

City of Frankfort
Downtown Development Authority
May 4, 2015
Minutes

1. Attendance: Bob Johnson, Steve Campbell, Rick Schmitt, Josh Mills, Cory Bissell, Mike Elwell , Karen Leinaar - absent: Amanda Rommell, Brent Bradley, Tim Bannister
2. Public Input: none
3. Approval of Minutes: no minutes April meeting was a workshop with Chip Smith, Wade Trim
4. Approval of Agenda: no changes
5. Committee Reports:
 - a. Development/TIF - no meeting
 - b. Corridor Enhancement - no meeting - but new trash cans will be around the city
 - c. Marketing - no meeting - web development was a big request at workshop
 - d. Asset Based Community Development Inventory - no meeting - need to include w/marketing for better results - web development
 - e. Parking - meeting report under new business
 - f. Superintendent - Treasure hunt bringing in interest, no Main Street space available this summer, some interest on the East end of Main Street, approved a vendor business @ Big Bob's "Wings & Things", DPW - Chris Anderson is retiring, working on grants for the Recreation Center w/ Masons. New business in town - Gourmet Hot Dogs, Photographer with other mixed use, Posh Spa, Law Firm on 2nd story - Lost business on Main St. - Deli, Augusta's (moved to Benzonia on M-115), Kite Shop and Glenwood (looking to move more in the middle of town).
6. Old Business -
 - a. None
7. New Business -
 - a. Benzie Bus - would like to increase ridership/business, new routes to TC multiple times per day, will provide loop bussing with parking at school buildings and possibly Graceland: pick up & drops at City Hall, Beach, Art Center, Marina, Family Fare and other sites as potentially scheduled, looking to assist in reducing employee parking on/behind Main Street, need to add wayfinding signs, promotion, hours flexible to begin the end of June through August.
 - b. Web Design - Clockwork 360 presentation - lots of great information, need to get the Chamber of Commerce and City businesses together for this to work. Discussion included Branding for Uniqueness - targeting Visitors, Prospects

and Residents, showed a video that was amazing, creative, inviting and well done. Some of the branding included opportunities to generate funds. The presented a variety of options which ranged in prices from \$26,400 - \$36,400 and included options for more as requested.

- c. Development & TIF Plan - a document from Chip Smith was sent to each member this week and Josh will have a printed copy available at City Hall on Tuesday for everyone to review and send corrections or suggestions to Josh as soon as next Monday.
- 8. Public Input - Graceland will work with the DDA & City as they can, including signage for the area. Question about Public Viewing of the TIF plan - Chip will update and have the document available for public viewing in the next 30 days.
- 9. Next Meeting - Monday, June 1st - 5:30 pm

submitted - Karen Leinaar