



CITY OF ALLEGAN

Downtown Development Authority
Allegan City Hall
231 Trowbridge Street, Allegan, MI 49010
Wednesday, January 13, 2021 8:00am

AGENDA

- 1. Call to Order**
- 2. Attendance**
- 3. Approval of Previous Meeting Minutes**
- 4. Public Comment**
- 5. Year to Date Budget Review**
- 6. Discussion Items**
 - a) Selection of Chair, Vice Chair, and Public Spaces Delegate
 - b) Parking Enforcement Update
 - c) Downtown Refuse Program Update
- 7. Comments from City Staff & Board Members**
- 8. Adjournment**

Meeting minutes may be obtained at cityofallegan.org
or Allegan City Hall, 231 Trowbridge Street, Allegan, Michigan.
The City of Allegan is an equal opportunity provider and employer.



City of Allegan
Downtown Development Authority Meeting
City of Allegan Council Chambers
231 Trowbridge Street

November 18, 2020

1. Call to Order

Meeting was called to order at 8:02am.

2. Attendance

Present: Vice Chair Carl Canales, Delora Andrus, Landria Christman, Tracy Clawson, Mark Heather, Michelle Liggett, Phil Siegler

Absent: Chair Kelly McLean, Ben Schaendorf,

Others Present: Joel Dye, City Manager, Parker Johnson, Promotions Coordinator

3. Approval of Previous Meeting Minutes

Motion to approve the minutes from October 14, 2020, by Canales, supported by Siegler. Andrus abstained as she was not present last meeting. Motion carried 6-0.

4. Public Comment

5. FY19/20 Year to Date DDA Budget Review

- a. Joel Dye reviewed the budget with the group.

6. Discussion

- a. Tantrick Brewing Company Façade Grant Application

After brief review with owners Tanya Schafer and Patrick Westover, having already been presented with the application at a prior meeting, DDA members present expressed their support and excitement for the project.

Motion to approve the 243 Hubbard Street application by Christman, supported by Heather. Motion carried 7-0.

Motion to approve the 143 Water Street application by Siegler, supported by Heather. Motion carried 7-0.

b. Festive Fridays

Parker Johnson reviewed Positively Allegan's current plans for a safe Festive Fridays event during the COVID-19 pandemic.

c. Advertising Support

Parker Johnson informed the group that in lieu of the DDA's typical partial reimbursement for Allegan County News ads, this year there was an administrative decision made by City staff to take out a full page color ad to list all retail and dining businesses in the DDA boundaries to remind readers to "shop local and eat local" during this time. The Allegan County News offered to donate the color, a savings of \$150, for a total cost of \$1,200. The ad will run before Small Business Saturday on November 28.

d. Downtown Visual Merchandiser

Joel Dye shared a letter from City of Allegan resident, former small business owner, and current Public Spaces Commission member Korree Johnson, who has expressed interest in helping Downtown retailers with visual merchandising. Staff thought it beneficial to have the DDA's support behind Mr. Johnson's initiative.

Motion to approve Mr. Johnson's initiative made by Andrus, supported by Clawson.
Motion carried 7-0.

7. DDA Member/Staff Comments

- a. Joel Dye informed the group that they should expect an upcoming strategic planning meeting specifically for the Downtown Streetscape Plan .

8. Adjournment

The meeting was adjourned at 9:00am.

**Respectfully Submitted,
Parker Johnson
Promotions Coordinator**