

**CITY OF BELLEVILLE
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA**

**Wednesday, July 20, 2022 6:00 pm (EST)
Belleville City Hall—Council Chambers
6 Main Street, Belleville, MI 48111**

Join Zoom Meeting

<https://us02web.zoom.us/j/81772206628?pwd=SmJZVUdMNmsvSTdzWnV2VmxCREVQdz09>

Meeting ID: 817 7220 6628

Passcode: 377711

One tap mobile

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Dial by your location

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Find your local number: <https://us02web.zoom.us/j/kc06OrEtDm>

1. Pledge of Allegiance and Moment of Silence

2. Roll Call

Denise Baker – Secretary

Valerie Kelley-Bonner

Jim Chudzinski – Vice Chair

Mayor Kerreen Conley

Alicia McGovern - Chair

Kelly McWilliams

Sabrina Richardson-Williams – Treasurer

Jennifer Winter

Determination of Quorum and Status of Absent Members

3. Citizen Comments, Agenda Items Only

4. Approval of and/or Changes to the Agenda

**5. Approval of Meeting Minutes
– June 15, 2022 Regular DDA Meeting**

6. General Business

A. DDA Marketing/Branding RFP

7. Director's Report

- 8. Treasurer's Report and Accounts Payable**
- 9. Chair and Board Member Comments**
- 10. Citizen Comments, Non-Agenda Items**
- 11. Action Items for Next Regularly Scheduled Meeting**
- 12. Adjournment**

City of Belleville
Downtown Development Authority
Meeting Minutes
Wednesday, June 15, 2022 (Belleville City Hall)

The Regular Meeting of the Belleville DDA was called to order at 6:00 pm by Chair Alicia McGovern.

1) PLEDGE OF ALLEGIANCE and MOMENT OF SILENCE

2) ROLL CALL:

Denise Baker	Present	Kelly McWilliams	Present
Jim Chudzinski	Absent	Sabrina Richardson-Williams - Treasurer	Present
Mayor Kerreen Conley	Present	Jennifer Winter	Present
Valerie Kelley-Bonner	Absent		
Alicia McGovern - Chair	Present		

3) CITIZEN COMMENTS, AGENDA ITEMS

There were no citizen comments.

4) APPROVAL OF THE AGENDA

Motion to approve the agenda as presented by Sabrina Richardson-Williams. Second by Kelly McWilliams.

Voice Vote: 6 Ayes, 0 Nays. MOTION CARRIED

5) APPROVAL OF MAY 18, 2022 REGULAR MEETING MINUTES

Motion to approve the meeting minutes by Mayor Conley. Second by Sabrina Richardson-Williams.

Voice Vote: 6 Ayes, 0 Nays. MOTION CARRIED

6) GENERAL BUSINESS

A. 2022-23 DDA BUDGET:

Deputy City Manager McLean discussed preparation of a Request for Proposals for Marketing/Economic Development for the Belleville DDA. McLean also discussed the potential for getting involved in the MEDC Redevelopment Ready Communities Program.

Ken Voigt clarified that Belleville City Council had taken action to become involved in the RRC program just prior to the start of the COVID-19 Pandemic.

7) DIRECTOR'S REPORT

Deputy City Manager McLean discussed several activities in the DDA District. The floating dock has been installed at Horizon Park. The Michigan Downtown Association provided its quarterly legislative update.

8) TREASURER'S REPORT AND ACCOUNTS PAYABLE

Sabrina Richardson-Williams presented the payables report and asked the Board to approve payables in the amount of \$2,834.55.

Motion to approve the payables by Kelly McWilliams. Second by Denise Baker.

Roll Call vote: 6 Ayes, 0 Nays. MOTION CARRIED.

9) CHAIR AND BOARD MEMBER COMMENTS

McGovern: Thanked audience members for attending and participating in the meeting.

Winter: Excited for summer.

Baker: Inquired about quarterly invoicing for maintenance agreement services by the accountant.

McWilliams: Commented on vegetation near the gazebo at Victory Park.

Conley: Stated she was pleased with the landscape maintenance work performed by Pioneer. She also shared positive feedback from the accountant regarding the budget preparation timeline. She also offered a thank you to Steve Jones for his efforts.

10) CITIZEN COMMENTS

Brian Kosakowski expressed concerns about road conditions near Victoria Commons.

Therese Antonelli invited everyone to attend Lakefest.

Ken Voigt reminded everyone that Music Lakeside begins on June 23 at 7:30PM.

Victoria Commons HOA President commented on street sweeping and how DPW repaired catch basins recently.

City Manager/Chief Robinson clarified that tax revenue from Victoria Commons goes primarily to the DDA. He also thanked Mayor Conley for financing the Lakefest billboard on I-94.

11) ADJOURNMENT

Motion to adjourn at 6:49 pm made by Sabrina Richardson-Williams. Second by Alicia McGovern.

Voice Vote: 6 Ayes, 0 Nays. MOTION CARRIED

Respectfully submitted,

Timothy McLean
Deputy City Manager/DDA Director
Downtown Development Authority



BELLEVILLE DOWNTOWN DEVELOPMENT AUTHORITY
REQUEST FOR PROPOSALS
MARKETING/ECONOMIC DEVELOPMENT SERVICES
*****DRAFT ONLY*****

REQUEST FOR PROPOSALS (RFP) FOR MARKETING/ECONOMIC DEVELOPMENT SERVICES

The Belleville, MI Downtown Development Authority is seeking proposals from qualified individuals or firms to develop a strategy for marketing existing businesses within the district and attract new businesses to downtown Belleville.

ABOUT BELLEVILLE, MI

The City of Belleville is located in Western Wayne County and is home to 4,000 residents. The City of Belleville encompasses approximately 1.2 square miles.

The Belleville Area includes the City of Belleville, the Charter Township of Van Buren and Sumpter Township and is home to over 40,000 residents. The Community is one of the fastest growing in Wayne County.

The Belleville area is known for its diverse lifestyles. You can enjoy the outdoor / rural feeling, the hustle and bustle of a growing suburb, or a small city atmosphere. Whatever your preference, everyone can enjoy the fun and excitement of Belleville Lake.

Belleville Lake is six miles long and covers 1,220 acres. The City of Belleville is situated on the south shore of the Lake offering approximately 1.5 miles of lake frontage.

Our community has welcomed visitors, assisted our business community and residents, and has been a haven for all who come to enjoy the waterways, shop, dine, and seek a peaceful way of life.

The Downtown Development Authority (DDA) promotes economic development and fosters investment within the DDA district. Working in partnership with the City the DDA increases the tax base, strengthens the local economy, and maintains special downtown qualities which make Belleville a unique and desirable place to live and work.

Come to Belleville's Downtown on the Lake, a delightful destination for dining, shopping, and relaxing with family and friends. Enjoy a traditional Main Street, beautiful parks and Belleville Lake. Located in a growing Western Wayne County community, Belleville is minutes from the I-94 Belleville Road exit, and close to Detroit Metro Airport and Ann Arbor.

RFP Schedule:

Release Date: Thursday, July 21, 2022

Due Date: Friday, August 12, 2022 at 12:00PM

Project Start: September 2022

PROPOSAL SUBMITTAL

Each applicant must submit ten (10) hard copies of the RFP response and cover letter and one (1) electronic copy of their RFP response and cover letter in PDF format on a flash drive.

All responses to this RFP must be received no later than 12:00PM on Friday, August 12, 2022.

Submit Proposal Responses to:

Tim McLean-Deputy City Manager/DDA Director

City of Belleville

6 Main Street

Belleville, MI 48111.

FAX OR EMAILED PROPOSALS WILL NOT BE ACCEPTED**Responses shall include the following:**

- Cover Letter
- Project Understanding Statement. A statement describing the applicant's understanding of the goals and objectives defined for the project.
- Description of the Firm and Proposed Project Team. Statement of the firm's qualifications including projects similar in scope to this RFP.

- List of References. References of at least three clients (municipal preferred) for whom comparable services were performed including the name and contact information of the primary client representative.
- Estimated project costs

SCOPE OF WORK

The Belleville DDA wishes to develop a marketing strategy in two essential areas:

1. Marketing existing businesses within the boundaries of the Belleville Downtown Development Authority.
2. Recruitment/Attraction of new businesses to occupy vacant buildings and undeveloped land within the boundaries of the Belleville Downtown Development Authority.
3. Marketing & Promotion of Community Events.

GOALS

Create awareness of existing businesses in Belleville and attract new customers.

Encourage new retail and entertainment businesses to open up in Belleville. There should be an emphasis on establishing a solid base of repeat customers.

Increase awareness of Community Events.

DELIVERABLES

- A written strategy document for marketing existing businesses within the boundaries of the Belleville Downtown Development Authority. This should include recommendations on implementing best practices in “economic gardening” of existing businesses.
- Written recommendations on attracting new retail and entertainment businesses to the City of Belleville.
- Timelines and documentation of who is responsible for implementing the specific goals.

REVIEW AND SELECTION

The DDA Economic Development Committee will review proposals received and make a recommendation to the DDA Board for approval of a contract between the two parties.

Interviews may be held by the DDA Economic Development Committee as part of a consultant's submittal. Should the DDA chose to conduct interviews, interested firms represented by the proposed project team members must be able to attend the interview to be considered for this project.

Certain factors will be considered in evaluating the consultant's qualifications, including, but not limited to, the following:

- Demonstrated understanding of requirements and recommended approach;
- Proven track record in economic retention and attraction;
- Visual appeal of representative work;
- Ability to keep project on track and to meet agreed upon deadlines;
- Personnel qualifications of key personnel assigned to this project;
- Availability to start project immediately upon award of contract; and
- Price.

RESOURCES

City of Belleville website: www.bellevilleonthelake.com

Belleville Downtown Development Authority website: www.bellevilleonthelake.com/dda/



TO: Downtown Development Authority Board
FROM: Tim McLean, Deputy City Manager/DDA Director
DATE: July 14, 2022
RE: Director's Report

- On June 28, 2022, City Council unanimously adopted the proposed budget for Fiscal Year 2022-23. Kelly Howey from Plante Moran expressed appreciation to the DDA and the Budget Committee for its very efficient and timely budget process in 2022.
- The Seasonal and Youth Workers in the DDA district have been hard at work. A great deal of effort was put into cleaning 4th Street Square and Horizon Park in preparation for Lakefest. There has been a noticeable positive improvement in the state of downtown since the seasonal crew started work.
- Accountant Kelly Howey from Plante Moran has prepared the quarterly invoice for the salary and benefits reimbursement for the Deputy City Manager/DDA Director. This invoice is included in the July Treasurer's Report. An invoice for quarterly maintenance should appear on next month's report.
- City Administration has been coordinating with the CBC for the annual Taste of Belleville in August. This event will also include the annual Bridge Walk.
- For the City Council Agenda on July 18, DDA Board Members Baker and Richardson-Williams will be on the docket for reappointment. ***Please see the attached list of DDA Board Terms.***

DDA BOARD TERMS		
NAME	ORIGINAL APPOINTMENT	TERM ENDING
Denise Baker	12/6/2010	12/31/2020
Valerie Kelly-Bonner	8/19/2019	12/31/2023
James Chudzinski	5/2/2016	12/31/2022
Mayor Conley	1/2/2006	12/31/2023
Alicia McGovern	9/8/2015	12/31/2022
Kelly McWilliams	10/21/2019	12/31/2023
Sabrina Richardson-Williams	5/15/2006	12/31/2021
Jennifer Winter	6/2/2020	12/21/2024
VACANCY		

ACCOUNTS PAYABLE EXPENDITURES
DDA MEETING JULY 2022

DATE	AMOUNT		G. TOTAL
7/20/2022	\$29,735.72		\$29,735.72
<u>GRAND TOTAL</u>			\$29,735.72

Check Date	Bank	Check	Vendor	Vendor Name	Invoice Vendor	Description	Amount	Status
Bank DDA Downtown Development Authority								
07/15/2022	DDA	2102	1171	AHEARN SIGNS	AHEARN SIGNS	GOLF CART DECALS	100.00	Open
07/15/2022	DDA	2103	0120	AT&T	AT&T AT&T	DSL FOR COMMUNITY EVENTS SIGN DSL FOR COMMUNITY EVENTS SIGN	107.90 107.90	Open Open
							215.80	
07/15/2022	DDA	2104	0253	CITY OF BELLEVILLE	CITY OF BELLEVILLE	DDA MAINT. SERVICE AGREEMENT (AP	9,190.00	Open
07/15/2022	DDA	2105	3013	OCCUPATIONAL HEALTH CEN	OCCUPATIONAL HEALTH CEN	PHYSICAL SEASONAL WORKER (JOHNAT PHYSICAL SEASONAL WORKER (GENTZ,	193.00 193.00	Open Open
							386.00	
07/15/2022	DDA	2106	3752	PIONEER LANDSCAPING & L	PIONEER LANDSCAPING & L	MULCHED PLAYGROUND & WEEDING FLO PIONEER LANDSCAPING & L WEEDING FLOWER BEDS PIONEER LANDSCAPING & L WEEDING FLOWER BEDS & REMULCHING	5,490.00 4,100.00 5,350.00	Open Open Open
							14,940.00	
07/15/2022	DDA	2107	3142	TERRAFIRMA	TERRAFIRMA	VICTORIA PARK POND MAINT.	4,550.00	Open
07/15/2022	DDA	2108	3213	VERIZON WIRELESS	VERIZON WIRELESS	CELL BILLS FOR DDA 5/11 - 6/10/2	173.92	Open
07/15/2022	DDA	2109	4386	WATER LANDSCAPES LLC	WATER LANDSCAPES LLC	MAINTENANCE ON VILLAGE PARK POND	180.00	Open
DDA TOTALS:								
Total of 8 Checks:							29,735.72	
Less 0 Void Checks:							0.00	
Total of 8 Disbursements:							29,735.72	