

City of Frankfort
Downtown Development Authority
May 2, 2016
Minutes

Called to order 1:30pm

- I. Attendance: Josh Mills, Rick Schmitt, Clark Most, Karen Leinaar, Bob Johnson, Mike Elwell, Tim Bannister, Steve Campbell - absent and excused: Brent Bradley, and Cory Bissell
- II. Public Input - Suzanne Olson, Brett Belsky
- III. Approval of Minutes - motion S. Campbell, second T. Bannister - approved
- IV. Approval of Agenda - motion S. Campbell second B. Johnson - approved
- V. Committee Reports -
 1. Corridor Enhancement - no report
 2. Marketing - meet 5-2-16 - discussed and prioritized - focus will be website development, banners on Main St and business recruitment - Review & recommendations of the RFP: Brand development before putting on banners - per Josh; Dan and DADesigns is getting quotes on products for banners, including brackets & all necessary items for the City. Suggestion maybe banners should look like wayfinding signs on M-22 Town & Harbor? Or should he just get American Flag banners so they could be around all summer - So other items having to do with the banners - (1) who is in charge of the banners? (2) Branding - why do banners?, will it bring the town together? Where is the downtown area? Will it go all the way to M-22 at East End? Goal would be to connect East & West ends (3) Banners within DDA proper - w/guidelines could advertise summer annual activities, reinforce things happening in town approximate cost \$250 each, Tim offered to go to Chamber of Commerce Foundation for potential partnership on this.
 3. Parking - report from Elwell - a) Vendor with the Pay Station will be here on May 11 to meet with the Planning Commission and provide a presentation to all in attendance, this will not be in place for the 2016 summer. b)has spent hours meeting with B. Kennis (Benzie Bus) to work on summer shuttle for business employees - Benzie Bus is interested in working with businesses and has lag times when shuttle is most needed - morning times, 4pm - shift changes, 10pm - 11pm for employees only and runs on Sundays for businesses. Will provide \$1.00 vouchers for businesses / bus shuttle. Must commit for this to work, B. Kennis says there are tax incentives for owners / employees that he will work with.This has been exceeded in the first weeks. c) RV & Trailer parking - with the City Planning Commission has recommended to City Council - parking

only be allowed on Main Street east of 8th Street - except on Saturdays, then it moves to east of 9th Street - there is the expectation of common sense with parking issues and the parking has been recommended as a seasonal concern. c) central pay station will be here for demonstration in May - if this is to go forward it will not be in effect until May 2017.

4. Vending - a) can be done on private property for \$50 per day if City Council approves it in May. b) Farmers Market - now has a Wine Vendor able to sell wine at the market, and a Potato Guy, who will cook the fresh potatoes from his garden - discussion around "grow it & make it" is this OK, limit of other items - all must meet Health Dept regulations - allow for some food exploration "serve the food that you make" 1 yr pilot program. Somehow the farmers must integrate their foods with the current business in town for example - "use of farm goods and sharing advertising for using the goods". c) Beach Rentals near the Pier - City will establish a RFP for this project - rental paddleboards, etc - tent up/down daily, person/company will be community ambassador - local business have options to bid - will provide for a seasonal rate - City Council will act upon.
5. Superintendent Report -
 - (1) RFP for Website/Marketing - Clark Most please review and provide recommendations to Josh M - still looking for grants Rotary Charities and/or Alliance for Economic Success
 - (2) 4th Street crew will remove plantings that are overgrown, near the historic sign, add benches, bike rack, etc to the area
 - (3) WorkForce Housing - number 1 issue - whether townhomes, duplex, vacant lots - must look at PUD which has specific building sizes. City must develop PILOT housing will allow developers some options - may be our way to get affordable worker housing.
 - (4) Planning Commission looking to put together a guide book for the city - in a more detailed form than what is currently available.

VI. Old Business

1. Main Street Business Ideas - all need to bring ideas to the table - what do we need? Promote entrepreneurship? What does the City and it's members need? Need to take time to focus on this topic.
2. Vending & Farmers Market - review report from earlier
3. Streets, Park Facilities & Parking - new street sweeper - Planning Commission working on comprehensive restrooms, narrowing the turn around, upgrading restrooms in all the city parks
4. Website /Marketing - group has provided some direction and now Josh & Clark must get together to push the RFP for finalization and publication.

VII. New Business - Brent Belsky

1. \$11,000 will be available beginning in July - need to develop a finance committee with development \$\$ will increase annually as the community grows
 - a. Wayfinding
 - b. Enhancements
 - c. Beach areaCrowdfunding Campaign
 - a. Lighthouse
 - b. 7th St Beach
 - c. 7th St Pavillion
2. May 11th 1:30 pm joint meeting - for presentation of Pay Station, may look to add a paystation at boat ramp - reduce cost w/ramp attendant
3. Other - Tim Bannister - Advocates for Benzie County - group looking at issues within the county that need addressing
 - a. Year round economic development
 - b. Housing needs - some barriers
 - i. Infrastructure issues
 - ii. BLUA - sewage & water authority
 - iii. M-22 project
 - iv. Roads & transportation - improvements in works
4. Excuse absences - C.Bissell, and B. Bradley - motion B. Johnson, second T. Bannister - approved

VII. Public Input - Suzanne Olson - comments about creating a pathway to become a Frankfort business - DDA focus on signs/parking/web - should work with people to bring businesses to town. Think about how to get a new business in town, how to fit in, where to start, etc. The Alliance for Economic Success is currently working with group who have properties. Have an uptake available - have conversations with people who are successful entrepreneurs.

IX. Adjourn - 3:10 pm motion B. Johnson, second S. Campbell - approved

Next meeting - June 6, 1:30 pm