



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

January 8, 2020

I. Call to Order

Meeting was called to order at 8:05am.

II. Attendance

Present: Vice Chair Tracy Clawson, Carl Canales, Landria Christman, Kelly McLean, Traci Perrigo, Marcia Wagner

Absent: Nicole Richmond, Mike Villar

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

III. Approval of Previous Meeting Minutes

Motion to approve the previous minutes from December 11, 2019, by Perrigo, supported by McLean. Motion carried 6-0.

IV. Public Comment

Ben Schaendorf was present. Comments included; parking concerns and the ideas regarding community dumpster. Schaendorf was opposed to the idea of community dumpster in the DDA district.

V. FY19/20 Year to Date DDA Budget Review

City Manager, Dye update the Board regarding the review process and discuss the DDA budget

VI. Discussion

1. Selection of Chair, Vice Chair, and Public Spaces Delegate.

Nomination was received to recommend appointment of Kelly McLean as new Chairperson. Nomination was received to recommend appointment of Carl Canales as new Vice Chairperson. Nomination was received to recommend appointment of Landria Christman as Public Spaces Delegate.

Motion was offered by Wagner with support from Perrigo to approve and accept the nominations of new appointments. Motion carried 6-0.

2. Finalize Downtown Parking Discussion Part 2

Motion was offered by Canales with support from Christman to approve the finalization of the Downtown Parking Part 2. Motion carried 6-0.

3. Gibbs Planning Group Downtown Retail Market Analysis Findings.

Andrew Littman, CNU-A Director of Research was in attendance to present to the Board his Market Analysis for the City of Allegan. Some points of interest discussed included; City Centers, Mixed Use Town Centers, New Urban Communities, Historic City Centers, Hotels & Hospitality, Residential and Retail along with Shopping Center Retrofits.

VII. DDA Member/Staff Comments

General comments included; updates are new store openings and other development happening the downtown.

VIII. Adjournment

The meeting was adjourned at 8:56am.

**Respectfully Submitted,**

**Christopher Tapper**  
**City Clerk**



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

February 12, 2020

I. Call to Order

Meeting was called to order at 8:05am.

II. Attendance

Present: Chair Kelly McLean, Vice Chair Carl Canales, Landria Christman, Tracy Clawson, Mark Heather, Michelle Liggett, Marcia Wagner

Absent: Traci Perrigo

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

III. Approval of Previous Meeting Minutes

Motion to approve the previous minutes from January 8, 2020, by Christman, supported by Wagner. Motion carried 7-0.

IV. Public Comment

Parker Johnson took the opportunity to welcome new board members Mark Heather and Michelle Liggett to the DDA.

V. FY19/20 Year to Date DDA Budget Review

City Manager Joel Dye updated the board and new members on the purpose of the DDA budget.

VI. Discussion

a. Request to Reappoint Megan Bouwman to the Positively Allegan Board

Motion was offered by Christman with support from Heather to approve and appoint Megan Bouwman to the Positively Allegan board. Motion carried 7-0.

b. Presentation from the Friends of the Riverfront

Landria Christman and Michelle Liggett of the Friends of the Riverfront presented information on the upcoming ballot proposal 2020-2.

c. Shared Downtown Dumpster System Introduction

Dye and Johnson presented the initial ideas behind a shared dumpster system for Downtown businesses. Immediate feedback was clear that this is a necessary improvement to the Downtown. Other comments included adding sufficient lighting for safety concerns, a closer option for Brady Street users, and questions on cost for individual businesses.

Staff will continue work as we move forward.

d. Downtown OPEN Flags

Johnson gave history of blue open flags currently in use by Downtown business owners, looking for feedback on continuation. Flags are three years old, some businesses have closed, many more have opened in that time.

DDA recommended allowing businesses to choose their own flags, and collected unused blue flags to give as place holders for other businesses who do not have one.

VII. DDA Member/Staff Comments

VIII. Adjournment

The meeting was adjourned at 9:04am.

**Respectfully Submitted,**

**Parker Johnson  
Promotions Coordinator**



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

March 11, 2020

I. Call to Order

Meeting was called to order at 8:05am.

II. Attendance

Present: Chair Kelly McLean, Vice Chair Carl Canales, Landria Christman, Tracy Clawson, Mark Heather, Michelle Liggett, Traci Perrigo, Ben Schaendorf

Absent: Phil Siegler

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

III. Approval of Previous Meeting Minutes

Motion to approve the previous minutes from February 12, 2020 made by Liggett, supported by Clawson. Motion carried 8-0.

IV. Public Comment

Jason Watts stated that he was in attendance only to observe.

V. FY19/20 Year to Date DDA Budget Review

City Manager Joel Dye updated the board and new members on the YTD DDA budget.

VI. Discussion

6A.1 Member Introduction

Ben Schaendorf was welcomed to his first meeting as a new member of the DDA.

6A.2 Request to Appoint Coulter Purdum to the Positively Allegan Board

Motion was offered by Christman with support from Perrigo to approve and appoint Coulter Purdum to the Positively Allegan board. Motion carried 8-0.

### 6A.3 Review FY21 DDA Budget

City Manager Joel Dye previewed the FY21 DDA budget, including the plan for the DDA to help fund the first of the Downtown Streetscape Project in the form of the reconstruction of the Cutler Street parking lot.

VII. DDA Member/Staff Comments

VIII. Adjournment

The meeting was adjourned at 9:00am.

**Respectfully Submitted,**

**Parker Johnson  
Promotions Coordinator**



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

June 10, 2020

I. Call to Order

Meeting was called to order at 8:02am.

II. Attendance

Present: Chair Kelly McLean, Vice Chair Carl Canales, Landria Christman, Mark Heather, Michelle Liggett, Traci Perrigo

Absent: Tracy Clawson, Ben Schaendorf, Phil Siegler

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

III. Approval of Previous Meeting Minutes

No previous meeting minutes to approve. Minutes from the last held meeting on March 11 to be approved with June 10 minutes at next month's meeting.

IV. Public Comment

V. FY19/20 Year to Date DDA Budget Review

City Manager Joel Dye updated the board on the current YTD DDA budget. It was noted that the Farmers Market revenue will be less than expected due to a decrease in the number of vendors as a result of COVID-19. No other effects to the budget are expected due to COVID-19.

Mark Heather questioned where the Positively Allegan contribution was going because The April Series, Girls Night Out, Rollin' on the River, and Bridgefest were canceled. Joel explained that the funds would roll over to next fiscal year's contribution.

VI. Discussion

6A.1 Discussion of DDA Façade Program

Joel Dye gave a history of the program and a list of recipients for the last five years. Additionally, Joel shared a letter from Tantrick Brewing Company, a hopeful recipient of the now defunded façade program. After some discussion about reconsidering the

program, and whether or not it should be left unfunded, general consensus was to reevaluate and rewrite the program with new regulations to grant funding to projects of significant impact to Downtown Allegan. A new draft of the façade program is expected at the following DDA meeting.

#### 6A.2 Downtown Streetscape Review

At the request of Mayor Perrigo, the DDA reviewed the Downtown Streetscape Program as a refresher for new members and another look for those who have familiarized themselves with it already.

Joel Dye highlighted some features including the proposed two-way Hubbard Street entrance and redesign, one-way State Street and Second Street Bridge entrance, and the proposed two-way Locust Street.

Motion was offered by Canales with support from Christman to approve the Downtown Streetscape Plan. Motion carried 8-0.

#### VII. DDA Member/Staff Comments

Landria Christman noted that one particular vehicle located on Locust Street had been parked in front of open businesses for 10 days without being moved. She reported the vehicle on the City's citizen reporting app, SeeClickFix, with still no action. After a year's worth of working on a Downtown Parking Plan, she wants to know why Downtown parking is not being enforced.

Christman also wants to begin the DDA's proposed mural program discussion at the following meeting.

Carl Canales remarked that he wanted to be sure that City staff was going to include recycling in the DDA's downtown trash program that is being developed. It was noted that the development of a trash program has begun with recycling options in mind.

#### VIII. Adjournment

The meeting was adjourned at 9:03am.

**Respectfully Submitted,**

**Parker Johnson  
Promotions Coordinator**







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

July 8, 2020

I. Call to Order

Meeting was called to order at 8:03am.

II. Attendance

Present: Chair Kelly McLean, Vice Chair Carl Canales, Landria Christman, Tracy Clawson, Mark Heather, Michelle Liggett, Traci Perrigo, Phil Siegler

Absent: Ben Schaendorf

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

III. Approval of Previous Meeting Minutes

Motion to approve the minutes from March 11, 2020, by Liggett, supported by Perrigo.  
Motion carried 8-0.

Motion to approve the minutes from June 10, 2020, by Clawson, supported by Heather.  
. Motion carried 8-0.

IV. Public Comment

V. FY19/20 Year to Date DDA Budget Review

City Manager Joel Dye updated the board on the current YTD DDA budget.

VI. Discussion

6A.1 DDA Façade Improvement Program

Parker Johnson took the group through the revised & rewritten DDA Façade Improvement Program. After some review and discussion, the program was a decided improvement from the previous iteration.

Motion was offered by Heather with support from Perrigo to approve the DDA Façade Improvement Program as written.

a. Tantrick Brewing Company Request

The board requested that Tantrick Brewing Company resubmit their informal request to be considered for funds in order to be compliant with the newly approved Façade Improvement Program.

6A.2 Discussion of DDA Mural Grant Program

Joel Dye gave some insight for new members into how the DDA began this discussion, and how it differentiates from the DDA Façade Improvement Program. After initial discussion lead by Parker Johnson, the board was supportive of the initiative, but wanted further review in August.

The DDA plans to appoint two of its member to a Mural Grant Program subcommittee comprised of two DDA members and two members of the Public Spaces Commission.

VII. DDA Member/Staff Comments

Michelle Liggett had questions on the City of Allegan's sign ordinance and was directed by City staff to Lori Castello at PCI.

Joel Dye briefly touched on the DDA Tax Increment Financing (TIF) Plan, with a promise of a deep dive into the document at a future meeting, followed by it's inclusion into the DDA Master Plan that would be reviewed subsequently.

New DDA member Phil Siegler was introduced to the group.

VIII. Adjournment

The meeting was adjourned at 9:03am.

**Respectfully Submitted,**

**Parker Johnson  
Promotions Coordinator**



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

August 12, 2020

I. Call to Order

Meeting was called to order at 8:02am.

II. Attendance

Present: Chair Kelly McLean, Landria Christman, Tracy Clawson, Mark Heather, Michelle Liggett, Traci Perrigo

Absent: Vice Chair Carl Canales, Ben Schaendorf, Phil Siegler

Others Present: Joel Dye, City Manager, Parker Johnson, Promotions Coordinator, Sarah Perrigo, City of Allegan Intern, Tim Perrigo, Tanya Schafer, Gari Voss, Patrick Westover

III. Approval of Previous Meeting Minutes

Motion to approve the minutes from July 8, 2020, by Heather, supported by Christman.  
Motion carried 6-0.

IV. Public Comment

V. FY19/20 Year to Date DDA Budget Review

DDA has spent \$275 in month one of the FY21 year on annual Sidewalk Sales advertising.

VI. Discussion

6A.1 Façade Improvement Program Application Review: Tantrick Brewing Company

Tanya Schafer and Patrick Westover presented the vision for Tantrick Brewing Company's relocation to Downtown Allegan, including the taproom and restaurant location on Hubbard Street and the brewing site on Water Street. DDA members had the opportunity to ask questions of the business owners in person.

The board decided that, based on the current guidelines of the new program, that they would not approve the application for before ownership or occupation of the building.

6A.2 Review Downtown Allegan Masterplan: Putting It All Into Focus

Due to a technical error, the plan could not be reviewed to the fullest extent and City Staff decided to table this discussion for the September meeting.

VII. DDA Member/Staff Comments

VIII. Adjournment

The meeting was adjourned at 8:43am.

**Respectfully Submitted,**

**Parker Johnson  
Promotions Coordinator**



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

September 9, 2020

1. Call to Order

Meeting was called to order at 8:02am.

2. Attendance

Present: Vice Chair Carl Canales (8:04am), Landria Christman, Tracy Clawson, Michelle Liggett, Traci Perrigo, Phil Siegler

Absent: Chair Kelly McLean, Mark Heather, Ben Schaendorf

Others Present: Joel Dye, City Manager, Parker Johnson, Promotions Coordinator, Sarah Perrigo, City of Allegan Intern, Tim Perrigo, Gari Voss

3. Approval of Previous Meeting Minutes

Motion to approve the minutes from August 12, 2020, by Christman, supported by Clawson. Siegler abstained due to absence. Motion carried 5-0.

4. Public Comment

5. FY19/20 Year to Date DDA Budget Review

6. Discussion

a. Downtown Master Plan Review & Discussion

Parker Johnson took the group through an overview of the final draft of the Downtown Allegan Master Plan: Putting It All Into Focus. The group was initially given the document in July, so there was ample time for personal review and to formulate questions.

Motion to approve the Downtown Allegan Master Plan, by Christman, supported by Siegler. Motion carried 6-0.

b. Downtown Refuse Program Introduction

Parker Johnson introduced the group to the first steps of the Downtown Refuse Program, intended to better organize the disposal of trash in the Downtown area, as well as present

a more affordable option than what downtown building owners, business owners, and residents are paying now.

7. DDA Member/Staff Comments
8. Adjournment

The meeting was adjourned at 9:05am.

**Respectfully Submitted,  
Parker Johnson  
Promotions Coordinator**



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

October 14, 2020

1. Call to Order

Meeting was called to order at 8:04am.

2. Attendance

Present: Landria Christman, Tracy Clawson, Traci Perrigo, Ben Schaendorf, Phil Siegler

Absent: Chair Kelly McLean, Vice Chair Carl Canales, Mark Heather, Michelle Liggett

Others Present: Joel Dye, City Manager, Parker Johnson, Promotions Coordinator, Sarah Perrigo, City of Allegan Intern, Tony McGhee, Abonmarche, Kathy Burczak, Abonmarche, Jason Marquardt, Abonmarche, Matt Adams, Gari Voss

3. Approval of Previous Meeting Minutes

Motion to approve the minutes from September 9, 2020, by Clawson, supported by Christman. Motion carried 5-0.

4. Public Comment

5. FY19/20 Year to Date DDA Budget Review

- a. Joel Dye reviewed the budget with the group

6. Discussion

- a. Cutler Street Parking Lot Discussion with Abonmarche

Kathy Burczak presented a concept plan of the improved Cutler Street parking lot to the group. After discussion and answers from Abonmarche, the DDA members present agreed on the shared design and are looking forward to its fruition.

- b. Downtown Social District Discussion

Joel Dye and Parker Johnson introduced the group to the Downtown Social District that would allow downtown bars and restaurants to sell alcoholic beverages in properly marked cups to be consumed off premises within a defined area of the downtown.



Parker had initially emailed the DDA after the City Council tasked staff with the effort, to let them know what was being prepared. Received email responses below:

Phil Siegler: “[I] like the concept and think it would be good for downtown.”

Landria Christman: “I think it would be fantastic for our downtown. When I spent weekends in cities during art festivals the drinking areas are always well enclosed and I never saw any major issues with people breaking rules. It would be great for events like Bridgefest too because as an art vendor, I LOVE the shows where people can drink beer and shop our tents. It's a lot of fun and usually increases sales for us. I think this would be a great draw for our area!”

Michelle Liggett: “Looks good. In the future will other businesses that obtain liquor licenses need to be called out specifically like in this document? or (sic) how would future establishments be able to take advantage of the social district area.”

At the meeting, Phil and Landria echoed their support from their email response. Ben Schaendorf questioned the amount of trash this new implementation would generate, as well as a need for more police presence, and expressed his concern for children, increased public marijuana usage, and overall community morality. In the end, Ben said it was a “great idea” but wanted the City to reconsider allowing for seven days a week and to have an exit strategy planned.

The DDA members present wanted to see the Downtown Social District move forward.

7. DDA Member/Staff Comments
8. Adjournment

The meeting was adjourned at 8:46am.

**Respectfully Submitted,  
Parker Johnson  
Promotions Coordinator**



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**