



**Board of Directors
Meeting Agenda
Tuesday, October 13, 2020
CITY HALL 414 EAST MAIN STREET
VIRTUAL MEETING
www.webex.com**

Meeting number (access code): 126 268 2439

Meeting password: wvUZZ349au7 (98899349 from phones and video systems)

Dial-in # 408-418-9388

12:00 PM

CALL TO ORDER

APPROVAL OF AGENDA

APPROVAL OF MEETING MINUTES FROM SEPTEMBER 8, 2020

APPROVAL OF SEPTEMBER 2020 ACCOUNTS PAYABLE and PAYROLL

RECEIVE AND FILE SEPTEMBER 2020 TREASURER'S REPORTS

PUBLIC COMMENTS: The public is encouraged to address the DDA Board at this time. Citizens will have an additional opportunity under Extended Public Comment. Each member of the public is limited to seven (7) minutes.

OLD BUSINESS: NONE

NEW BUSINESS ITEMS:

- 1. Approval of DDA Coordinator to attend the Michigan Downtown Association Annual Statewide Conference (virtual) on November 5 and 6, 2020**

Recommended Action: Approve DDA Coordinator attending MDA Annual Statewide Conference and authorize registration fees of \$75

2. [2020 Radio Commercial Campaign](#)

Recommended Action: Approve commercial content and authorize \$2,400 payment to MikeFM for 2020 radio campaign promoting downtown DeWitt.

3. [2020 TV Holiday Commercial Campaign](#)

Recommended Action: Approve a \$2,500 match with WLNS and downtown businesses to create commercials to promote downtown DeWitt

4. [Amend FY20-21 Advertising Budget](#)

Recommended Action: Amend the DDA FY20-21 Advertising & Promotional budget to \$6,000

5. [Tent and Stage Rental for November 28, 2020 – Small Business Saturday](#)

Recommended Action: Approve \$1,353.75 for tent and stage rental

6. Christmas Market

Recommended Action: Discussion

EXTENDED PUBLIC COMMENTS:

STAFF AND COMMITTEE REPORTS:

1. Coordinator's Report
2. City Administrator's Report
3. Council Report

ADJOURNMENT

Official minutes of the Board Meetings are available for public inspection at City Hall, 414 E. Main Street, DeWitt, Michigan 48820. The City of DeWitt will provide to individuals with disabilities, reasonable auxiliary aids and services which are needed to fully participate in any meeting provided a 72 hour notice is received by phone or in writing. Contact the City Clerk at 414 E Main Street, DeWitt, Michigan 48820 or by calling (517) 669-2441.

Posted: October 9, 2020