



GLADSTONE DOWNTOWN DEVELOPMENT AUTHORITY

City Hall Chambers – 1100 Delta Avenue

May 21, 2024

8:00 AM

A Regular Meeting of the Downtown Development Authority will be held on Tuesday, May 21, 2024 at 8:00 AM hosted at City Hall Chambers – 1100 Delta Avenue.

AGENDA

CALL TO ORDER

1. Roll Call

PUBLIC COMMENT

APPROVAL OF MINUTES

- [2.](#) Regular Meeting Minutes - April 16, 2024

FINANCIALS

- [3.](#) March Revenue & Expenditure Report

CONFLICTS OF INTEREST

ADDITIONS TO THE AGENDA

UNFINISHED BUSINESS

4. North Shore Development
- [5.](#) Recommendation to Hire Farmers Market Coordinator | Marla Pryal

NEW BUSINESS

- [6.](#) DDA Board Member Term Expirations - Jay Bostwick & Robert LeDuc
- [7.](#) Code Enforcement Partnership Opportunities
- [8.](#) Orange Cat Digital Media Proposal

CITY COMMENTS & REPORTS

9. City Manager
10. Community Development Director
11. DDA Coordinator

BOARD COMMENTS & REPORTS

PUBLIC COMMENT

ADJOURNMENT

The City of Gladstone will provide all necessary, reasonable aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting to individuals with disabilities at the meeting/hearing upon five days notice to the City of Gladstone. Individuals with disabilities requiring auxiliary aids or services should contact the City of Gladstone by writing or calling City Hall at (906) 428-2311.

RULES FOR PUBLIC COMMENT/ PUBLIC HEARINGS

(Excerpt from DDA By-Laws & Rules of Procedure)

G. Public Comment

1. During this portion of the agenda, a member of the audience may address the DDA, including items that were not scheduled on that agenda.
2. A member of the audience speaking during this portion of the agenda shall limit his/her remarks to three minutes unless such time limit is extended by the Chairperson.



GLADSTONE DOWNTOWN DEVELOPMENT AUTHORITY

City Hall Chambers – 1100 Delta Avenue

April 16, 2024

8:00 AM

MINUTES

CALL TO ORDER

Board Chair, Jay Bostwick, called the meeting to order at 8:02 AM ET.

1. Roll Call

PRESENT	ABSENT
Daniel Becker	Joe Thompson (Excused)
Jacob Taylor	
Jay Bostwick	
Jason Lippens	
Kyle Closs	
Melissa Silta (Arrived at 8:08 AM ET)	
Nathan Neumeier	
Robert LeDuc	

Staff Present: Barry Lund, Eric Buckman, & Patricia West

PUBLIC COMMENT

None.

APPROVAL OF MINUTES

2. Regular Meeting Minutes - March 19, 2024

Motion made by Closs, seconded by LeDuc to approve the regular meeting minutes from March 19, 2024.

Voting Yea: Becker, Taylor, Bostwick, Lippens, Closs, Silta, Neumeier, LeDuc

MOTION CARRIED.

FINANCIALS

3. February Revenue & Expenditure Report

The agenda packet was amended on 04/16/2024 to include the February 2024 financials which were not available at the time the original packet was published on 04/11/2024.

CONFLICTS OF INTEREST

ADDITIONS TO THE AGENDA

UNFINISHED BUSINESS

4. 2024-2025 DDA Budget Acceptance

The agenda packet was amended on 04/16/2024 to include the 2024/2025 DDA budget approved by the City Commission which was not available at the time the original packet was published on 04/11/2024.

Item 2.

Motion made by Closs, seconded by Neumeier to accept the 2024/2025 DDA Budget Request.

Voting Yea: Becker, Taylor, Bostwick, Lippens, Closs, Silta, Neumeier, LeDuc

MOTION CARRIED.

5. 10th Street Banner Updates

Motion made by Closs, seconded by Becker to reallocate the previously committed \$2000 for 10th Street Banners to the Printing & Publishing budget line item (248-537-900.000) to be used for other marketing needs.

Voting Yea: Becker, Taylor, Bostwick, Closs, Silta, Neumeier, LeDuc

MOTION CARRIED.

6. North Shore Development

City Manager, Eric Buckman, provided an update on the North Shore Development. Him and Renee Barron recently met with Miller Canfield to review the proposal, and are continuing to work with the prospective developer on the details of that proposal.

NEW BUSINESS

7. Tree Planting in the Downtown

Barry Lund, Superintendent for Public Works, provided an overview of his recommendations on tree planting downtown. The DDA Vision & Opportunity Subcommittee plans to take this into consideration as they draft the proposed five year action plan. Barry Lund recommended planting four trees at each intersection listed below. He estimated the cost to be about \$6000/intersection (or \$1500/tree).

- Delta Avenue & 8th Street
- Delta Avenue & 10th Street
- Delta Avenue & 11th Street

Furthermore, Barry Lund presented the idea of planting a permanent Christmas Tree in the parking lot next to the Electric Garage on Delta Avenue, which the DDA plans to revisit this summer with the kick-off of the first Old Fashioned Christmas planning meeting. Mr. Lund estimated the cost to be about \$5000 for the entire project.

8. Farmers Market Table Purchase Recommendation

Motion made by Closs, seconded by Silta to purchase three picnic tables, umbrellas, and umbrella bases for the Farmers Market Square.

Voting Yea: Becker, Taylor, Bostwick, Lippens, Closs, Silta, Neumeier, LeDuc

MOTION CARRIED.

CITY COMMENTS & REPORTS

9. DDA Coordinator

DDA Coordinator, Patricia West, provided an update on the items below.

- City of Gladstone's Proposed Master Plan Amendment
- City of Gladstone Website Platform Updates
- DDA and Parks & Recreation Contract
- DDA Board Member Term Expirations

- DDA Officer Elections in May
- Digital Marketing Proposal by Orange Cat Media
- Engineering & Architecture Fees for 1000 Delta Ave
- Farmers Market Updates

10. City Manager

City Manager, Eric Buckman, provided the board with an update on Irish Oaks.

BOARD COMMENTS & REPORTS

Nathan Neumeier provided updates from the Gladstone School Board on the following items.

- Concerns brought to the School Board regarding handicap parking on 10th Steet.
- Capital improvements planned for the school facilities over the summer following the failed bond.

PUBLIC COMMENT

None.

ADJOURNMENT

Motion made by Closs, seconded by Neumeier to adjourn at 9:12 PM ET.

Voting Yea: Becker, Bostwick, Lippens, Silta

BALANCE SHEET REPORT FOR CITY OF GLADSTONE
Balance As of 03/31/2024

Item 3.
 Y1 03/31/2024
 Normal (Abnormal)

GL Number	Description	Normal	(Abnormal)
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY			
*** Assets ***			
248-000-001.000	CASH	1,187.56	
248-000-017.000	INVESTMENT IN FIRST BANK	160,622.75	
248-000-017.001	INVESTMENTS IN MI CLASS	8,338.56	
248-000-055.000	ACCRUED INCOME	2,090.89	
248-000-078.001	DUE FROM COUNTY TREASURER	5,678.82	
Total Assets		177,918.58	
*** Liabilities ***			
248-000-202.000	ACCOUNTS PAYABLE	3,048.96	
248-000-216.000	REVENUE COLLECTED IN ADVANCE	3,400.00	
248-000-257.000	ACCRUED PAYROLL	627.34	
Total Liabilities		7,076.30	
*** Fund Equity ***			
248-000-390.000	FUND BALANCE	147,470.41	
Total Fund Equity		147,470.41	
Total Fund 248:			
TOTAL ASSETS		177,918.58	
BEG. FUND BALANCE		147,470.41	
+ NET OF REVENUES & EXPENDITURES		23,371.87	
= ENDING FUND BALANCE		170,842.28	
+ LIABILITIES		7,076.30	
= TOTAL LIABILITIES AND FUND BALANCE		177,918.58	

REVENUE AND EXPENDITURE REPORT FOR CITY OF GLADSTONE

Balance As of 03/31/2024
 % Fiscal Year Completed: 100.00

Item 3.

GL Number	Description	23-24 Amended Budget	YTD Balance 03/31/2024 (Abnormal)	Activity For 03/31/2024 (Decrease)	Available Balance 03/31/2024 (Abnormal)	% Bdgt Used
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY						
Account Category: Revenues						
Department: 000 REVENUE						
248-000-437.001	CITY CAPTURE	149,483.00	198,816.23	3,573.16	(49,333.23)	133.00
248-000-437.005	BAY COLLEGE CAPTURE	31,935.00	43,357.81	4,826.67	(11,422.81)	135.77
248-000-437.009	DELTA COUNTY CAPTURE	48,595.00	66,318.69	2,847.00	(17,723.69)	136.47
248-000-437.013	DC ROAD PATROL CAPTURE	12,554.00	16,953.17	3,058.60	(4,399.17)	135.04
248-000-437.015	COMM ACTION CAPTURE	7,725.00	10,431.77	1,881.99	(2,706.77)	135.04
248-000-437.019	911 DISPATCH CAPTURE	7,241.00	9,779.39	1,764.27	(2,538.39)	135.06
248-000-437.021	DATA CAPTURE	5,793.00	7,823.13	1,411.37	(2,030.13)	135.04
248-000-437.023	DC RECYCLING CAPTURE	2,895.00	3,909.99	705.29	(1,014.99)	135.06
248-000-437.025	DELTA COUNTY JAIL BOND CAPTURE	8,207.00	9,387.68	1,693.65	(1,180.68)	114.39
248-000-540.000	GRANT REVENUE	5,400.00	1,960.00	0.00	3,440.00	36.30
248-000-573.000	LOCAL COMM STABILIZATION SHARE APPRO	0.00	6,363.18	0.00	(6,363.18)	100.00
248-000-665.000	INTEREST REVENUE	1,500.00	6,841.12	549.50	(5,341.12)	456.07
248-000-666.001	LIABILITY & PROP INS REIMBURSEMENT	0.00	60.47	0.00	(60.47)	100.00
248-000-674.000	DONATIONS	2,000.00	0.00	0.00	2,000.00	0.00
248-000-675.006	FARMERS MARKET	4,500.00	6,815.00	0.00	(2,315.00)	151.44
248-000-699.390	TRANSFER FROM FUND BALANCE	94,381.00	0.00	0.00	94,381.00	0.00
Total Dept 000 - REVENUE		382,209.00	388,817.63	22,311.50	(6,608.63)	101.73
Revenues		382,209.00	388,817.63	22,311.50	(6,608.63)	101.73
Account Category: Expenditures						
Department: 537 ADMINISTRATIVE						
248-537-704.000	WAGES-PART TIME EMPLOYEES	22,500.00	13,024.63	1,752.40	9,475.37	57.89
248-537-707.000	TEMPORARY EMPLOYEES	2,000.00	1,344.00	0.00	656.00	67.20
248-537-708.000	UNEMPLOYMENT	100.00	4.56	1.07	95.44	4.56
248-537-709.000	FICA 6.2%	1,519.00	1,093.08	110.42	425.92	71.96
248-537-711.000	MEDICARE 1.45%	355.00	255.63	25.84	99.37	72.01
248-537-716.000	DEFINED CONTRIBUTION PENSION PLAN EX	100.00	358.49	0.00	(258.49)	358.49
248-537-728.000	MSA EMPLOYER EXPENSE	50.00	139.62	0.00	(89.62)	279.24
248-537-735.000	EDUCATION & TRAINING	500.00	105.00	0.00	395.00	21.00
248-537-736.000	TRANSPORTATION & LODGING	500.00	0.00	0.00	500.00	0.00
248-537-751.000	MATERIALS & SUPPLIES	500.00	493.93	422.94	6.07	98.79
248-537-753.000	PRINTING & PUBLISHING	1,500.00	0.00	0.00	1,500.00	0.00
248-537-754.000	POSTAGE	0.00	90.08	3.75	(90.08)	100.00
248-537-756.000	COMPUTER	2,500.00	753.76	62.39	1,746.24	30.15
248-537-757.000	COPIES	700.00	136.08	15.96	563.92	19.44
248-537-761.000	GENERAL FUND ADMINISTRATIVE FEES	20,000.00	20,000.00	0.00	0.00	100.00
248-537-761.003	GENERAL FUND CONCIERGE FEES	15,000.00	15,000.00	0.00	0.00	100.00
248-537-762.000	INTEREST EXPENSE	19,875.00	18,778.69	0.00	1,096.31	94.48
248-537-800.006	CONTRACTED SERVICES-NORTHSHORE	5,000.00	0.00	0.00	5,000.00	0.00
248-537-802.000	LEGAL FEES	500.00	0.00	0.00	500.00	0.00
248-537-803.000	AUDIT FEES	1,000.00	987.37	0.00	12.63	98.74
248-537-808.000	TELEPHONE	540.00	497.99	82.90	42.01	92.22
248-537-819.000	FACADE GRANT PROGRAM	0.00	3.60	0.00	(3.60)	100.00
248-537-880.001	CHRISTMAS CELEBRATION	5,500.00	5,534.59	0.00	(34.59)	100.63
248-537-880.003	FARMERS MARKET	13,500.00	16,871.71	125.00	(3,371.71)	124.98
248-537-910.000	INSURANCE LIABILITY	100.00	100.00	0.00	0.00	100.00
248-537-960.000	OTHER OPERATING SUPPLIES	0.00	187.28	0.00	(187.28)	100.00
248-537-970.051	NORTH SHORE	0.00	219.12	0.00	(219.12)	100.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF GLADSTONE

Balance As of 03/31/2024
 % Fiscal Year Completed: 100.00

Item 3.

GL Number	Description	23-24 Amended Budget	YTD Balance 03/31/2024 (Abnormal)	Activity For 03/31/2024 Increase (Decrease)	Available Balance 03/31/2024 Normal (Abnormal)	% Bdgt Used
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY						
Account Category: Expenditures						
Department: 537 ADMINISTRATIVE						
248-537-995.006	9TH STREET BOND PAYMENT	227,000.00	227,000.00	0.00	0.00	100.00
248-537-995.007	NORTHSHORE LOAN PAYMENT	41,370.00	42,466.55	0.00	(1,096.55)	102.65
Total Dept 537 - ADMINISTRATIVE		382,209.00	365,445.76	2,602.67	16,763.24	95.61
Expenditures		382,209.00	365,445.76	2,602.67	16,763.24	95.61
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		382,209.00	388,817.63	22,311.50	(6,608.63)	
TOTAL EXPENDITURES		382,209.00	365,445.76	2,602.67	16,763.24	
NET OF REVENUES & EXPENDITURES:		0.00	23,371.87	19,708.83	(23,371.87)	

Downtown Development Authority

City of Gladstone
1100 Delta Ave
Gladstone, MI 49837

Staff Report

Agenda Date: 05/21/2024
Department: DDA
Presenter: Patricia West

AGENDA ITEM TITLE:

Recommendation to Hire Farmers Market Coordinator | Marla Pryal

BACKGROUND:

The DDA has had the Farmers Market Coordinator position posted since March. The salary range for which the position was posted was \$15-\$18/hour. This was budgeted for 248-537-707.000.

FISCAL EFFECT:

~\$2000

SUPPORTING DOCUMENTATION:

- Farmers Market Coordinator Job Description
- Marla Pryal's Application

RECOMMENDATION:

Motion to extend an offer to Marla Pryal to fulfill the Farmers Market Coordinator position for \$17.00/hour.



Downtown Development Authority

City of Gladstone

Farmers Market Coordinator

Job Description

The City of Gladstone's Downtown Development Authority (DDA) is seeking a Farmers Market Coordinator to oversee the weekly operations of the Gladstone Farmers Market, which operates from June through September. This is a seasonal position reporting to the Downtown Development Authority (DDA) Coordinator. The position will begin training in May and will wrap up in October. The Farmers Market Coordinator will average five hours/week, although additional hours may be required at certain points in the season. An ideal candidate would have a love for Farmers Markets, experience with event planning, proficiency on a computer, an ability to work with various personalities, and a friendly demeanor.

Pay Range

\$15-\$18/hour depending on experience

Responsibilities

- Assist concierge staff with canopy set-up
- Collect new vendor payment
- Communicate out vendor booth assignments
- Coordinate musicians throughout the season
- Enforce Cottage Law and vendor policies
- Implement and oversee new and existing food assistance programs
- Oversee the Market Coordinator booth each Monday and be available for questions
- Oversee community and vendor correspondence
- Periodically assist vendors with clean up at the end of the market
- Proactively identify issues within the market and take initiative to resolve them
- Review vendor applications
- Serve on the DDA Farmers Market Subcommittee

Skills & Qualifications

- Excellent verbal and written communication
- Friendly demeanor to build relationships between market city officials, customers, and vendors
- Previous experience with event planning
- Proficient with Microsoft Products (Outlook, Word)

Preferred Qualifications

- Familiar with popular social media (Facebook and Instagram)
- Familiarity with Microsoft Forms and Excel
- Knowledge of Cottage Law



GLADSTONE PUBLIC SAFETY



144 4th Avenue NE • Gladstone, MI 49837 • (906) 428-3131 • Fax: (906) 428-1730 • Ronald Robinson, Director
"Protecting and Serving Our Year Round Playground"

Background Investigation Authorization

I hereby authorize the City of Gladstone Public Safety Department and/or their designee to conduct a background investigation pertaining to my application for employment with the City of Gladstone. I fully acknowledge that this investigation may result in sensitive information being released and may affect my application process. I release from all liability the City of Gladstone, its officials and employees, and any employer, educational institution, credit reporting agency/bureau and other providers of information about me in any and all respects relating to or arising from the City's investigation.

Unless revoked earlier by me, this release shall continue to be effective during my request for employment with the city, during any employment which I may have with the City and, in the case of seasonal employment, for any subsequent consideration of rehiring me. I understand that I may revoke this waiver and authorization at any time.

This release is executed with the full knowledge and understanding that the information is for the official use of the City of Gladstone and will in no way be circulated in hard copy form or verbally. All hard copy materials will be destroyed via paper shredder.

Department Requesting Information: _____

Maria Ann Pryal
Applicant's Signature

5/9/24
Date

Maria Ann Pryal
Please Print—First Name/Middle Name/Last Name

2/28/69
Date of Birth

P640585067153 MI
Driver's License Number / State

372-98-9781
Social Security Number

Public Safety Department Use Only

Date Recv'd from
Dept. Head

Date Records
Checks Completed

Date Returned to
Dept. Head

Initials of Individual
Running Check

_____ No Records to Report

Status of Background Check:

_____ Contact Public Safety Department

City of Gladstone
AN EQUAL OPPORTUNITY EMPLOYER

SEASONAL/ TEMPORARY EMPLOYMENT

NAME: Royal marla POSITION APPLIED FOR Market Cook
LAST: FIRST:

AGE IF UNDER 16 _____

HOME ADDRESS: 10631 Q.5 Lane CITY: Rapid river ZIP: 49878

CELL PHONE: (906) 280-3823

DRIVER'S LICENSE: YES, _____ NO, IF YES #: P640585067153
LICENSE NUMBER

MAILING ADDRESS: 10631 Q.5 Lane CITY: Rapid river ZIP: 49878

HAVE YOU EVER WORKED FOR THE CITY OF GLADSTONE? _____ YES, NO

IF SO WHAT DEPARTMENT: _____

EMERGENCY CONTACT INFORMATION: PHONE: (906) 474-9196
Royal Pat 10631 Q.5 Lane
LAST: FIRST ADDRESS:

WHAT IS YOUR LAST DAY OF AVAILABILITY? Dec 2024

EDUCATION:

LAST GRADE COMPLETED: Some college YEAR OF ATTENDANCE: _____

DID YOU GRADUATE? YES, _____ NO HIGHER/ CONTINUED EDUCATION: _____

OTHER LICENSES WITH EXPIRATION DATES AND NUMBER (I.E. LIFEGUARDING, FIRSTAID, EMT, CPR)

EMPLOYER	<u>BNH</u>	ADDRESS	<u>Escroba</u>	PHONE	<u>(906) 786-5810</u>
DATES EMPLOYED	<u>89</u>	TO	<u>Present</u>	REASON FOR LEAVING	<u>NA</u>
IMMEDIATE SUPERVISOR	<u>NA</u>	JOB TITLE	<u>CNA</u>		
WORK PERFORMED	<u>NURSING</u>				

REFERENCES (PLEASE NAME TWO):

NAME:	BUSINESS:	ADDRESS:	PHONE:
<u>Beth Calvada S</u>	<u>7549</u>	<u>City Rd 426 m.s Rd Gladstone</u>	<u>(906) 280-6621</u>
<u>Amber Colbsher</u>	<u>3498</u>	<u>21st Rd Gladstone</u>	<u>(906) 280-2512</u>

BY SIGNING BELOW, I CERTIFY THAT THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE

Marla Ann Royal SIGNATURE: DATE: 5/9/24

ADMINISTRATION USE ONLY:

DATE CONTACTED _____ DATE RECIEVED _____

START DATE: _____ END DATE: _____



Downtown Development Authority

City of Gladstone
1100 Delta Ave
Gladstone, MI 49837

Staff Report

Agenda Date: May 21, 2024
Department: DDA
Presenter: Patricia West

AGENDA ITEM TITLE:

DDA Board Member Term Expirations - Jay Bostwick & Robert LeDuc

BACKGROUND:

According to the City of Gladstone’s DDA By-Laws, each member’s term lasts four years. Both Jay Bostwick and Robert LeDuc’s term expirations are May 2024. Both are seeking reappointment to the DDA Board.

FISCAL EFFECT:

None

SUPPORTING DOCUMENTATION:

Membership criteria from the DDA By-Laws and Rules of Procedure

RECOMMENDATION:

Motion to recommend Jay Bostwick and Robert LeDuc to the mayor for reappointment to the Downtown Development Authority, subject to the approval by a majority vote of the members elect of the City Commission, with a new term expiration of May 2028.

These By-laws and Rules of Procedure are adopted by the City of Gladstone Downtown Development Authority (hereinafter called DDA) pursuant to Public Act 197 of 1975.

II. MEMBERSHIP

- A. The DDA shall consist of the mayor and ten members selected by the mayor, who shall be appointed by the mayor, subject to the approval by a majority vote of the members elect of the City Commission.
- B. The majority of the members shall be persons having an interest in property in the downtown district. A minimum of one member shall be a resident of the downtown district and one member shall be a representative of Gladstone Area Schools.
- C. The term of each DDA member shall be four years. All members shall hold office until their successors are appointed. Members may be removed from office by the City Commission for misfeasance, malfeasance or nonfeasance upon written charges and after a public hearing.
- D. Vacancies occurring in office other than through the expiration of term shall be filled through appointment by the mayor for the un-expired term.
- E. Members of the DDA shall serve without compensation for their services, unless otherwise provided by the City Commission.
- F. Members of the DDA and staff shall be entitled to receive reimbursement for expenses incurred for travel in the performance of activities authorized by the City Commission, including but not limited to, attendance at conferences, workshops, educational and training programs and meetings. Such reimbursement for expenses shall be at the rates provided by the city for travel by City Staff. However, the following types of travel shall not be eligible for reimbursement:
 1. Travel to and from DDA meetings.
 2. Local travel for the purpose of viewing sites, which will be the subject of DDA action.
 3. Attendance at conferences, workshops, education and training programs and meetings, which are held within a radius of ten (10) miles from Gladstone City Hall.
 4. Travel for which there is no funds available in the DDA budget.
 5. Travel which the chairperson of the DDA, in his or her sole discretion, determines to be not eligible for reimbursement under these provisions.

III. OFFICERS

A. Selection

Downtown Development Authority

City of Gladstone
1100 Delta Ave
Gladstone, MI 49837

Staff Report

Agenda Date: 05/21/2024
Department: DDA
Presenter: George Sailer

AGENDA ITEM TITLE:

Code Enforcement Partnership Opportunities

BACKGROUND:

George Sailer is the Code Enforcement Official for the City of Gladstone. He has seen significant progress with many properties he has worked on in the downtown district.

There may be partnership opportunities for the DDA to work with Code Enforcement to maintain property values in the downtown, eliminating many safety concerns, reducing the number of vacant/under-utilized buildings, and encouraging future development/business in the downtown.

This is an exploratory conversation to help guide the DDA's Vision & Opportunity Subcommittee, so we ask you come prepared with questions regarding the status of current properties, and a list of properties in the DDA District that Code Enforcement should continue to focus on.

FISCAL EFFECT:

TBD

SUPPORTING DOCUMENTATION:

RECOMMENDATION:

Understand the current property maintenance needs within the downtown district so that the Vision & Opportunity Subcommittee can take this into consideration for future planning.



Downtown Development Authority

City of Gladstone
1100 Delta Ave
Gladstone, MI 49837

Staff Report

Agenda Date: 05/21/2024
Department: DDA
Presenter: Patricia West

AGENDA ITEM TITLE:

Orange Cat Digital Media Proposal

BACKGROUND:

Orange Cat Digital Media has provided the City of Gladstone and the Gladstone DDA with a digital marketing proposal offering three different investment options to assist in branding and marketing of the DDA and City of Gladstone.

The DDA originally budgeted \$4000 in the 2024/2025 budget for Printing and Publishing.

FISCAL EFFECT:

\$4000 (of \$12,000 contract proposal)

SUPPORTING DOCUMENTATION:

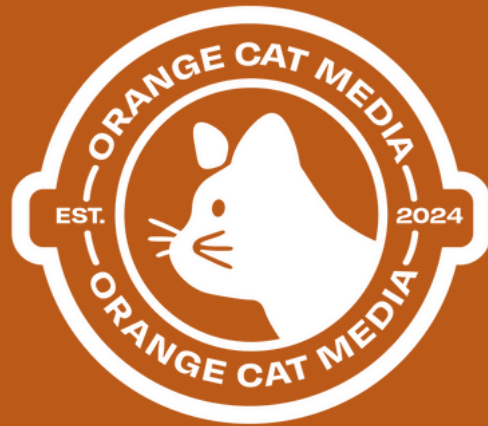
- Orange Cat Digital Media Proposal
- Master Plan | Implementation Section | Pages 36-38 & 43
- TIF Plan | Excerpt from #66
- Example of Work: Facebook Post for Jack’s Restaurant in Rapid River

RECOMMENDATION:

Motion to fund the Orange Cat Digital Media Contract up to \$4000, with the additional \$8000 coming from other entities within the City of Gladstone. The contract would be intended to renew from year to year, unless otherwise stated in writing by either party at least one month prior to the contract renewal date.



Digital Marketing Proposal



PREPARED FOR THE CITY OF GLADSTONE



Summary

The City of Gladstone is a beautiful UP local area with businesses and attractions that will continue to thrive with new photos and videos, as well as a new logo, branding guide, and assets

Based on our meeting, we feel we can provide a comprehensive digital marketing plan that will introduce assets (photos and videos) with longevity that can be used to engage with the city of Gladstone's digital audience, as well as build that audience organically and provide highly up to date, relevant content.

As residents of Gladstone, we have an ideal perspective of being able to capture content that is current, captivating and incredibly up to date. We live, work, and play in Gladstone with our family, and this gives us a close glimpse into what other families and residents will be interested in. Additionally, as residents who have moved into Gladstone within the last five years, we know what will attract and continue to motivate people to move to this beautiful waterfront community.



Taken 3/31/2024 at Van Cleve Park

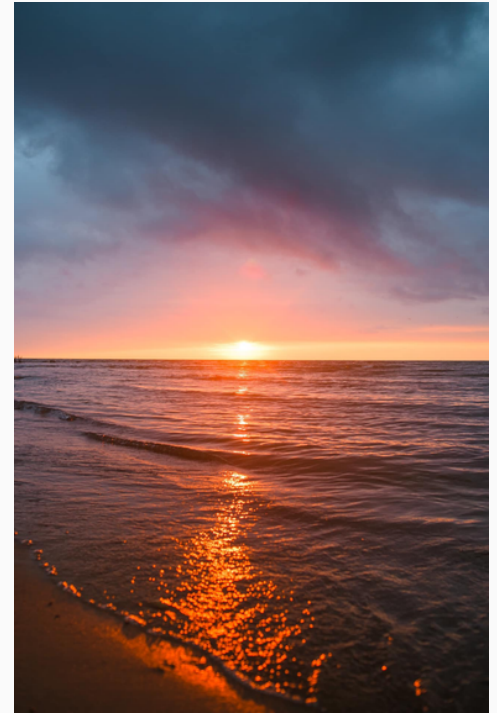
Objectives

Here are some key objectives, summarized from our meeting

Create personalized content focused on videos, photos, and miscellaneous assets

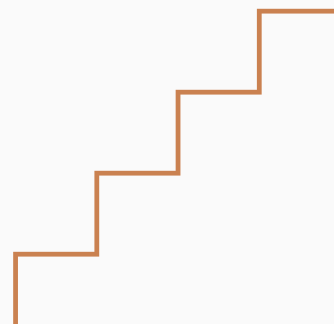
Revitalization of logo and overall brand for the city of Gladstone, including a new logo and branding guide summarizing colors and fonts

Tailor immersive content showcasing the beauty of Gladstone, local community events, local businesses, and family driven content



Taken 9/28/2023 at Gladstone Beach

This is non-comprehensive, over time we will continue to meet with the city of Gladstone, adapt to the ever changing digital landscape, and strategize to continually improve the services we provide.



Proposed Strategy

Our approach combines a locally driven marketing strategy with carefully curated content and copy

Some key branding items to highlight will include:

- Beauty of Gladstone and local natural areas, such as the Gladstone beach
- Downtown and community centered content, with a focus on local businesses and local attractions
- History of the area, including new perspectives on historical content
- Family focused content with focus on Van Cleve Park, Gladstone Beach, and the local downtown area

1 Social Media Analysis

We will conduct an analysis of your current followers, engagement, and content on Facebook and Instagram to assess where your current posts are landing, and what your current audience looks like. We will evaluate follower growth and engagement over time in order to better assess and inform the future direction of the city of Gladstone's growing audience

3 Social Media Marketing

We will develop and execute a social media strategy that leverages the unique characteristics of each platform to engage with the target audience of the city of Gladstone. We'll create and curate compelling content featuring local businesses, the local area, and local people who live, work, and play in Gladstone, and engage with followers to build brand awareness and increase engagement.

2 Branding

We will curate a new logo and brand for the city of Gladstone based on ongoing discussions and meetings. This will include a new logo design, and corresponding colors and fonts. Videos, photos, and social media posts will feature the new city of Gladstone logo and custom styling choices.. This may include additional ancillary illustrative work to supplement a new logo

4 Asset creation and organization

We will create and capture assets in the form of photos, videos, drone photos, drone videos, timelapses, and any other media we can capture of Gladstone. This will include pre-planned events and an evolving shot list to capture, working with local businesses to spotlight their work and community involvement, on the fly events that require asset collection, and continuous capture of content as residents of Gladstone

Investment

Details

Budget

Social media management + asset generation

Includes key events and running shot list, a minimum of 1 video per quarter, drone photography and videography, one social media post per day with unique photo asset, and 2-3 videos per month (includes everything in the line items below), and full ownership of all assets created. Graphics and flyers as needed are included

\$12,000 per year -
\$3000 per quarter

Asset Generation

Includes key events and running shot list, a minimum of 1 video per quarter, drone photography and videography, and full ownership of all assets created

\$4000 per year -
\$1000 per quarter

Logo and branding, 50 photos per year, one video

(comprised of 4 events - Farmers Market, 4th of July Parade, North Shore, Downtown Business District) + 1 video (1 to 2 minute interview with DDA including B roll), and full ownership of all assets created

\$1250



Taken 7/4/2023 at 4th of July celebration

Goal 2: Downtown Gladstone

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Enhance the quality of life and develop a positive image of Downtown Gladstone to attract businesses, residents, and visitors.	Pursue revenue sources outside of the Tax Increment Financing Plan, such as mill levies, seeking private contributions, utilizing special assessments, considering event revenue sales, purchase, redevelopment of existing properties, and sales of property within the DDA district, grants, sponsorships, and municipal contributions.	Ongoing	City Administration & DDA
	Build upon the Gladstone Farmers Market to encourage foot traffic downtown.	Ongoing	DDA
	Coordinate with city departments on strategized street improvements and utility upgrades within the downtown district.	Ongoing	Multiple
	Encourage alternative and creative dining methods to promote future social districts.	Ongoing	City Administration & DDA
	Implement a program to serve and promote downtown businesses by utilizing our website to provide community resources and marketing our community both locally and regionally.	Mid Term	City Administration & DDA
	Create gateway corridors for visitors from M-35 and our waterfront districts to the downtown district.	Long Term	Multiple
	Work with MDOT to encourage safe and slow access into the City of Gladstone along US 2/41 and encourage beautification efforts on entrances to welcome visitors.	Long Term	Public Works
	Increase property valuation by eliminating the causes of deterioration and promote economic growth.	Partner with property owners in the downtown district to promote residential and office space opportunities above downtown businesses.	Ongoing
Pursue development opportunities for key properties within the downtown district.		Ongoing	City Administration & DDA
Update the Code of Ordinances to allow for the creation of a registration and inspection process for under-utilized buildings within the downtown district, ensuring property values are maintained, discourage long term vacancy, and identify hazardous conditions which may pose a safety risk to the community.		Mid Term	Community Development /Public Safety
Secure funding to implement the façade improvement program.		Ongoing	DDA
Support the development of the North Shore waterfront through infrastructure allowing mixed use commercial and residential zoning.		Near Term	Multiple

Goal 3: Economic Base

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Expand job opportunities through the attraction, retention, and expansion of our local business industry.	Consider acquisition of vacant industrial sites to promote economic growth.	On-Going	City Administration
	Actively market industrial properties via MEDC and to trade groups.	On-Going	City Administration
	Develop a local tourism industry through the emphases of recreational opportunities and natural assets.	On-Going	City/Parks & Recreation
	Develop relationships with industrial tenants to maintain retention.	On-Going	City Administration
	Encourage and support the creation of a Gladstone Business Association to promote businesses through activities and events while serving as a resource to one another.	On-Going	DDA/EDC
	Develop screening and lighting standards for non-residential sites.	Mid Term	Community Development
	Encourage and support high speed internet infrastructure throughout the City of Gladstone to attract new businesses and remote workers to our community.	Long Term	City Administration
	Maintain and rehabilitate existing commercial and industrial properties.	Improve code enforcement for properties through the implementation of a registration process for condemned, foreclosed and vacant properties.	Mid Term
Create harmonious mixed-use districts within the city.	Continue to streamline and improve processes for upgrades and expansions to existing facilities.	On-Going	Community Development
	Improve off-street parking regulations.	Mid Term	Community Development
	Revisit the zoning map in all districts to encourage the best and highest use of property and support economic development.	Mid Term	Community Development



Goal 4: Residential Development

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Shore up future population levels.	Market the city as a family-friendly place with excellent schools.	On-Going	City Manager
Expand the range of housing options.	Amend the Zoning Ordinance to allow for a variety of single and multi-family residential uses, as well as mixed-use structures in appropriate areas.	On-Going	Planning & Zoning
Accommodate the city's fastest growing population.	Enable residential retrofits for accessibility and plan for a diversity of housing styles by factoring standards for adult foster care.	Near Term	Planning & Zoning
Maintain and rehabilitate existing housing stock.	Continuously update our Property Maintenance Code to meet current standards.	On-Going	Community Development
	Improve code enforcement for properties through the implementation of a registration process for condemned, foreclosed and vacant properties.	Mid Term	Community Development /Public Safety
	Develop a set of neighborhood beautification awards.	Mid Term	Community Development
	Establish and support the city's homeowner and rental rehabilitation programs.	Long Term	Community Development
Plan for open space in future subdivisions.	Adopt fuller standards for open space subdivisions.	Long Term	Planning & Zoning
Enhance our rental inspection program to maintain property values while ensuring the health and safety standards are met.	Update our Property Maintenance Code to require all rentals post standard information relevant to the City of Gladstone and the community, which also requires a local contact be included in the event of an emergency.	Near Term	Community Development



Goal 8: Marketing

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Build recognition for the City of Gladstone as a reputable and respected housing community throughout northern Michigan and Wisconsin.	Delegate ownership to fund and oversee marketing initiatives of the City of Gladstone.	Near-Term	City Manager
	Explore revisions to a new city logo and improve our branding toolkit to be used on future marketing materials and signage, making the community easily identifiable across all mediums and platforms.	Near-Term	City Manager
	Improve the City's communication efforts with its residents to increase awareness, involvement, and buy-in of current initiatives.	On-Going	City Manager
	Partner with Gladstone Area Schools to promote the benefits and strengths of the school system to attract new residents.	On-Going	City Manager
	Position the City of Gladstone as a recreational hub, promoting the outdoor recreational facilities located within our city, as well as the many amenities just a short drive away.	On-Going	City Manager
	Market the expansion of new waterfront housing on the North Shore with public outdoor recreational amenities available within walking distance.	Mid-Term	City Manager
	Build a tourism industry to attract visitors to Gladstone.	Build relationships and partner with local visitor bureaus and the Chamber of Commerce to inform them of tourism opportunities within the city and encourage referrals to our community.	On-Going
Promote the city as a weekend get-away by ensuring the quality of short-term rentals are maintained for our visitors through the rental inspection program.		On-Going	City Manager
Utilize resources from the State of Michigan, such as Pure Michigan and the Department of Natural Resources, to promote the City of Gladstone's waterfront amenities and recreational inventory.		On-Going	City Manager/ Parks & Recreation
Partner with Midwest marketing publications to write promotional pieces about our community.		Near-Term	City Manager
Consider billboard advertisements along highway routes leading to Gladstone to encourage visitors to stop at one of our many public assets.		Mid-Term	City Manager
Attract new business to our community to grow our economic base.		Streamline our practices to build a strong foundation of planning, zoning, and economic development by implementing Redevelopment Ready Community (RRC) best practices.	On-Going

c. Timing – Ongoing

66. Support Activities Downtown that Encourage Increased Foot Traffic and More Economic Vitality in the District.

- a. Cost - \$35,000
- b. Timing - Yearly

67. Waterfront Development Site

- a. A large, vacant, site exists along the waterfront on the northeast side of the downtown area. This area is referred to as the North Shore. The City owns a portion of this property. In the event a developer wants to develop it, the City plans to be in a position to install infrastructure and assist in planning. Plans include a mixed-use commercial and residential development. The beach area will be protected and maintained for public access and use and could include a new path and trail system. This would greatly enhance the economic growth in Gladstone.
- b. Cost - \$2.5 Million
- c. Timing – 2-5 Years

68. Beautification of the Highway Corridor

- a. US 2 & 41 and Highway M-35 runs through the center of the City, dividing the City into two areas. The area will be enhanced with improved signage and landscaping. This project would include the entire length of the highway from the North of the City limits to the south City limits. Along with making the highway more attractive, signage would direct traveler into the downtown area and increase economic development.
- b. Cost - \$250,000
- c. Timing 3-15 years

69. Ninth Street Enhancement

- a. A new streetscape will be completed for the entire length of the street. This is one of the main streets on the DDA district with many businesses located on it.
- b. Cost - \$4.8 Million Bond
- c. Timing - 2020

70. Development of the Nature Preserve

- a. On the north side of the City a large marsh area exists. This area is defined in the Mater Plan to be developed into an educational facility that will be used by local schools. The plan is to install walking trails and boardwalks throughout the marsh connecting the city wide trail system in the DDA District. This will halt deterioration in that area and promote economic development in the DDA District.
- b. Cost - \$100,000
- c. Timing – Ongoing

71. North 15th Street

- a. North 15th Street will be totally reconstructed
- b. Cost - \$180,000
- c. Timing – Ongoing

72. Extension of Water Lines

- a. Extend the City Water lines on North 15th Street.
- b. Cost - \$2,275,000
- c. Timing – Ongoing



Item 8.



Jack's Restaurant Rapid River Michigan

April 1 at 3:30 PM · 🌐

Bonnie has been an integral part of Jack's for over 46 years now!

First coming to Jack's in 1976 as a 10th grade high school student, now almost five decades later she is the master of the morning here in Rapid River. Thank you for everything you do, we're so lucky to learn from you and have you're experience guide us.

Please give three cheers to Bonnie for being our Employee of the Month for April!



1.2K

170



35



Like



Comment



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Most relevant ▾



Deb Tschury-Miller
Congrats Bonnie

11h Like Reply




Carol Ontto
Congratulations Bonnie!

3d Like Reply



Heidi Snyder Erickson
Congrats Bonnie! I'd say she's up for Employee of the Century!!

2d Like Reply 



Carol Lantz
Cheers Cheers Cheers Bonnie. Congratulations ❤️

6d Like Reply




Shirley Freeders
Congratulations

1w Like Reply 



Karen Buss Stabile
She's amazing!!!! Love this picture!

1w Like Reply 

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Comment as Patricia West

