



GLADSTONE DDA MEETING

City Hall Chambers – 1100 Delta Avenue

May 09, 2023

8:00 AM

A Regular Meeting of the Downtown Development Authority will be held on Tuesday, May 09, 2023 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 18, 2023

FINANCIALS

3. March Revenue & Expenditure Report (Final)

CONFLICT OF INTEREST

AMENDMENTS TO THE AGENDA

UNFINISHED BUSINESS

4. DDA Board Vacancy: Representative from Gladstone Area Schools
5. North Shore Development
 - a. SPARK Grant Application

NEW BUSINESS

6. DDA Board Member Term Expirations - Kyle Closs
7. Farmers Market Coordinator
8. Proposal to Hire a Marketing Agency
9. Meeting Time Availability Conflict

COMMENTS

10. City Manager
11. Community Development
12. DDA Coordinator
 - a. Farmers Market Updates
 - b. Upcoming Items
 - i. DDA Elections (June)
 - ii. DDA By-Law Updates
 - iii. Information Meeting #1
13. DDA Members

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.

Posted: **05-04-2023**

Kimberly Berry, MiPMC

906-428-2311

kberry@gladstonemi.gov



GLADSTONE DDA REGULAR MEETING

City Hall Chambers – 1100 Delta Avenue
 April 18, 2023
 8:00 AM

MINUTES

CALL TO ORDER

Board Chair, Jay Bostick, called the meeting to order at 8:00 AM ET.

1. Roll Call

PRESENT	ABSENT
Daniel Becker	Joe Thompson
Jay Bostwick	Taylor Miller
Jason Lippens	
Kyle Closs	
Marcey Skwor	
Robert LeDuc	

Staff Present: Eric Buckman and Patricia West

PUBLIC COMMENT: *None*

APPROVAL OF MINUTES

2. Regular Meeting Minutes - March 21, 2023

Motion made by Skwor, Seconded by Closs to approve the minutes.

*Voting Yea: Becker, Bostwick, Lippens, Closs, Skwor, LeDuc - **Motion Carried.***

FINANCIALS

3. March Revenue & Expenditure Report (Unreconciled)

The unreconciled March budget was provided to the DDA Board for review. Very little financial activity took place in March outside of the DDA Coordinator's compensation. Since this was the final month of the fiscal year, the March budget report it has not yet been finalized. However, Vicki Schroeder was able to settle with the county, which will result in a small increase in the final revenue numbers for the year.

CONFLICT OF INTEREST: *None*

AMENDMENTS TO THE AGENDA: *None*

UNFINISHED BUSINESS

4. DDA Board Vacancy: Representative from Gladstone Area Schools

Gladstone Area School's Superintendent, Dr. Jay Kulbertis joined the discussion on how to best fill the Gladstone Area School's DDA Board Member representative.

Motion made by Bostwick, Seconded by LeDuc to have Dr. Kulbertis open the application up internally to the Gladstone School Board with a deadline for submission of May 2, 2023.

Voting Yea: Becker, Bostwick, Lippens, Closs, Skwor, LeDuc - **Motion Carried.**

Item 2.

5. 2023/2024 DDA Budget Request

Motion made by Closs, Seconded by Skwor to accept the 2023/2024 DDA Budget Request.

Voting Yea: Becker, Bostwick, Lippens, Closs, Skwor, LeDuc - **Motion Carried.**

6. North Shore Development

Eric Buckman updated the DDA Board that the investment group recently hired an architect. The DDA indicated interest in scheduling a tour of the property when the weather allows.

NEW BUSINESS

7. Farmers Market SNAP Program

The Farmers Market Subcommittee recently met to discuss the upcoming Farmers Market agenda items.

Motion made by Bostwick, Seconded by LeDuc to discontinue the SNAP program at the Gladstone Farmers Market.

Voting Yea: Becker, Bostwick, Lippens, Closs, Skwor, LeDuc - **Motion Carried.**

8. Farmers Market Vendor Fee Schedule

Motion made by Skwor, Seconded by Closs to increase the one time vendor fee to \$25.00, and the seasonal vendor fee to \$75.00.

Voting Yea: Becker, Bostwick, Lippens, Closs, Skwor, LeDuc - **Motion Carried.**

9. Farmers Market Vendor Policies

Motion made by Closs, Seconded by Skwor to accept the suggested changes to the 2023 vendor policies as outlined, with the addition of requiring the application be submitted one week prior to the first market they hope to attend.

Voting Yea: Becker, Bostwick, Lippens, Closs, Skwor, LeDuc- **Motion Carried.**

10. Letter of Support for MML Foundation's Bridge Builders Microgrants

Motion made by Closs, Seconded by Becker for the DDA Board Chair, Jay Bostwick, to submit a letter of support to include the DDA's application for the Michigan Municipal League Foundation's Bridge Builders Main Street Microgrant.

Voting Yea: Becker, Bostwick, Lippens, Closs, Skwor, LeDuc - **Motion Carried.**

11. Rescheduling DDA's May Meeting

Motion made by Bostwick, Seconded by Closs to reschedule the DDA's regularly scheduled meeting of May 16, 2023 to take place on May 9, 2023 at 8:00 AM ET in the City Hall Chambers.

Voting Yea: Becker, Bostwick, Lippens, Closs, Skwor, LeDuc- **Motion Carried.**

COMMENTS

12. City Manager

- a. The City of Gladstone was notified that they are the recipient of a pension grant.

- b. The Wastewater Plant received a change order to the project which affects the project positively. The project is coming in under budget.
- c. The tax tribunal was found in favor of the City of Gladstone. All five findings are being appealed.

Item 2.

13. Community Development

14. DDA Coordinator

- a. Upcoming Items
 - i. DDA By-Law Updates (May)
 - ii. DDA Board Member Term Expirations - Kyle Closs (May)
 - iii. DDA Officer Elections (June)
 - iv. Information Meeting #1 (June)
- b. The Farmers Market is underway, and the vendor application will open the week of April 24th. We also have a three applications for the Farmers Market Coordinator position, and we'll begin coordination to set-up interviews next week.
- c. Taylor Miller is no longer able to make the regular meeting time. This agenda item will be added to the next meeting for discussion on how to move forward.

15. DDA Members

PUBLIC COMMENT: *None*

ADJOURNMENT

Motion by LeDuc, Seconded by Skwor to adjourn at 8:54 AM ET.

*Voting Yea: Becker, Bostwick, Lippens, Closs, Skwor, LeDuc - **Motion Carried.***

Item 3.

GL NUMBER	DESCRIPTION	2022-23		YTD BALANCE 03/31/2023	ACTIVITY FOR		AVAILABLE		% BDGT USED
		AMENDED BUDGET	NORMAL (ABNORMAL)		INCREASE (DECREASE)	MONTH 03/31/2023	NORMAL (ABNORMAL)	BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY									
Revenues									
Dept 000 - REVENUE									
248-000-437.000	IFT CAPTURE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
248-000-437.001	CITY CAPTURE	212,514.00	149,482.37	1,994.88	63,031.63	70.34			
248-000-437.005	BAY COLLEGE CAPTURE	45,416.00	33,173.15	762.49	12,242.85	73.04			
248-000-437.009	DELTA COUNTY CAPTURE	69,089.00	49,885.03	581.85	19,203.97	72.20			
248-000-437.013	DC ROAD PATROL CAPTURE	17,850.00	12,930.54	443.40	4,919.46	72.44			
248-000-437.015	COMM ACTION CAPTURE	10,985.00	7,956.07	272.64	3,028.93	72.43			
248-000-437.019	911 DISPATCH CAPTURE	10,298.00	7,458.07	255.51	2,839.93	72.42			
248-000-437.021	DATA CAPTURE	8,238.00	5,966.33	204.34	2,271.67	72.42			
248-000-437.023	DC RECYCLING CAPTURE	4,119.00	2,980.38	102.97	1,138.62	72.36			
248-000-437.025	DELTA COUNTY JAIL BOND CAPTURE	11,704.00	8,455.84	291.91	3,248.16	72.25			
248-000-440.000	MISCELLANEOUS INCOME	0.00	303.10	1.80	(303.10)	100.00			
248-000-440.001	MISC REVENUE CONTRIBUTION ACT	0.00	0.00	0.00	0.00	0.00			
248-000-496.005	DDA BUILDING RENTAL REVENUE	0.00	0.00	0.00	0.00	0.00			
248-000-540.000	GRANT REVENUE	0.00	8,040.00	0.00	(8,040.00)	100.00			
248-000-573.000	LOCAL COMM STABILIZATION SHARE APPROPRIA	0.00	0.00	0.00	0.00	0.00			
248-000-642.000	DDA FACADE OWNER'S MATCH	60,000.00	0.00	0.00	60,000.00	0.00			
248-000-665.000	INTEREST REVENUE	3,000.00	(2,882.99)	3,104.60	5,882.99	(96.10)			
248-000-666.001	LIABILITY & PROP INS REIMBURSEMENT	0.00	0.00	0.00	0.00	0.00			
248-000-674.000	DONATIONS	2,500.00	1,000.00	0.00	1,500.00	40.00			
248-000-675.006	FARMERS MARKET	1,480.00	4,760.00	0.00	(3,280.00)	321.62			
248-000-692.000	LOAN PROCEEDS	0.00	0.00	0.00	0.00	0.00			
248-000-699.390	TRANSFER FROM FUND BALANCE	183,740.00	0.00	0.00	183,740.00	0.00			
248-000-699.401	TRANSFER FROM CAP PROJECTS FUND	0.00	0.00	0.00	0.00	0.00			
248-000-699.582	TRANSFER FROM ELEC FUND	0.00	0.00	0.00	0.00	0.00			
Total Dept 000 - REVENUE		640,933.00	289,507.89	8,016.39	351,425.11	45.17			
TOTAL REVENUES		640,933.00	289,507.89	8,016.39	351,425.11	45.17			
Expenditures									
Dept 537 - ADMINISTRATIVE									
248-537-704.000	WAGES-PART TIME EMPLOYEES	0.00	8,319.70	4,175.95	(8,319.70)	100.00			
248-537-707.000	TEMPORARY EMPLOYEES	2,500.00	3,908.25	0.00	(1,408.25)	156.33			
248-537-708.000	UNEMPLOYMENT	2.00	74.82	2.50	(72.82)	3,741.00			
248-537-709.000	FICA 6.2%	185.00	815.22	263.17	(630.22)	440.66			
248-537-711.000	MEDICARE 1.45%	45.00	190.69	61.57	(145.69)	423.76			
248-537-716.000	DEFINED CONTRIBUTION PENSION PLAN EXP	50.00	83.01	7.86	(33.01)	166.02			
248-537-727.000	WORKERS COMP	3,000.00	0.00	0.00	3,000.00	0.00			
248-537-728.000	MSA EMPLOYER EXPENSE	405.00	33.31	3.33	371.69	8.22			
248-537-734.000	MEMBERSHIP & DUES	0.00	0.00	0.00	0.00	0.00			
248-537-735.000	EDUCATION & TRAINING	1,200.00	74.99	0.00	1,125.01	6.25			
248-537-736.000	TRANSPORTATION & LODGING	800.00	0.00	0.00	800.00	0.00			
248-537-751.000	MATERIALS & SUPPLIES	0.00	1,280.24	0.00	(1,280.24)	100.00			
248-537-753.000	PRINTING & PUBLISHING	1,400.00	1,547.90	0.00	(147.90)	110.56			
248-537-754.000	POSTAGE	0.00	0.00	0.00	0.00	0.00			
248-537-756.000	COMPUTER	1,500.00	3,873.15	206.00	(2,373.15)	258.21			
248-537-757.000	COPIES	1,200.00	420.78	111.66	779.22	35.07			
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	14,100.00	14,100.00	0.00	0.00	100.00			
248-537-762.000	INTEREST EXPENSE	19,875.00	19,875.00	0.00	0.00	100.00			
248-537-800.000	CONTRACTED SERVICES	36,500.00	11,500.00	0.00	25,000.00	3			
248-537-800.006	CONTRACTED SERVICES-NORTHSHORE	5,000.76	0.00	0.00	5,000.76				
248-537-802.000	LEGAL FEES	5,000.00	0.00	0.00	5,000.00				

Item 3.

GL NUMBER	DESCRIPTION	2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	03/31/2023 NORMAL (ABNORMAL)	MONTH 03/31/2023 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-537-802.001	LEGAL FEES-NORTHSHORE	20,000.00	0.00	0.00	20,000.00	0.00
248-537-803.000	AUDIT FEES	1,500.00	982.62	0.00	517.38	65.51
248-537-804.000	ENGINEERS & ARCHITECT FEES	500.00	0.00	0.00	500.00	0.00
248-537-808.000	TELEPHONE	600.00	282.12	41.35	317.88	47.02
248-537-819.000	FACADE GRANT PROGRAM	60,000.00	60.00	0.00	59,940.00	0.10
248-537-819.001	FACADE GRANT PROGRAM OWNERS MATCH	60,000.00	0.00	0.00	60,000.00	0.00
248-537-880.001	CHRISTMAS CELEBRATION	7,000.00	5,312.51	0.00	1,687.49	75.89
248-537-880.003	FARMERS MARKET	5,000.00	6,505.69	32.45	(1,505.69)	130.11
248-537-880.006	ADDITIONAL EVENTS	1,000.00	0.00	0.00	1,000.00	0.00
248-537-910.000	INSURANCE LIABILITY	0.00	100.00	0.00	(100.00)	100.00
248-537-960.000	OTHER OPERATING SUPPLIES	200.00	195.57	0.00	4.43	97.79
248-537-970.000	CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00
248-537-970.004	ELECTRIC RECEPTICLE REPLACEMENT	0.00	0.00	0.00	0.00	0.00
248-537-970.006	BOARD WALK PROJECT	30,000.00	880.00	0.00	29,120.00	2.93
248-537-970.007	DELTA AVENUE PARKING PROJECT	10,000.00	2,025.69	0.00	7,974.31	20.26
248-537-970.051	NORTH SHORE	0.00	0.00	0.00	0.00	0.00
248-537-991.002	UPPER PENINSULA STATE BANK PAYMENT	25,000.00	25,000.00	0.00	0.00	100.00
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	41,370.24	41,370.24	0.00	0.00	100.00
248-537-995.202	TRANSFER TO MAJOR STREET FUND	0.00	0.00	0.00	0.00	0.00
248-537-995.203	TRANSFER TO LOCAL STREET	39,000.00	39,000.00	0.00	0.00	100.00
248-537-995.301	TRANSFER TO BOND FUND	0.00	0.00	0.00	0.00	0.00
248-537-995.390	TRANSFER TO FUND BALANCE	0.00	0.00	0.00	0.00	0.00
248-537-995.401	TRANSFER TO CAPITAL PROJECTS FUND	0.00	0.00	0.00	0.00	0.00
248-537-995.590	TRANSFER TO WASTEWATER FUND	0.00	0.00	0.00	0.00	0.00
248-537-995.591	TRANSFER TO WATER FUND	0.00	0.00	0.00	0.00	0.00
Total Dept 537 - ADMINISTRATIVE		640,933.00	434,811.50	4,905.84	206,121.50	67.84
TOTAL EXPENDITURES		640,933.00	434,811.50	4,905.84	206,121.50	67.84
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		640,933.00	289,507.89	8,016.39	351,425.11	45.17
TOTAL EXPENDITURES		640,933.00	434,811.50	4,905.84	206,121.50	67.84
NET OF REVENUES & EXPENDITURES		0.00	(145,303.61)	3,110.55	145,303.61	100.00

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Balance
*** Assets ***		
248-000-001.000	CASH	(18,965.58)
248-000-001.007	FARMERS MKT EBT	762.60
248-000-017.000	INVESTMENT IN FIRST BANK	163,255.54
248-000-040.000	MISCELLANEOUS ACCOUNTS RECEIVABLE	93.60
248-000-055.000	ACCRUED INCOME	958.14
248-000-078.001	DUE FROM COUNTY TREASURER	6,823.99
Total Assets		152,928.29
*** Liabilities ***		
248-000-202.000	ACCOUNTS PAYABLE	3,545.85
248-000-257.000	ACCRUED PAYROLL	3,106.36
Total Liabilities		6,652.21
*** Fund Balance ***		
248-000-390.000	FUND BALANCE	291,579.69
Total Fund Balance		291,579.69
Beginning Fund Balance		291,579.69
Net of Revenues VS Expenditures		(145,303.61)
Ending Fund Balance		146,276.08
Total Liabilities And Fund Balance		152,928.29



Downtown Development Authority

City of Gladstone
1100 Delta Ave
Gladstone, MI 49837

Staff Report

Agenda Date: May 9, 2023
Department: DDA
Presenter: Patricia West

AGENDA ITEM TITLE:

DDA Board Vacancy: Representative from Gladstone Area Schools

BACKGROUND:

We have received one application for the DDA Board Vacancy representative from Gladstone Area Schools.

FISCAL EFFECT:

None

SUPPORTING DOCUMENTATION:

Application: Nathan Neumeier

RECOMMENDATION:

Review application for consideration of appointment to the DDA Board.



**APPLICATION FORM
GLADSTONE CITY BOARDS AND COMMITTEES**

Please use this form to express your interest in serving on a particular board/committee or commission. You may attach additional material if you wish. For information on vacancies and board/committee bylaws, please visit www.gladstonemi.org, call 906-428-2311 or e-mail kberry@gladstonemi.org. Please note that applications are kept on file for six months. The Gladstone City Commission makes appointments to City Boards at their regular meetings as vacancies occur. Completed applications are public documents and are subject to the Michigan Freedom of Information Act.

Eligibility Requirements:

Are you a registered voter in the City of Gladstone?*	Yes	No	<input checked="" type="checkbox"/>
Have you been a City resident for at least 12 months?	Yes	No	<input checked="" type="checkbox"/>
Are you currently in default to the City of Gladstone?	Yes	No	<input checked="" type="checkbox"/>
Are you related to any elected City Commissioner (including by marriage)?	Yes	No	<input checked="" type="checkbox"/>

*According to the City Charter, each member appointed by the City Commission shall be a qualified and registered elector of the city on such day and throughout the member's tenure of office.

Name of City Board or Committee: If applying for more than one board/committee, please list order of preference:

- 1) Downtown Development Authority (DDA)
- 2) _____
- 3) _____

Applicant Name as it Appears on License: Nathan Paul Neumeier

Driver's License Number: N 560 622 676 993

Home Address: 7427 County 426 M.5 Road Phone: 906-280-0627

Occupation: Roofer Business: Independent Roofing & Siding Co

Business Address: 700 Stephenson Avenue, Escanaba, MI 49829 Phone: 906-786-5242

E-Mail Address: Nate.IndyRoof@gmail.com

Are you currently serving or have you served on any City board or committee? If so, please list and give approximate dates.

No

(over)

Education/Credentials: Gladstone Schools K-12, Bay 1 year

Professional activities that relate to this board/committee: Treasure Gladstone Area Schools Board, Vice Chair Escanaba Township

Community activities that relate to this board/committee: Gladstone Little league

Why are you interested in serving on this board/committee? Feel I can provide a verity of experience and try to better our community.

What talents or experience would you bring to the board/committee? A vast knowldge of construction and life experiance of working all over the United States.

Any other comments or information you wish to provide to the Mayor and City Commissioners?

Are you involved in any personal, professional or business pursuit that would affect your ability to make fair and impartial recommendations as a member of a City advisory board or committee? Yes No

Appointed members are expected to attend all meetings of the board/committee. A member who misses more than 3 consecutive meetings or 1/3 of all meetings will tender their resignation to the board/committee chair. Are you aware of the meeting schedule and are you available to attend regularly scheduled meetings? Yes No

Patrick Paul Pennington 2/22/2023
Signature Date

I certify that there are no misrepresentations, omissions or falsifications on this application and by signing this application I give consent to the City to conduct a background check to verify the information I have provided.

Please return this form with any attachments to:
kberry@gladstonemi.org; fax to: 906-428-3122; or mail to: City Clerk's Office, Gladstone City Hall, Gladstone, MI 49837.
Thank you for your interest in serving as a volunteer board or committee member. Your willingness to serve is greatly appreciated.

About the program

Michigan Spark Grants help local communities create, renovate and redevelop public recreation opportunities for residents and visitors—especially those communities whose economies and health were hardest hit by the COVID-19 pandemic.

These grants support projects that provide safe, accessible, public recreation facilities and spaces to improve people’s health, introduce new recreation experiences, build on existing park infrastructure and make it easier for people to enjoy both indoor and outdoor recreation. It’s all made possible because of the [Building Michigan Together Plan](#), signed in March 2022, which included a historic infusion of federal funding in state and local parks.

Want to stay informed? [Sign up for our recreation grants email updates.](#)

Program goals

- Leverage federal, state, local and private resources toward a sustainable public recreation development program.
- Provide a clear, simple and equitable grants distribution process in support of public recreation.
- Align project partners and community organizations so resources are maximized, and roles and responsibilities are clearly outlined and balanced.

Addressing community need

The Michigan Spark Grants program is aimed at helping improve and redevelop existing public recreation in communities that have historically experienced barriers to accessing these types of grants. Funding priority will be given to areas with a high proportion of households that are struggling financially, a high number of residents with physical and mental disparities, and a lack of public recreation opportunities.

Eligible applicants

- Applicants must be local units of government or public authorities legally established to provide public recreation.
- Applicants may include a regional or statewide organization or consortium of local units of government or public authorities legally established to provide public recreation. Please [refer to the questions and answers page](#) for

more information.

- An eligible financial match is encouraged but not required.
- A community planning process is encouraged but not required.

Eligible projects

- Projects must support and enhance neighborhood features that promote improved health and safety outcomes or address the increased repair or maintenance needs in response to significantly greater use of public facilities in local communities that have been adversely affected by the COVID-19 pandemic.
- Projects may include the development, renovation or redevelopment of public recreation facilities, and the provision of recreation-focused equipment and programs at public recreation spaces.
- Funds may be used for activities such as, but not limited to, project review, planning, architecture and engineering services, construction, oversight and compliance activities associated with state and federal requirements, as applicable.
- Projects must be completed by Oct. 31, 2026, on public land with the primary purpose of providing outdoor recreation.

Application scoring criteria

Applications that address existing park infrastructure will be given priority. Consideration will be given to applications that complete critical trail projects or provide access to new opportunities that currently don't exist within a local community. Scoring will be based on the following criteria, listed in order of priority:

- Public benefit and anticipated outcomes
- Financial and social considerations
- Access to project site
- Access to new opportunities for people of all abilities
- Clarity of scope and ability to execute
- Renovation and long-term maintenance

Advisory group

Several key collaborators worked with the DNR to provide input on the program's intent, scoring criteria and application requirements to ensure the stated objectives of the

grant program are met. The group also advised on a strategy for the disbursement of funds, though the DNR is ultimately responsible for how and where to leverage this funding. Members represented diverse perspectives including private philanthropy, regional planning, parks and recreation, community foundations, local governments (rural and urban), and federal and state grant programs. Advisory group members are:

- Kyle Caldwell, Council of Michigan Foundations
- John Egelhaaf, Region 4 Southwest Planning Commission, Michigan Association of Regions
- Andrea LaFontaine, Michigan Trails and Greenways Alliance
- John LaMacchia II, Michigan Municipal League
- Dan Lord, Michigan Department of Natural Resources
- Amy Matisoff, Michigan Department of Transportation
- Clay Summers, Michigan Recreation & Park Association
- J. J. Tighe, Ralph C. Wilson, Jr. Foundation

Available funding

A total of \$65 million of coronavirus state and local fiscal recovery funds was made available through Public Act 53 of 2022. Individual grant amounts – ranging from \$100,000 to \$1 million – will be distributed as follows:

- Round one: [\\$14.2 million was awarded in February 2023.](#)
- Current round: nearly \$23 million to be awarded in September 2023.
- The remaining \$27.5 million to be awarded in "opportunity communities" by the end of 2023.

Funding authority

- [Coronavirus State and Local Fiscal Recovery Funds under the American Rescue Plan Act](#)
- [Public Act 53 of 2022, Building Michigan Together Plan, Section 452](#)

Contact

Not finding answers you need? Please [email DNR-Grants@Michigan.gov](mailto:DNR-Grants@Michigan.gov) or [contact grant staff](#) for assistance.



Downtown Development Authority

City of Gladstone
1100 Delta Ave
Gladstone, MI 49837

Staff Report

Agenda Date: May 9, 2023
Department: DDA
Presenter: Patricia West

AGENDA ITEM TITLE:

DDA Board Member Term Expirations - Kyle Closs

BACKGROUND:

According to the City of Gladstone’s DDA By-Laws, each member’s term lasts four years. Kyle Closs’ term expiration is May 2023 and he is 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 Kyle Closs 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 2027.

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: May 9, 2023
Department: DDA
Presenter: Patricia West

AGENDA ITEM TITLE:

Farmers Market Coordinator

BACKGROUND:

The Farmers Market Subcommittee conducted interviews for the Farmers Market Coordinator on May 2, 2023 and has made a recommendation to hire Brianna Ecklid.

FISCAL EFFECT:

\$2000 (previously approved)

SUPPORTING DOCUMENTATION:

None

RECOMMENDATION:

Motion to extend a job offer to Brianna Ecklid for the Farmers Market Coordinator position pending a background check.



Downtown Development Authority

City of Gladstone
1100 Delta Ave
Gladstone, MI 49837

Staff Report

Agenda Date: May 9, 2023
Department: DDA
Presenter: Patricia West

AGENDA ITEM TITLE:

Hiring a Marketing Agency

BACKGROUND:

The Planning Commission has designated a subcommittee to work on an amendment to the City’s Master Plan. While reviewing the marketing section of the 2015 Master Plan, it was suggested that consulting a marketing agency may help us position ourselves to attract residents, businesses, and tourist, which would help the City of Gladstone build out a clear marketing direction for our Master Plan.

FISCAL EFFECT:

\$1000 (\$500 from the DDA)

SUPPORTING DOCUMENTATION:

- 2015 Master Plan: Marketing Section
- SmartCreativeHoughton: Blog Post on Market Research for a previous client

RECOMMENDATION:

Motion to pursue a marketing agency to assist the Master Plan Subcommittee with outlining the marketing implementation section of the amendment to the City of Gladstone’s Master Plan, with a budgeted amount of up to \$500 coming from the Downtown Development Authority.

Marketing & Wayfinding Strategies

Marketing the city is a key to expanding the tourism industry, and can also support expansion of retail options and the commercial and industrial job base. Improving wayfinding and directional signage in the city strongly complements a good marketing plan by making the city easy to navigate for visitors.

Objective	Strategy	Priority	Timeframe
Marketing			
Promote Gladstone outside of Delta County.	Build on the city’s “Walleye Capital of the World” status to attract sportsmen.		
	Develop the city’s complementary “Year-Round Playground” message to highlight the wide range of other recreation opportunities the city offers.		
Attract families to live in the city.	Promote the city’s recreation options and strong school system.		
	Position Gladstone as a community that promotes healthy outdoor living.		
Bring higher-income jobs to the city.	Leverage the fact that Gladstone residents are on average more highly educated than other residents of the region.		
Wayfinding			
Highlight the location of downtown Gladstone and the city’s many recreation facilities to travelers on M-53 and US-2/41.	Work with MDOT and other relevant agencies to determine the best locations for directional signage; develop a style acceptable to the road agencies that will stand out to drivers passing through the area.		Near-term
Develop a system of in-town wayfinding and directional signage.	Inventory the important sites and districts in the city that might benefit from signage guiding visitors to them.		Near-term
	Identify locations where wayfinding signs are appropriate and determine the destinations to place on each sign. As a first step, consider using a free service such as walkyourcity.org to gauge the effectiveness of signage locations.		
	Place a map with walking distances in an appropriate location downtown.		





Shaggy's Skis: Connecting Market Research and the Consumer Buying Process

Before starting a major branding project, we dive into industry and market research to understand where a company sits in the marketplace and build a solid foundation for the new direction.

This process often brings important discoveries to the surface. During our project for Shaggy's Skis, we collected survey data from 200 Shaggy's customers and started analyzing their responses.

The data showed us that the majority of customers who purchased Shaggy's skis had considered buying skis from larger international ski brands (Volkl, Rossignol, K2, etc). They ended up choosing Shaggy's for several reasons:

- Every pair of skis are handcrafted in Michigan/United States
- Shaggy's has a reputation for building high-quality skis that have raving reviews
- The ability to customize your own pair of skis offers consumers a unique buying experience
- The company interacts with its customers and prioritizes excellent customer service, which has produced a very loyal and supportive community

This qualitative data allows us to draw important connections and dig deep into the customer buying process. When it came time for Customer Journey Mapping, these findings helped us develop accurate personas to tell stories of how customers interact with the brand.

Shaggy's already had a great foundation to work from — we just put the cherry on top. Following our research, customer journey mapping, and a full brand audit, we created a refreshed identity system and developed a brand guide to help the company maintain a consistent brand.

next step

If you are ready to take the next step on your creative project we would love to hear from you. Click below and give us the details!

Submit your project

Item 8.



Downtown Development Authority

City of Gladstone
1100 Delta Ave
Gladstone, MI 49837

Staff Report

Agenda Date: May 9, 2023
Department: DDA
Presenter: Patricia West

AGENDA ITEM TITLE:

Meeting Time Availability Conflict

BACKGROUND:

DDA Board Member, Taylor Miller, has a person conflict preventing her from being available to meet at the regular DDA meeting time, currently set for the third Tuesday of the month at 8:00 AM. The earliest she is available to meet on a Tuesday would be 9:00 AM.

FISCAL EFFECT:

None

SUPPORTING DOCUMENTATION:

None

RECOMMENDATION:

Decide how to move forward with this meeting time availability conflict.