

**DEWITT DOWNTOWN DEVELOPMENT AUTHORITY
MEETING MINUTES – BOARD OF DIRECTORS
Tuesday, October 13, 2020**

CALL TO ORDER:

Chair Callahan called the DeWitt Downtown Development Authority (“DDA”) Board of Directors meeting to order at 12:01 p.m.

Directors Present: Christy Callahan, Joel Dillingham, Andy Joslyn, Sheryl Landgraf, Sue Leeming, and Kelly Preston (virtually)

Directors Absent: Ryan Mitchell
Fred Motz
Corey Rees

Others Present: Daniel Coss, City Administrator
Andrea Schowengerdt, DDA Coordinator

APPROVAL OF AGENDA: Motion by Director Leeming, seconded by Director Landgraf, and carried by unanimous vote of the board to approve the Agenda. **MOTION CARRIED.**

APPROVAL OF THE SEPTEMBER 8, 2020 MEETING MINUTES: Motion by Director Landgraf, seconded by Director Leeming, and carried by unanimous vote of the board to approve the minutes as presented. **MOTION CARRIED.**

APPROVAL OF SEPTEMBER 2020 ACCOUNTS PAYABLE AND PAYROLL: Motion by Director Joslyn, seconded by Director Leeming, and carried by unanimous vote of the board to approve the accounts payable and payroll. **MOTION CARRIED.**

RECEIVE AND FILE SEPTEMBER 2020 TREASURER’S REPORTS: Motion by Director Joslyn, seconded by Director Landgraf, and carried by unanimous vote of the board to receive and file the treasurer’s reports. **MOTION CARRIED.**

PUBLIC COMMENTS: None

OLD BUSINESS: None

NEW BUSINESS

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

Motion by Director Joslyn, seconded by Director Dillingham, and carried by unanimous vote of the board to approve DDA Coordinator to attend the

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Michigan Downtown Association Annual Statewide Conference (virtual) on November 5 and 6, 2020 and authorize registration fees of \$75. **MOTION CARRIED.**

2. 2020 Radio Commercial Campaign

Motion by Director Leeming, seconded by Director Joslyn, and carried by unanimous vote of the board to approve commercial content and authorize \$2,400 payment to MikeFM for 2020 radio campaign promoting downtown DeWitt. **MOTION CARRIED.**

3. 2020 TV Holiday Commercial Campaign

Motion by Director Landgraf, seconded by Director Leeming, and carried by unanimous vote of the board to approve a \$2,500 match with WLNS and downtown businesses to create commercials to promote downtown DeWitt. **MOTION CARRIED.**

4. Amend FY20-21 Advertising Budget

Motion by Director Joslyn, seconded by Director Landgraf, and carried by unanimous vote of the board to amend the DDA FY20-21 Advertising & Promotional budget to \$6,000. **MOTION CARRIED.**

5. Tent and Stage Rental for November 28, 2020 – Small Business Saturday

Motion by Director Joslyn, seconded by Director Dillingham, and carried by unanimous vote of the board to approve \$1,353.75 for tent and stage rental on December 5, 2020 (Christmas Market) instead of November 28, 2020. **MOTION CARRIED.**

6. Christmas Market

Move forward with scaled down Christmas Market on December 5, 2020

STAFF AND COMMITTEE REPORTS:

1. Coordinator's Report

Update on 2020 Farmers Market Season

2. City Administrator Report

Update on road/bridge construction and closures

3. Council Report

ADJOURNMENT: Meeting adjourned at 1:35 p.m.

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Respectfully Submitted:

Ryan Mitchell, Board Secretary

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