

City of Frankfort  
Downtown Development Authority  
April 4, 2016  
Minutes

Called to order 1:30pm

- I. Attendance: Josh Mills, Clark Most, Karen Leinaar, Cory Bissell, Mike Elwell, Tim Bannister - absent and excused: Bob Johnson, Rick Schmitt, and Brent Bradley
- II. Public Input - Ryan King, Brett Belsky
- III. Approval of Minutes - with corrections - attendance - Karen Leinaar - not Linda Leinaar, Planning Commission member - Sam Baresssi - not Sam Pelosi, pg 2. Under Mills report - basketball court "Market Square Park" as part - motion S. Campbell, second M. Elwell - approved
- IV. Approval of Agenda - motion C. Bissell, second T. Bannister - approved
- V. Committee Reports -
  1. Corridor Enhancement - no report
  2. Marketing - meet 4-4-16 - discussed and prioritized - website development: targeting specific type businesses to come to Frankfort for the open business areas; signage/banners in town on light poles - website will have more information in Superintendent Report
  3. Parking - report from Elwell - a) 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. b) 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 - no food trucks has been the recommendation forwarded to the Planning Commission and City Council - it appears action will occur on this at the April meeting. The City Council is looking at one beach space for an RFP of renting watercraft and related items - this business/person would also act as an Ambassador for the community. Lots of conversations about this issue. Some local businesses have decided they will have order ahead for pickup, order online for pickup or delivery.

5. Superintendent Report -

- (1) RFP for Website/Marketing - want to publish this when we know the money is available to get started with a good push - \$11, 000 will be available from the TIF funds, reaching out to Rotary Charities for \$10,000 over 2 or 3 years to assist with getting this off the ground. Marketing Liz Buzzell - has been working to collect video data, pictures and create that database to use and have that unified theme - may allow for new branding & marketing with some public input - maybe a competition for interest.
- (2) Other - Alliance for Economic Success - may be available to assist with some of the projects that are out there - conversations about the Lumberyard - gateway to town - look at the area to establish a vision for entering our downtown - Boneyard Development - 14 acres, has some brownfield development options - good for a big developer - community partnership - business development as with the AES. Monty's will be demolished to be an open lot by June. AES is willing to help find finances for development at the East End which is up for development - areas that are available - Industrial Park, Lumberyard, Monty's Smokehouse - Lions Club property is City owned. Question about development aesthetics documents - response there are zoning specifics - but currently not a design book - planning commission is looking at some options. Other items - street stripping will take place again this year - earlier than last year, will strip 10th street for long RV parking, 2nd street may have parking spaces marked or may not to maintain drive area - City is working to get benches, bike racks and trash receptacles out earlier, new street sweeper is coming in the next week. Sweeper schedule - Main Street earlier on Thursday & Friday mornings.

VI. Old Business

1. Vending & Farmers Market Regulations - currently working well - will make recommended adjustments with parking on Saturday and better signage to not have trailers & RV parking on Main St. in the open area - committee will continue to monitor Farmers Market.
2. Streets, Park Facilities & Parking - working on grant to pay for new ADA compliant bathrooms at Market Square Park and other upgrades are in the plans for more usage by community

VII. New Business - Brent Belsky

1. Main Street Business Ideas - what do we want to recruit? - we need to assist in guiding what is needed in town, are there limitations of business types, ideal would be year round business - with ecommerce component for off season revenue
  2. Website/Marketing - see earlier notes
  3. 2016-17 DDA Budget - currently \$11,000 - currently discussing use on signage / marketing - Josh will check to see if this needs a budget hearing
  4. Other - Frankfort Airport is trying to get a Glider Club back and they are working to market the airport more
  5. Excuse absences - R. Schmitt, B. Bradley, B. Johnson - motion S. Campbell, second T. Bannister - approved
- VII. Public Input - Brent Belsky - has purchase agreements on 207 Main St. and 821 Forrester St.  
Ryan King - discussed Frankfort / Elberta need for Rec Center - with ice rink, ice skate trail, use as community center, too. Many other opinions on community topics
- IX. Adjourn - 3:00 pm motion C. Bissell, second S. Campbell - approved