



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

September 8, 2021

1. Call to Order

Meeting was called to order at 8:08am.

2. Attendance

Present: Vice Chair Michelle Liggett, Mayor Delora Andrus, Carl Canales, Nicole Heslip, Phil Siegler

Absent: Chair Mark Heather, Kelly McLean

Others Present: Joel Dye, City Manager
Parker Johnson, Downtown Manager and Assistant to the City Manager

3. Approval of Previous Meeting Minutes

Motion to approve the minutes from August 11, 2021 by Mayor Andrus, supported by Siegler. Motion carried 5-0.

4. Public Comment

5. Discussion

a. Festive Fridays / NYE!22

Johnson informed the board that weekly meetings for the wintertime events have begun as of September with all events planned to go on as normal. As more meetings take place, new elements may be added, and things may be changed from years past.

Heslip and Liggett expressed the strong desire for a large countdown clock for the ball drop. The board supported this effort and asked that it become priority in the planning efforts of NYE!22.

b. 2022 Downtown Events

Johnson went over a preview of the next year's events in Downtown Allegan for initial ideas and feedback from the board.

After two years off, the board sees potential in improving Bridgefest and continuing the momentum built in 2017, 2018, and 2019. Ideas include: stronger committee-based organization, emphasis on family-friendly activities, usage of the Griswold for same-day events and activities, rides and similar carnival attractions.

There was overwhelming support from the whole of the board to grow Fork in the Road: A Food Truck Rally from seven weeks to at least a June-August event.

Canales, with support from Heslip, expressed interest in growing Sidewalk Sales to include street vendors, food trucks, and more.

Siegler mentioned the Allegan Jazz Festival and his own desire to see that short-lived event return in some capacity.

c. Downtown Streetscape Update

Dye led the discussion on an update of the Downtown Streetscape Plan. Design and preliminary planning sessions are planned for October, and board members were encouraged to attend if scheduled outside of their regular meeting time.

The streetscape conversation included the topic of wayfinding signs and their importance in streetscape not just in the downtown, but surrounding area as well. Dye emphasized the fact that wayfinding should not be done internally, but by hired professionals.

6. Comments from City Staff & Board Members

Siegler asked for an update on the hotel development at 101 Brady Street. Dye shared that conversations were still happening, and that CL Real Estate, the current owner of 101 Brady Street, has until June 30, 2022 to begin construction according to their agreement with the City of Allegan.

7. Adjournment

The meeting was adjourned at 9:05am.

**Respectfully Submitted,
Parker Johnson
Downtown Manager & Assistant to the City Manager**