>
	TOTAL LIABILITIES	2,489.55	13,400.18
 <u>FUND EQUITY</u>			
	UNAPPROPRIATED FUND BALANCE:		
494.000.3825	FUND BALANCE	106,500.89	137,256.35
	REVENUE OVER EXPENDITURES - YTD	<u>63,736.27</u>	<u>171,976.32</u>
	BALANCE - CURRENT DATE	<u>170,237.16</u>	<u>309,232.67</u>
	TOTAL FUND EQUITY	<u>170,237.16</u>	<u>309,232.67</u>
	TOTAL LIABILITIES AND EQUITY	<u>172,726.71</u>	<u>322,632.85</u>

CITY OF COLDWATER AND CBPU
DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING FEBRUARY 28, 2023

FUND 494 - DDA FUND

	CUR PRD ACTUAL	PY PRD ACTUAL	CURRENT YTD ACTUAL	PRIOR YTD ACTUAL	CURRENT BUDGET	VARIANCE	% OF BUDGET
<u>DDA</u>							
494.000.4050 TAX CAPTURE	.00	(21.70)	97,154.90	94,201.24	100,000.00	(2,845.10)	97.15
494.000.5390 STATE GRANT	50,000.00	.00	68,000.00	.00	.00	68,000.00	.00
494.000.5730 PA 86 - LCSA	.00	.00	.00	1,549.61	1,500.00	(1,500.00)	.00
494.000.6640 INTEREST	.00	(339.45)	2,316.47	(670.84)	.00	2,316.47	.00
494.000.6750 CONTRIBUTION FROM PRIVATE ENT	1,623.45	.00	54,873.45	9,375.00	5,000.00	49,873.45	1,097.47
494.000.6940 MISCELLANEOUS	469.00	.00	1,717.00	927.00	.00	1,717.00	.00
494.000.6990 CONTRIB - GENERAL FUND	.00	2,000.00	352,000.00	2,000.00	352,000.00	.00	100.00
TOTAL DDA	52,092.45	1,638.85	576,061.82	107,382.01	458,500.00	117,561.82	125.64
TOTAL FUND REVENUE	52,092.45	1,638.85	576,061.82	107,382.01	458,500.00	117,561.82	125.64

CITY OF COLDWATER AND CBPU
DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING FEBRUARY 28, 2023

FUND 494 - DDA FUND

	CUR PRD ACTUAL	PY PRD ACUTAL	CURRENT YTD ACTUAL	PRIOR YTD ACTUAL	CURRENT BUDGET	VARIANCE	% OF BUDGET
<u>DDA</u>							
494.000.7022 TRAVEL/EDUCATION/TRAINING	576.40	870.90	2,093.15	2,125.98	6,000.00	3,906.85	34.89
494.000.7252 CONTRACTUAL SERVICES -CONTRA	1,000.00	1,000.00	26,000.00	8,000.00	60,950.00	34,950.00	42.66
494.000.7281 MEMBERSHIP & DUES	225.00	150.00	350.00	275.00	500.00	150.00	70.00
494.000.7580 REBATE PROGRAM	375.00	.00	19,446.00	10,818.00	20,000.00	554.00	97.23
494.000.7824 GENERAL DOWNTOWN MAINTENANC	.00	42.87	5,687.85	8,577.24	21,000.00	15,312.15	27.09
494.000.8000 COMMUNITY PROMOTIONS	.00	92.12	2,979.27	1,047.13	7,000.00	4,020.73	42.56
494.000.9560 MISCELLANEOUS & GENERAL EXP	.00	.00	.00	1,800.00	.00	.00	.00
494.000.9561 MISCELLANEOUS-58 WEST CHICAGO	457.18	2,222.98	7,314.86	10,715.39	28,000.00	20,685.14	26.12
494.000.9700 CAPITAL OUTLAY	30,818.00	.00	339,115.67	.00	350,000.00	10,884.33	96.89
494.000.9908 FUNDING FOR OTHER PROJECTS	353.80	.00	1,098.70	287.00	14,000.00	12,901.30	7.85
TOTAL DDA	33,805.38	4,378.87	404,085.50	43,645.74	507,450.00	103,364.50	79.63
TOTAL FUND EXPENDITURES	33,805.38	4,378.87	404,085.50	43,645.74	507,450.00	103,364.50	79.63
NET REVENUES OVER EXPENDITURE	18,287.07	(2,740.02)	171,976.32	63,736.27	(48,950.00)	220,926.32	351.33

Report Criteria:

Report type: GL detail

Bank.Bank Number = 1

Invoice Detail.GL account = "4940000000"- "4940009999"

GL Period	Check Issue Date	Check Number	Payee	Invoice Number	Invoice Sequence	Invoice GL Account	Invoice Amount	Check Amount
88569								
INSPECTION/SERVICE CALL 58 W CHICAGO								
02/23	02/08/2023	88569	CERTASITE	12514803	1	494.000.9561	309.99	309.99
Total 88569:								309.99
88573								
ADMIN FEE SERVICES FOR FEBRUARY 2023								
02/23	02/08/2023	88573	CITY OF COLDWATER	49183 CUST	1	494.000.7252	1,000.00	1,000.00
Total 88573:								1,000.00
88593								
PHOTOBOOTH FOR LOVE LOCAL EVENT								
02/23	02/08/2023	88593	FOTO BOOTH 4 U	95	1	494.000.9908	414.72	414.72
Total 88593:								414.72
88597								
PIANO ENTERTAINMENT FOR LOVE LOCAL EVENT								
02/23	02/08/2023	88597	GATES, RUSSELL	012423	1	494.000.9908	200.00	200.00
Total 88597:								200.00
88602								
CHILI COOK-OFF CARDS FOR LOVE LOCAL EVENT								
02/23	02/08/2023	88602	GRAPHICS 3 INC	90409	1	494.000.9908	153.80	153.80
Total 88602:								153.80
88616								
58 W CHICAGO ST								
02/23	02/08/2023	88616	MICHIGAN GAS UTILITIES	0506415700-	1	494.000.9561	543.15	543.15

GL Period	Check Issue Date	Check Number	Payee	Invoice Number	Invoice Sequence	Invoice GL Account	Invoice Amount	Check Amount
Total 88616:								543.15
88625								
1 YEAR COMMUNITY MEMBER								
02/23	02/08/2023	88625	NATIONAL MAIN STREET CENT	6148		494.000.7281	225.00	225.00
Total 88625:								225.00
88694								
Fans/Downrods/Baby Changing Station-Childrens Museum								
02/23	02/15/2023	88694	CARD SERVICE CENTER			494.000.9561	1,812.61	1,812.61
Love Local Event Expenses								
02/23	02/15/2023	88694	CARD SERVICE CENTER			494.000.9908	330.18	330.18
Total 88694:								2,142.79
88759								
CHILDREN'S MUSEUM PROJECT								
02/23	02/22/2023	88759	COMMERCIAL PAINTING SERVI	6038		494.000.9700	18,250.00	18,250.00
Total 88759:								18,250.00
202312605								
58 W CHICAGO ST								
02/23	02/08/2023	202312605	COLDWATER BOARD OF PUBLI	5124223		494.000.9561	245.10	245.10 M
60 W CHICAGO ST								
02/23	02/08/2023	202312605	COLDWATER BOARD OF PUBLI	5125223		494.000.9561	124.28	124.28 M
Total 202312605:								369.38
202312710								
MAIN STREET NOW CONFERENCE-AUDREY								
02/23	02/28/2023	202312710	TAPPENDEN, AUDREY	021623		494.000.7022	576.40	576.40
Total 202312710:								576.40
Grand Totals:								24,185.23

M = Manual Check, V = Void Check

Report Criteria:
Report type: GL detail
Bank.Bank Number = 1
Invoice Detail.GL account = "4940000000"- "4940009999"
