



GLADSTONE DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING

City Hall Chambers – 1100 Delta Avenue
August 19, 2025
8:15 AM

AGENDA

CALL TO ORDER

1. Roll Call
2. Recognition of Renee Barron

PUBLIC COMMENT

APPROVAL OF MINUTES

3. DDA Regular Meeting Minutes - July 15, 2025

FINANCIALS

4. June Revenue & Expense Report
5. 2025 Farmers Market Internal Audit

CONFLICTS OF INTEREST

ADDITIONS TO THE AGENDA

UNFINISHED BUSINESS

NEW BUSINESS

6. 2025 Facade Grant Application Round Scoring Rubric
7. DDA Subcommittee Review
8. Downtown Day Booth Assignments & Volunteers

CITY COMMENTS & REPORTS

9. Bench Improvements by Parks & Rec
10. City Hall Staffing Updates
11. DTE Community Promotion Funding | Old-Fashioned Christmas
12. DTE Energy Tree Planting Grant Extension
13. Downtown Ambassador Upcoming Evaluation
14. Downtown Survey Results
15. Facade Grant | 709 Delta Ave
16. Holiday Garland Delivery
17. New Business | Mancave Dave (1017 Delta Ave)
18. New Business | Lavender Co (1010 Delta Ave)
19. Upcoming Vision & Opportunity Subcommittee Meetings
20. Yoga in the Farmers Market Square

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.

Posted: 08-15-2025 | Patricia West, Community Development Director |
pwest@gladstonemi.gov

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 REGULAR MEETING

City Hall Chambers – 1100 Delta Avenue
July 15, 2025
8:15 AM

MINUTES

CALL TO ORDER

Board Chair, Jay Bostwick, called the meeting to order at 8:20 AM ET.

1. Roll Call

PRESENT	ABSENT
Joe Thompson	Daniel Becker (Excused)
Jacob Taylor	Robert LeDuc
Jay Bostwick	
Jason Lippens	
Kyle Closs	
Nathan Neumeier	

Others in Attendance: Patricia West & Parker Grzybowski

PUBLIC COMMENT

None.

APPROVAL OF MINUTES

2. DDA Regular Meeting Minutes - June 17, 2025

Motion made by Closs, seconded by Taylor to approve the DDA Regular Meeting Minutes of June 17, 2025.

Voting Yea: Thompson, Taylor, Bostwick, Lippens, Closs, Neumeier

MOTION CARRIED.

FINANCIALS

3. Internal Audit of April & May Financials

West reported on an internal audit of the DDA’s April and May financials. She is coordinating with the City Treasurer to consolidate expenses related to the Farmers Market pergola project under the “Capital Outlay” line item. Additionally, she is working to reclassify Samantha’s payroll under the “Permanent Part-Time Employee” category to ensure accurate budget reporting.

4. June Revenue & Expense Report

The June Revenue & Expenditure Report was not yet available for the meeting and would be provided to the authority in August.

CONFLICTS OF INTEREST

None.

ADDITIONS TO THE AGENDA

None.

Item 3.

UNFINISHED BUSINESS

None.

NEW BUSINESS

5. Application for Vacant DDA Seat

Motion made by Bostwick, seconded by Thompson to recommend Parker Grzybowski to the mayor for appointment to the DDA board, subject to the approval by a majority vote of the members elect of the City Commission.

Voting Yea: Thompson, Taylor, Bostwick, Lippens, Closs, Neumeier

MOTION CARRIED.

6. Yoga in the Farmers Market Square

Motion made by Closs, seconded by Neumeier to support the yoga in the market square activity in August by waiving the \$100.00 market square rental fee.

Voting Yea: Thompson, Taylor, Bostwick, Lippens, Closs, Neumeier

MOTION CARRIED.

CITY COMMENTS & REPORTS

7. Alternative Funding Sources

West informed the DDA of small funding opportunities available through DTE Energy and Canadian National. She is currently in contact with both organizations to gather details on the terms and eligibility requirements. Once clarified, she will provide recommendations on potential uses for the funding to support downtown initiatives.

8. August Facade Grant Subcommittee Meeting

West intends to set up a meeting with the Facade Grant Subcommittee in the coming weeks to begin preparation for the 2025 funding cycle.

9. Business After Hours

Business After Hours is scheduled for Wednesday, July 23rd from 5:00–7:00 PM. The event is expected to serve as the launch of the Downtown Social District; however, contingency plans are in place should the district not be finalized in time. DDA members are encouraged to attend, and donations are being sought to help cover the cost of food, refreshments, and prizes.

10. City Hall Staffing Updates

West announced that Renee Barron's last day with the city is Friday, June 18th. In light of her retirement, several internal changes are being discussed at City Hall. Additional updates are expected as duties are formally reassigned and vacant positions are filled.

11. Downtown Gladstone Survey

The Downtown Survey is available on the website and will remain open until August 11th.

12. Facade Grant Status Update - Gladstone Eye Care (20 S 10th St)

West provided an update on Gladstone Eye Care's facade grant project. The scope has shifted slightly to include the replacement of siding following the removal of the old awnings. Despite this change, the project remains consistent with the goals and mission of the program, and the board continues to express its support.

13. Farmers Market Subcommittee Meeting Recommendations

A summary of the recent Farmers Market Subcommittee meeting was provided by those in attendance. Following the meeting, several materials and supplies, including a

loading cart, canopies, and a table, were purchased to meet immediate operational needs. Formal recommendations addressing both current and future market needs are expected to be presented to the DDA at an upcoming meeting.

14. Hot Rods & Harleys Event

The July Hot Rods & Harley's event is scheduled for Thursday, July 17th and DDA presence is encouraged.

15. Masters Walleye Circuit

The Bass Pro Shops & Cabela's Masters Walleye Circuit qualifying event is coming to Gladstone on July 18 and 19. Anglers will compete along our waterfront for a chance to win big prizes and points to qualify for the 2026 championship in Devil's Lake, North Dakota. Parks & Recreation, as well as the DDA, have been working closely with the Chamber of Commerce on the event.

16. Mid-Summer Debrief with Parks & Rec

West plans to meet with Wendy Taavola to discuss the ongoing needs of both the DDA and Parks & Recreation Department. The goal of the meeting is to identify opportunities for mutual support through the remainder of the busy season.

17. Social District Updates

West shared the status update of what needs to be completed to open the social district.

18. Welcome to Downtown Gladstone Sign

The "Welcome to Downtown Gladstone" sign has been installed.

BOARD COMMENTS & REPORTS

None.

WALKING TOUR

The DDA took a walking tour to address the needs and future potential of the downtown.

19. Tour of City Hall Building

West began with a tour of the upstairs space at City Hall. The board discussed its potential as a revenue-generating asset but acknowledged significant barriers to activation, including the lack of an elevator and the need for substantial funding and resources. West noted a key challenge for the authority to consider: we encouraging downtown property owners to maintain and invest in their buildings when the city faces similar struggles with its own facilities.

20. Tour of Rialto Center

The board made their way to the Rialto Center, where Patrick Johnson provided them with a tour of the vacant space above the offices. Johnson hopes to tap into MEDC funding to facilitate the creation of three loft apartments.

21. Tour 701 Delta Ave

The DDA toured the 700 block of Delta Avenue, acknowledging the need for future investment in the area. In light of the existing facade grant commitment to 709 Delta Avenue, the board discussed opportunities to collaborate with Code Enforcement and property owners to strategically revitalize the corridor. Noted gaps included the absence of trash receptacles, bike racks, flowers, and benches, especially as the social district boundary ends one block prior.

At the block's end is a city-owned pocket park featuring wooden benches in disrepair and overgrown trees. The board explored placemaking ideas for the space, including installing signage to designate it as a public area, constructing a pavilion, creating a

venue for food trucks and public seating, and other improvements aimed at making the park a welcoming community gathering spot. From there, the DDA made their way back to City Hall.

Item 3.

ADJOURNMENT

Motion made by Neumeier, seconded by Closs to adjourn at 10:27 AM ET.

Voting Yea: Thompson, Taylor, Lippens, Closs, Neumeier

MEETING ADJOURNED.

BALANCE SHEET REPORT FOR CITY OF GLADSTONE
Balance As of 06/30/2025

Item 4.
 YTD
 06/30/2025
 Normal (Abnormal)

GL Number	Description	Normal	(Abnormal)
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY			
*** Assets ***			
248-000-001.000	CASH	61,034.50	
248-000-017.000	INVESTMENT IN FIRST BANK	76,032.89	
248-000-017.001	INVESTMENTS IN MI CLASS	102,126.46	
248-000-055.000	ACCRUED INCOME	645.82	
Total Assets		239,839.67	
*** Liabilities ***			
248-000-202.000	ACCOUNTS PAYABLE	2,877.66	
Total Liabilities		2,877.66	
*** Fund Equity ***			
248-000-390.000	FUND BALANCE	170,658.87	
Total Fund Equity		170,658.87	
Total Fund 248:			
TOTAL ASSETS		239,839.67	
BEG. FUND BALANCE - 24-25		170,658.87	
+ NET OF REVENUES/EXPENDITURES - 24-25		139,589.27	
+ NET OF REVENUES & EXPENDITURES		(73,286.13)	
= ENDING FUND BALANCE		236,962.01	
+ LIABILITIES		2,877.66	
= TOTAL LIABILITIES AND FUND BALANCE		239,839.67	

REVENUE AND EXPENDITURE REPORT FOR CITY OF GLADSTONE

Balance As of 06/30/2025
 % Fiscal Year Completed: 24.93

Item 4.

GL Number	Description	25-26 Original Budget	25-26 Amended Budget	Normal YTD Balance 06/30/2025 (Abnormal)	Available Balance 06/30/2025 Normal (Abnormal)	% Bdgt Used
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY						
Account Category: Revenues						
Department: 000 REVENUE						
248-000-437.001	CITY CAPTURE	259,718.00	259,718.00	0.00	259,718.00	0.00
248-000-437.005	BAY COLLEGE CAPTURE	55,470.00	55,470.00	0.00	55,470.00	0.00
248-000-437.009	DELTA COUNTY CAPTURE	84,288.00	84,288.00	0.00	84,288.00	0.00
248-000-437.013	DC ROAD PATROL CAPTURE	21,775.00	21,775.00	0.00	21,775.00	0.00
248-000-437.015	COMM ACTION CAPTURE	13,399.00	13,399.00	0.00	13,399.00	0.00
248-000-437.019	911 DISPATCH CAPTURE	12,561.00	12,561.00	0.00	12,561.00	0.00
248-000-437.021	DATA CAPTURE	10,093.00	10,093.00	0.00	10,093.00	0.00
248-000-437.023	DC RECYCLING CAPTURE	5,023.00	5,023.00	0.00	5,023.00	0.00
248-000-437.025	DELTA COUNTY JAIL BOND CAPTURE	11,943.00	11,943.00	0.00	11,943.00	0.00
248-000-540.000	GRANT REVENUE	6,000.00	6,000.00	2,000.00	4,000.00	33.33
248-000-573.000	LOCAL COMM STABILIZATION SHARE APPRO	6,363.00	6,363.00	0.00	6,363.00	0.00
248-000-642.000	DDA FACADE OWNER'S MATCH	25,000.00	25,000.00	0.00	25,000.00	0.00
248-000-665.000	INTEREST REVENUE	5,000.00	5,000.00	2,735.70	2,264.30	54.71
248-000-666.001	LIABILITY & PROP INS REIMBURSEMENT	60.00	60.00	39.75	20.25	66.25
248-000-675.006	FARMERS MARKET	1,500.00	1,500.00	2,200.00	(700.00)	146.67
248-000-675.007	FARMERS MARKET--FOOD ASSISTANCE PROG	1,800.00	1,800.00	0.00	1,800.00	0.00
248-000-675.008	FARMERS MARKET--SQUARE RENTAL FEES	200.00	200.00	0.00	200.00	0.00
248-000-675.009	SOCIAL DISTRICT SPONSORSHIPS	6,000.00	6,000.00	0.00	6,000.00	0.00
248-000-675.010	SOCIAL DISTRICT STICKER REVENUE	1,200.00	1,200.00	0.00	1,200.00	0.00
Total Dept 000 - REVENUE		527,393.00	527,393.00	6,975.45	520,417.55	1.32
Revenues		527,393.00	527,393.00	6,975.45	520,417.55	1.32
Account Category: Expenditures						
Department: 537 ADMINISTRATIVE						
248-537-702.000	WAGES-FULLTIME EMPLOYEES	7,500.00	7,500.00	0.00	7,500.00	0.00
248-537-704.000	WAGES-PART TIME EMPLOYEES	31,498.00	31,498.00	7,034.99	24,463.01	22.33
248-537-707.000	TEMPORARY EMPLOYEES	0.00	0.00	2,225.00	(2,225.00)	100.00
248-537-708.000	UNEMPLOYMENT	125.00	125.00	1.86	123.14	1.49
248-537-709.000	FICA 6.2%	1,953.00	1,953.00	1,289.16	663.84	66.01
248-537-711.000	MEDICARE 1.45%	457.00	457.00	301.47	155.53	65.97
248-537-716.000	DEFINED CONTRIBUTION PENSION PLAN EX	433.00	433.00	1,224.40	(791.40)	282.77
248-537-728.000	MSA EMPLOYER EXPENSE	176.00	176.00	386.91	(210.91)	219.84
248-537-734.000	MEMBERSHIP & DUES	250.00	250.00	0.00	250.00	0.00
248-537-735.000	EDUCATION & TRAINING	700.00	700.00	150.00	550.00	21.43
248-537-736.000	TRANSPORTATION & LODGING	500.00	500.00	918.46	(418.46)	183.69
248-537-751.000	MATERIALS & SUPPLIES	750.00	750.00	0.00	750.00	0.00
248-537-751.011	BEAUTIFICATION PURCHASES	14,521.00	14,521.00	6,423.51	8,097.49	44.24
248-537-751.012	SOCIAL DISTRICT PURCHASES	8,100.00	8,100.00	0.00	8,100.00	0.00
248-537-754.000	POSTAGE	50.00	50.00	1.66	48.34	3.32
248-537-756.000	COMPUTER	4,270.00	4,270.00	142.10	4,127.90	3.33
248-537-757.000	COPIES	700.00	700.00	156.66	543.34	22.38
248-537-760.000	EQUIPMENT RENTALS	0.00	0.00	170.50	(170.50)	100.00
248-537-761.000	GENERAL FUND ADMINISTRATIVE FEES	20,000.00	20,000.00	20,000.00	0.00	100.00
248-537-761.003	GENERAL FUND CONCIERGE FEES	10,000.00	10,000.00	10,000.00	0.00	100.00
248-537-762.000	INTEREST EXPENSE	16,500.00	16,500.00	0.00	16,500.00	0.00
248-537-802.000	LEGAL FEES	500.00	500.00	0.00	500.00	0.00
248-537-803.000	AUDIT FEES	1,000.00	1,000.00	0.00	1,000.00	0.00
248-537-808.000	TELEPHONE	540.00	540.00	142.35	397.65	26.26

REVENUE AND EXPENDITURE REPORT FOR CITY OF GLADSTONE

Balance As of 06/30/2025
 % Fiscal Year Completed: 24.93

Item 4.

GL Number	Description	25-26 Original Budget	25-26 Amended Budget	Normal YTD Balance 06/30/2025 (Abnormal)	Available Balance 06/30/2025 Normal (Abnormal)	% Bdgt Used
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY						
Account Category: Expenditures						
Department: 537 ADMINISTRATIVE						
248-537-819.000	FACADE GRANT PROGRAM	62,500.00	62,500.00	0.00	62,500.00	0.00
248-537-880.000	SPONSORSHIPS	2,000.00	2,000.00	0.00	2,000.00	0.00
248-537-880.001	CHRISTMAS CELEBRATION	3,000.00	3,000.00	0.00	3,000.00	0.00
248-537-880.003	FARMERS MARKET	4,500.00	4,500.00	4,502.08	(2.08)	100.05
248-537-880.004	FARMERS MARKET--FOOD ASSISTANCE PROG	1,800.00	1,800.00	0.00	1,800.00	0.00
248-537-880.005	FARMERS MARKET--SQUARE	0.00	0.00	8,231.94	(8,231.94)	100.00
248-537-880.009	DOWNTOWN DAY	1,000.00	1,000.00	0.00	1,000.00	0.00
248-537-900.000	PRINTING & PUBLISHING	5,000.00	5,000.00	3,000.00	2,000.00	60.00
248-537-910.000	INSURANCE LIABILITY	150.00	150.00	75.00	75.00	50.00
248-537-970.000	CAPITAL OUTLAY	22,500.00	22,500.00	13,883.53	8,616.47	61.70
248-537-995.006	9TH STREET BOND PAYMENT	227,000.00	227,000.00	0.00	227,000.00	0.00
248-537-995.007	NORTHSHORE LOAN PAYMENT	44,748.00	44,748.00	0.00	44,748.00	0.00
248-537-995.390	TRANSFER TO FUND BALANCE	32,672.00	32,672.00	0.00	32,672.00	0.00
Total Dept 537 - ADMINISTRATIVE		527,393.00	527,393.00	80,261.58	447,131.42	15.22
Expenditures		527,393.00	527,393.00	80,261.58	447,131.42	15.22
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		527,393.00	527,393.00	6,975.45	520,417.55	1.32
TOTAL EXPENDITURES		527,393.00	527,393.00	80,261.58	447,131.42	15.22
NET OF REVENUES & EXPENDITURES:		0.00	0.00	(73,286.13)	73,286.13	



CITY OF GLADSTONE FARMERS MARKET

Budgeted Revenue			Total
Vendor Fees			\$ 1,500.00
Actual/Projected	Date	Description	Total
Actual	4/22/2025	Vendor Payment Jamee Hess	\$ 100.00
Actual	5/1/2025	Vendor Payment Hepker White Berry Farm	\$ 100.00
Actual	5/5/2025	Vendor Payment Susan's Gems	\$ 100.00
Actual	5/7/2025	Vendor Payment Upcycled Hippy	\$ 100.00
Actual	5/12/2025	Vendor Payment Mark Jasper	\$ 100.00
Actual	5/22/2025	Vendor Payment Lavender Co	\$ 100.00
Actual	5/27/2025	Vendor Payment Regina Pugh	\$ 100.00
Actual	5/29/2025	Vendor Payment Mary Aird	\$ 100.00
Actual	5/29/2025	Vendor Payment Cheryl Williams	\$ 100.00
Actual	6/2/2025	Vendor Payment Knotty Noodles Crochet	\$ 100.00
Actual	6/2/2025	Vendor Payment Wildnorth	\$ 100.00
Actual	6/2/2025	Vendor Payment Amanda Gohl	\$ 25.00
Actual	6/3/2025	Vendor Payment Mighty Macaron	\$ 100.00
Actual	6/4/2025	Vendor Payment Vickie Isaacson	\$ 100.00
Actual	6/9/2025	Vendor Payment Beth's Bakery	\$ 75.00
Actual	6/9/2025	Vendor Payment Yellow Dog Sourdough	\$ 100.00
Actual	6/10/2025	Vendor Payment Beth's Bakery	\$ 25.00
Actual	6/10/2025	Vendor Payment Joanne Chouinard	\$ 100.00
Actual	6/10/2025	Vendor Payment Robert & Bertha Kallman	\$ 100.00
Actual	6/10/2025	Vendor Payment Lisa Craig	\$ 25.00
Actual	6/17/2025	Vendor Payment SmilingSun	\$ 75.00
Actual	6/17/2025	Vendor Payment Dianne LaChance	\$ 100.00
Actual	6/17/2025	Vendor Payment Bark River Glitter	\$ 100.00
Actual	6/17/2025	Vendor Payment Menominee River Roasters	\$ 100.00
Actual	6/25/2025	Vendor Payment Lisa Craig	\$ 75.00
Actual	7/14/2025	Vendor Payment Trash Glass Jewelry	\$ 100.00
Actual	7/14/2025	Vendor Payment Gladstone Berry Farm	\$ 100.00
Actual	7/14/2025	Vendor Payment Rene Young	\$ 25.00
Actual	7/14/2025	Vendor Payment Whiskin Wonder	\$ 75.00
Actual	7/15/2025	Vendor Payment Kim Fleming	\$ 100.00
Actual	7/28/2025	Vendor Payment By Allison	\$ 25.00
Actual	8/11/2025	Vendor Payment Heather & Sue Ellison	\$ 100.00
PROJECTED REVENUE 2025 FARMERS MARKET TOTAL			\$ 2,725.00
Budgeted Expenses			Total

Bands, Materials & Supplies			\$ 4,500.00
Actual/Projected	Date	Description	Total
Actual	4/28/2025	Mesh Steel Cart	\$ 143.62
Actual	5/13/2025	Qty 4 ABC Canopies	\$ 728.90
Actual	5/13/2025	Qty 5 COSCO 6' Folding Tables	\$ 582.95
Actual	5/14/2025	Paper Bags & Grocery Baskets	\$ 241.32
Actual	5/14/2025	Pedestal Sign Holders	\$ 97.66
Actual	6/2/2025	Band Payment Reflections	\$ 200.00
Actual	6/9/2025	Band Payment Wingin It Lite	\$ 200.00
Actual	6/10/2025	4' Cable Cover	\$ 25.64
Actual	6/10/2025	Qty 3 ABC Canopies & Lanyard ID Badge	\$ 671.39
Actual	6/16/2025	Band Payment George Sailer	\$ 200.00
Actual	6/16/2025	Umbrellas	\$ 100.00
Actual	6/25/2025	Vendor Reimbursement Jamee Hess	\$ 100.00
Actual	6/26/2025	Band Payment John Roman	\$ 250.00
Actual	6/30/2025	Band Payment The Make-Believe Spurs	\$ 300.00
Actual	7/7/2025	Band Payment Reflections	\$ 200.00
Actual	7/13/2025	Qty 4 ABC Canopies, Bubble Wands, Steel Panel Flatbed Dolly	\$ 1,086.57
Actual	7/13/2025	Qty 4 VINGLI 8' Folding Tables	\$ 466.36
Actual	7/15/2025	Band Payment George Sailer	\$ 200.00
Actual	7/15/2025	Canopy Repair Patches	\$ 20.76
Actual	7/17/2025	Vendor Reimbursement Susan Coleman	\$ 100.00
Actual	7/19/2025	Band Payment The Make-Believe Spurs	\$ 300.00
Actual	7/22/2025	Band Payment Jack Neumann	\$ 200.00
Actual	7/28/2025	Band Payment The Make-Believe Spurs	\$ 300.00
Actual	8/4/2025	Band Payment Reflections	\$ 200.00
Actual	8/11/2025	Band Payment The Make-Believe Spurs	\$ 300.00
Projected	8/18/2025	Band Payment George Sailer	\$ 200.00
Projected	8/25/2025	Band Payment Cory & Chasey Williams	\$ 250.00
Projected	9/8/2025	Band Payment Jack Neumann	\$ 200.00
Projected	9/15/2025	Band Payment Reflections	\$ 200.00
Projected	9/22/2025	Band Payment George Sailer	\$ 200.00
Projected	9/29/2025	Band Payment Wingin It Lite	\$ 200.00
PROJECTED EXPENSES 2025 FARMERS MARKET TOTAL			\$ 8,465.17



Board: Downtown Development Authority
Agenda July 15, 2025
Date: _____
Presenter: Patricia West

Staff Report

Agenda Item Title:

2025 Façade Grant Application Round

Background:

The DDA Façade Grant Subcommittee met in preparation for the September 1 – October 31st application round. They reviewed the existing criteria and made recommendations to the scoring rubric.

Fiscal Effect:

None

Supporting Documentation:

2025 Façade Grant Scoring Rubric

Recommendation:

Motion to approve the 2025 Façade Grant Scoring Rubric as presented.

2025 Façade Application Scoring Rubric

Property Address: _____

How well does the project fit the definition of "façade" or "public entrance due to parking in the rear of the building"?

1	2	3	4	5
Poor fit; does not focus on a true façade or has minimal visibility	Somewhat misaligned; partial visibility but may include side or rear elements	Adequate fit; primarily focuses on public-facing elements but lacks prominence	Good fit; focuses on public-facing elements that are visible to passersby	Excellent fit; fully aligns with a front-facing, highly visible façade

Does this project go beyond routine maintenance to provide a substantial façade improvement/enhancement?

1	2	3	4	5
Routine maintenance only; no noticeable enhancement to the façade's appearance or character	Primarily maintenance with minor improvements; limited visual impact	Moderate improvements; includes some noticeable enhancements but still maintenance-focused	Substantial improvement; includes clear enhancements that go beyond basic upkeep	Major improvement; fully transformative with significant, lasting aesthetic impact

How would you describe the visual impact of the project on Gladstone's downtown?

1	2	3	4	5
Minimal visual impact; changes are unlikely to enhance the area significantly	Low impact; slight improvement, but effect is limited or isolated	Moderate impact; noticeable improvement that benefits the immediate area	Strong impact; clear enhancement of the downtown's appearance	Significant impact; transformative and highly beneficial to downtown aesthetics

How likely is this project to increase foot traffic or economic activity in the downtown area?

1	2	3	4	5
Minimal likelihood of attracting additional foot traffic or business	Low likelihood; project adds limited appeal or use for visitors	Moderate likelihood; project could attract some additional business or foot traffic	High likelihood; project likely to draw more visitors and engagement downtown	Very high likelihood; project is expected to significantly increase downtown activity

How well-designed is the project, and does it use high-quality, durable materials?

1	2	3	4	5
Poor quality; design and materials are low-end or poorly suited to the facade	Basic quality; standard design with limited durability or unique design features	Good quality; adequate design with reasonable quality materials	High quality; thoughtful design with durable materials	Exceptional quality; premium design with high-quality, lasting materials

Does the project encourage placemaking in the downtown?

1	2	3	4	5
The project does not contribute to placemaking in any meaningful way.	The project offers little to no placemaking benefit. It may improve a private space but doesn't meaningfully connect with the public realm or enhance the downtown experience beyond its immediate footprint.	The project has some placemaking value, but its impact is limited or unclear. It may enhance the visual character of the building but lacks a strong tie to community engagement or identity-building.	The project positively supports placemaking with noticeable contributions to the downtown environment. It shows intent to improve aesthetics and/or foster connection but may not be fully developed or integrated with broader placemaking goals.	The project strongly encourages placemaking and will significantly enhance the identity, vibrancy, and appeal of the downtown. It invites community interaction, improves the visual landscape, and contributes meaningfully to a shared sense of place.

To what extent does the project preserve or enhance the building's historic character?

1	2	3	4	5
No preservation of historic features; modern alterations that conflict with historical character	Minimal preservation; modern look with few historic elements retained	Moderate preservation; some attempt to incorporate historic elements but not fully cohesive	Strong preservation; well-balanced blend of historic and modern features	Excellent preservation; fully honors and enhances historic character of the building

Confidence in the project coming to fruition?

1	2	3	4	5
Very low confidence; major concerns about project feasibility or applicant's ability to execute	Low confidence; some concerns about project completion or resources	Moderate confidence; neutral, with some areas that could go either way	Good confidence; minor concerns but overall a positive impression	Very high confidence; strong expectation of project success and sound planning

Has the applicant provided a thorough application?

1	2	3	4	5
<p>The application is substantially incomplete or disorganized. Most or all of the required components are missing. It does not meet the basic threshold for review.</p>	<p>The application is incomplete, with several key documents or pieces of information missing. Organization is lacking and multiple clarifications are needed. The intent of the project may be difficult to understand from the materials provided.</p>	<p>The application is partially complete. Some required components are missing or unclear. The submission may feel rushed or incomplete, requiring additional communication to fill in gaps.</p>	<p>The application is mostly complete, with minor missing details or small areas lacking clarity. All required documents are included, though some may be less organized or require minimal follow-up for clarification.</p>	<p>The application is fully complete, well-organized, and clearly written. All required documents are included, labeled, and professionally presented. Any optional or supplemental materials (e.g., letters of support, design sketches, or additional photos) have also been submitted. No clarification is needed.</p>

Gladstone

DOWNTOWN DEVELOPMENT AUTHORITY

DDA Subcommittees

DDA Budget	
Patricia West	DDA Coordinator
Jay Bostwick	DDA
Kyle Closs	DDA

DDA Business	
Patricia West	DDA Coordinator
Vacant	DDA
Kyle Closs	DDA

DDA Façade Grants	
Patricia West	DDA Coordinator
Jason Lippens	Contractor/DDA
Dan Becker	DDA
Nathan Neumeier	DDA
Vicki Schroeder	Treasurer

Farmers Market Oversight	
Patricia West	DDA Coordinator
Jay Bostwick	DDA
Kyle Closs	DDA
Samantha Gaudino	Downtown Ambassador
Parker Grzybowski	Vendor Representative

Old Fashioned Christmas	
Patricia West	DDA Coordinator
Jay Bostwick	DDA
Robert LeDuc	DDA
Samantha Gaudino	Downtown Ambassador

Parks & Recreation Contract/Workload	
Patricia West	DDA Coordinator
Jay Bostwick	DDA
Kyle Closs	DDA
Robert Brown	Parks & Recreation Director

Redevelopment Ready Committee	
Robert Pontius	Commissioner
Renee Barron	Community Development Director
Patricia West	DDA Coordinator
Kyle Closs	DDA
Robert LeDuc	DDA

Vision & Opportunity	
Patricia West	DDA Coordinator
Jacob Taylor	DDA
Vacant	DDA
Robert LeDuc	DDA

Effective: June 17, 2025



Board: Downtown Development Authority
Agenda July 15, 2025
Date: _____
Presenter: Patricia West

Staff Report

Agenda Item Title:

Downtown Day Booth Assignments & Volunteers

Background:

Downtown Day is scheduled for **Saturday, September 27th from 12-4 PM**. As a DDA event, we need DDA volunteers to have a presence during the set-up and street fair.

Last year we had a DDA booth during the street fair, where we gave out informational materials, had first aid, and some swag. This year, we are looking for DDA coverage at the booth throughout the day.

- **Set-Up Volunteers:** 10 AM – 12 PM (3 people)
 - *Assist with street closure barricades, canopy set-up, tables, chairs, etc.*
- **Booth Covers:**
 - 12 – 1:30 PM (2 people)
 - 1:30 – 3 PM (2 people)
 - 3 – 4 PM & tear-down (2 people)
 - *Collapse canopy, fold table and chairs (Parks & Rec will put in shed)*

Fiscal Effect:

None

Supporting Documentation:

None

Recommendation:

Secure DDA volunteer sign-ups.

Restored Benches from 701 Delta Ave





2025 Annual Downtown Survey Results

How well did we communicate information on each of these activities or initiatives?

	Downtown Day	Farmers Market	Facade Grant Program	Social District	Old-Fashioned Christmas
I felt adequately informed.	10	13	6	11	15
I did not feel informed.	5	1	3	4	0
This did not apply to me.	1	1	6	0	0

How well are we keeping up with downtown beautification and maintenance?

	Downtown Trash Bins	Farmers Market Square	Flower Baskets	Grass & Weed Maintenance	Sidewalk Snow Removal	Street Snow Removal
Satisfied	9	14	10	9	6	7
Neutral	5	1	4	4	6	4
Unsatisfied	1	0	1	3	3	4

Do you have any suggestions on where we should focus our downtown placemaking and beautification efforts? (Ex. additional trash receptacles, bike racks, picnic tables, etc.)

- More benches, bike racks, trees, plants and pretty things.
- Street plows often push snow into the angle parking in front of the 10th street businesses, making parking and accessing the businesses difficult. occasionally it is pushed to the center of the street, which is much better for business access.
- Weeds in sidewalk then spray
- More places to gather.
- Bench's or picnic tables would be beneficial for people to sit. The flower baskets are beautiful. The large trees on Delta Ave cause an issue with their size as it blocks the businesses signs. Also, the tree roots are starting to grow into the sewer pipes causing plumbing issues. A smaller type of tree or shrub would be better."
- Leadership and administration wastes money and has taxes residents abusively to the point of residents leaving Gladstone
- some benches need sealing. trees are sad, sad, need replacing. painting on side of rialto building should be maintained
- Relevant corners/areas to accent buildings compliment our quaint downtown and small businesses that make our community so wonderful!

The DDA partners with Community Development to identify code enforcement issues with the downtown. This may be as minor as timely sidewalk snow removal or could be a much larger issue involving blight or unsafe inhabitation of a property. Do you have any code enforcement concerns which you would like to share with the DDA?

- Have businesses register vacant buildings.
- The sidewalk on 10th Street between Wisconsin Ave and the Baybank (West side of the street) is rarely cleared of snow. This is a main route for kids after school. In heavy snowfalls, people divert to the street, which is obviously more dangerous due to automobile traffic.
- Get rid of the old bus and semi trailer and other junk in the alley behind 817 Delta
- I am not sure if this belongs in the code enforcement area or not, however, when closing down Delta Ave. for events such as "Business after Hours" I believe that entire block should be closed down and not just a small area. The issue arises when travelling down 9th St. when cars turn onto Delta Ave. they do not know the road is closed, and they do not see that the road is closed until they're already on the street. Now the only option for them is to cut through the parking lot next to Walley's which means many cars are now being rerouted through a parking lot that is already compacted and busy. It is very hard to see with the angle parking when turning onto delta what is further up on Delta until you are actually in the road. I know this problem was brought up before and I do not believe it was taken seriously thank you.
- "Snow removal on Delta Avenue has been an issue with some businesses. Also, plowing on the weekends is an issue. There are businesses that open at 8am 7 days a week, and many times Delta hasn't been cleared yet in the parking area prior, which makes it difficult for customers to get out of their vehicles or park. This is especially when it snows over night on Saturday."
- You are over-enforcement minded to the point of stifling growth.
- cars not licensed should be removed

Please briefly describe your potential [façade grant] project. It is okay if the project changes as you solidify your planning efforts.

- **Old Glory Firearms** | driveway and sidewalk entrances to our building. I know a few years ago the city did a huge project at 1023 delta ave, but we definitely would like to upgrade some of the work that was done and add a little bit more. A non shared driveway, more sidewalk access, etc..
- **Dew Drop Family Restaurant** | The outdoor patio at the Dewdrop needs to be revamped. I'm looking at replacing the fencing to an aluminum base instead of what is currently there due to upkeep and safety. Currently children like to climb the fence the way it is built. I would also like to have an entrance gate at both the front and back. Fresh paint, décor, speakers, lighting and tables/chairs would also be replaced and upgraded to allow for more seating. A different method of heating, creating a nicer ambiance than the current patio heaters (which don't adequately provide enough heat in the spring and fall). Also would like to consider some sort of protection for when it rains.
- **Rialto Building** | The Rialto would like to use funds as soon as our MEDC project gets approved by MEDC
- **Youth Empowering Services** | If applicable based on future strategies of our organization

Traverse City has its cherries. Mackinac has its fudge. What iconic signature could Gladstone create that sets us apart from other communities? Get creative! It doesn't have to be food related, either.

- Happy Rock
- Quaint, quiet and friendly
- I like this idea, but I don't have any great inspiration here. Looking forward to seeing what others come up with.
- Only small town in Michigan that cannot special assess for improvements in the ROW. Or.... I enjoyed it when people were putting hand painted happy rocks around town with little messages on the underside
- Small Town on the Little Bay
- I like the idea of murals. I'd be willing to have my business painted in the back parking lot and on the metal above the rocks in the front. I think its a fun, beautiful piece of art that people would enjoy. I also think that we should be utilizing our farmers market square for other things to increase foot traffic.
- Trains
- The beach. Breweries/wineries. Do a beer and wine festival down by the baseball diamond, have a band and maybe some food vendors.
- A dying destination
- firewood, flannels, waves (both ""Hello"" and the water kind!), trees, fish (walleye), a tent (campground)...how many communities have their quaint downtown, the waterfront and a campground so close to one another!, a smiling rock (gladSTONE/happyROCK), a firework...nothing beats the 4th of july in gladstone

How can the DDA better support you? Is there anything else you'd like to share that hasn't already been covered?

- The social district may sound good in theory because most people drink and want to hang out with drinking friends. However, I feel that Gladstone has the small town family charm, and by doing the social district we are losing that family friendly attitude. I have talked to many people about the social district idea and have only had negative comments. For example, dairy flo is the ice cream place where kids go to hang out and get ice cream. But throw in a few adults who can't hold their liquor, and now we've got disorderly conduct and calling the cops. I think it would be best to not have the social district at all. There are plenty of spots for people to get their alcohol, but does it have to be in the hear of the kid section?
- I would appreciate a road sign on the corner of Delta and 10th street. I'm not sure why there is not one there. It would help my customers that aren't familiar with Downtown Gladstone find there way to my 10th street business.
- We need a downtown clock and message board.
- Let's get involved with community events to create foot traffic! Look at all Escanaba does!
- Just more family activities would be awesome but they need to be at a time where working parents can go. I would love to go to the farmers markets but the hours dont work. It would be great if it could go to even 630
- It's on me! A recurring touch base to do just that...stay in touch and plan ahead!