

**Downtown Development Authority
Minutes of the Regular Meeting
September 8, 2023**

Meeting called to order at 7:31 am by Chairwoman Westervelt.

Members present: Kelly Cornford, Victoria Devereaux, Joe Kline, Nicole Risch, Kathy Westervelt, and Karen Wood,

Members absent: John Gerber, Pam Ginderske, Lorie Wille

Others Present: Hartmann Aue & C. Risch

Motion by Kline, second by Wood to accept the agenda with changes. Motion carried.

Motion by Kline, second by Wood to table the payment of claims. Motion carried.

Motion by Wood, second by Kline to table the August D.D.A. minutes. Motion carried.

The purpose of the Façade Improvement Grant Program is to promote revitalization of properties in the Development Authority (DDA) District by providing financial assistance to building owners for improvement and maintenance to existing commercial and residential buildings. Financial assistance is made available to provide a visual impact on the exterior, thus improving the marketability of the overall area. The intent of this program is for building owners to take full advantage of assistance available and comply with full renovation programs. Arched by Allie, LLC and The Beauty Room by Shaya, LLC are looking to add new signage along the storefront of the new business at 125 S. Saginaw Street. A 50% matching grant is requested in the amount of \$1,105. Motion by Kline, second by Wood. Motion carried.

A new, 20-foot Christmas Tree to be lighted and placed on the boulevard in the amount of \$150 for Old Fashioned Christmas was discussed and recommended. Motion by Cornford, second by Risch. Motion carried.

It was suggested to reach out to 94.5, “the Moose” to run ads for Old Fashioned Christmas. Aue will research this, as we wait for pricing for the DJ downtown, and Santa Buddy.

Michigan Trails Magazine, for the previous 5 years has placed an ad promoting the Rail Trail in St. Charles. Last year, the D.D.A. added to the ad to promote the kayak launch. The D.D.A. supports continuing this ad, with the addition of the location and adding that the kayak launch is “ADA accessible.” Motion by Risch, second Kline. Motion carried.

Dr. Kline is looking for more support in erasing the “You’ll do better in Chesaning” billboard when entering the Village limits. He is wondering if a letter to the company would help. The same signage is in Oakley and Montrose. Aue mentioned we should reach out to those municipalities to see if they are as disappointed in the signage as the St. Charles D.D.A. Dr. Kline would also like to see antique cars and tractors, perhaps to coincide with StC Hometown Days. The liability insurance question was posed. Dr. Kline will reach out to Haggerty.

Devereaux et.al. would like to see a splash pad, pickle ball court, with lights, that turns into a ice skating rink in the winter. A few locational possibilities were discussed with further research to occur.

Cornford mentioned that the light posts downtown need some fresh paint. She is also looking for volunteers to help decorate the flower pots for Hometown Days with corn stalks and seasonal items.

Meeting adjourned at 8:23 am. Motion by Kline, second by Wood. Motion carried.

Respectfully,

Hartmann Aue