

**CITY OF BELLEVILLE
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
Wednesday, October 26, 2022 – 6:00 pm**

The regular meeting of the Downtown Development Authority was held via a hybrid of in-person and virtual access through ZOOM.

The regular meeting of the Downtown Development Authority was called to order by Board Chairperson McGovern at 6:00 p.m.

1. PLEDGE OF ALLEGIANCE & MOMENT OF SILENCE

2. ROLL CALL

Board Member Kelly-Bonner	Present
Board Member McWilliams	Present
Board Member Winter	Present
Board Member Baker	Present
Board Member Richardson-Williams	Present
Board Member McGovern	Present
Mayor Conley	Present

3. CITIZEN COMMENTS, AGENDA ITEMS ONLY

A. No citizen comments.

4. APPROVAL OF AND/OR CHANGES TO AGENDA

MOTION: Motion by Conley, supported by Richardson-Williams to approve the agenda as presented.

ROLL CALL VOTE:	Board Member Kelly-Bonner	Aye
	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Baker	Aye
	Board Member Richardson-Williams	Aye
	Board Member McGovern	Aye
	Mayor Conley	Aye

Motion Carried.

5. APPROVAL OF MEETING MINUTES

A. September 21, 2022, Regular DDA Meeting

MOTION: Motion by Richardson-Williams, supported by Baker to approve the Minutes of the Regular DDA Meeting held on Wednesday, September 21, 2022.

ROLL CALL VOTE:	Board Member Kelly-Bonner	Aye
	Board Member McWilliams	Aye
	Board Member Winter	Aye

Board Member Baker	Aye
Board Member Richardson-Williams	Aye
Board Member McGovern	Aye
Mayor Conley	Aye

Motion Carried.

6. GENERAL BUSINESS

A. Economic Development – Marketing Proposals

- Board members discussed the proposals they received, and gave their opinions on each.
- City Manager Robinson noted that the Request for Proposals was not as specific as it should have been, and suggested that the Board continue to research marketing companies and re-convene on the topic at a later date. The board agreed. He also mentioned the possibility of bringing someone in on a City level to provide these services.

B. Collaboration efforts between the DDA, CBC, and the Chamber of Commerce

- Board Member McWilliams noted that she is planning to meet periodically with the CBC and Chamber of Commerce. She also mentioned that the CBC and Chamber will be hosting meetings, with the Chamber's meetings being held on the third Wednesday of each month at noon. DDA Board Members are welcome to attend.

C. Winter Fest assistance from DDA, requested by the Chamber of Commerce

- Whitney Beaubien from the Chamber of Commerce encouraged DDA Board Members to volunteer to promote and work the Winter Fest. She mentioned that promotion on social media would be particularly helpful.

D. Streetscape Tree Lighting Options

- City Manager Robinson updated the Board on options for tree lighting, stating the following:
 - i. DTE has installed panels in the electric box at 4th Street Square.
 - ii. Lighting the trees would be an expensive project, and would need to be replaced every two to three years, approximately.
 - iii. Is currently researching less expensive, but aesthetic, options to utilize in lieu of traditional lighting. He is hoping to find an option that will also last longer.
 - iv. Stated that lighting of the trees may have to be done in phases, as opposed to all at once.

7. DIRECTOR'S REPORT

A. City Manager Robinson had the following to report:

- a. He is happy to see all members of the DDA Board present at the meeting.
- b. Is happy that everyone on the Board took the time to read through the proposals they were provided.
- c. Had a great conversation with Whitney Beaubien from the Chamber of Commerce, which included the following:
 - i. Discussion of a shared calendar between the DDA, Chamber, and other organizations/boards who help to plan events in the City.
 - ii. Possible initiation of a business registry to make communications easier.
 - iii. Shared thoughts and agreed that the CBC, Chamber of Commerce, and the DDA all have the same vision for the City of Belleville.

8. TREASURER'S REPORT AND ACCOUNTS PAYABLE

MOTION: Motion by Baker, supported by Winter authorizing the Treasurer's Report and Accounts Payable as presented.

ROLL CALL VOTE:	Board Member Kelly-Bonner	Aye
	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Baker	Aye
	Board Member Richardson-Williams	Aye
	Board Member McGovern	Aye
	Mayor Conley	Aye

Motion Carried.

9. CHAIR AND BOARD MEMBER COMMENTS

- Board Member Baker
 - Is glad that the Board has decided to go in a different direction concerning the marketing proposals.
- Board Member Kelly-Bonner
 - Wishes everyone well during the Halloween season.
- Board Member McGovern
 - Wishes everyone a safe Halloween.
 - Excited to see where things will go in reference to the marketing proposals.
- Board Member McWilliams
 - Stated that today's meeting was the best that the DDA has had in a while.
- Board Member Richardson-Williams
 - No comments.
- Board Member Winter
 - Stated she is happy to be present at today's meeting.
 - Hopes to see a good turnout at the Witches' Ball.
- Mayor Conley
 - Appreciates the Board for reviewing the marketing proposals.
 - Thanked City Manager Robinson for providing direction to the Board.

10. CITIZEN COMMENTS, NON-AGENDA ITEMS

- Whitney Beaubien
 - Believes that Belleville needs a brand in terms of marketing.
 - Thinks hiring an intern for marketing on social media is a great idea.
 - Noted that the Chamber of Commerce is available to offer help and support to the DDA.
 - Would like to see more electricity added to the lakefront areas for events.
- Rosemary Otzman
 - Noted that the DDA Board could check into utilizing Aerotropolis for marketing, as they are the company that Van Buren Township uses for economic development.

11. ACTION ITEMS FOR NEXT REGULARLY SCHEDULED MEETING

- None.

12. ADJOURNMENT

MOTION: Motion by Richardson-Williams, supported by Winter to adjourn at 7:10 p.m.
No objections noted.

ROLL CALL VOTE:	Board Member Kelly-Bonner	Aye
	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Baker	Aye
	Board Member Richardson-Williams	Aye
	Board Member McGovern	Aye
	Mayor Conley	Aye

Motion Carried.

Briana Hootman / City Clerk

Approved:

Posted:

Published: