

City of Ionia Downtown Development Authority
January 17, 2024 Meeting Minutes

CALL TO ORDER: The Ionia Downtown Development Authority Board of Directors meeting was called to order at 8:08AM by Chairperson Kirgis.

ROLL CALL OF MEMBERS: Roll call revealed the following DDA Board of Directors present: Mike Kirgis, City Manager Precia Garland, John Krueger, Dustin Sommer, Ryan Wilson and newly appointed member Zachary Sheehan. Also in attendance: Finance Director Chris Hyzer, Assistant to the City Manager Jonathon Bowman and DDA Director Linda Curtis.

PUBLIC COMMENTS: Assistant to the City Manager Jonathan Bowman presented the Oath of Office to newly appointed DDA Board member Zachary Sheehan.

CONSENT AGENDA: Motion to approve Agenda as presented by Member Krueger; seconded by Member Wilson.
MOTION CARRIED.

MEETING MINUTES: Minutes from the December 2023 DDA Board of Directors meeting presented. Motion to approve the December 2023 meeting minutes by Member Garland; seconded by Member Krueger.
MOTION CARRIED.

FINANCIAL REPORT: DDA accounts payable for November 26, 2023 – December 25, 2023, in the amount of \$1,399.06.
Ionia Theatre accounts payable for November 26, 2023 – December 25, 2023, in the amount of \$31,418.57.
Finance Director Hyzer provided an overview of the DDA and Theatre statements.
Motion to approve the Financial Report by Member Wilson; seconded by Member Garland.
MOTION CARRIED.

DDA DIRECTOR REPORT: Report included within DDA Board of Directors meeting document package.

THEATRE REPORT: Due to inclement weather conditions, movie attendance has been lower than anticipated.

BOARD DECISIONS AND ACTION ITEMS:

1. 2024 Election of Officers

Chairperson: Member Kirgis nominated for Chairperson by Member Wilson; seconded by Member Krueger. MOTION CARRIED.

Vice Chairperson: Member Krueger nominated by Member Garland; seconded by Member Wilson. MOTION CARRIED.

Secretary: Member Sizemore nominated by Member Krueger; seconded by Member Wilson. MOTION CARRIED. DDA Director to contact Member Sizemore for a final determination. Member Sizemore accepted 1/17/24.

Treasurer: Member Weller nominated by Member Wilson; seconded by Member Krueger. MOTION CARRIED. DDA Director to contact Member Weller for a final determination. Member Weller accepted 1/22/2024.

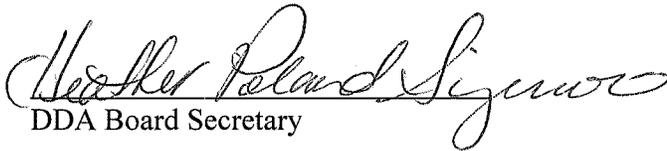
DISCUSSION ITEMS:

1. DDA Marketing and Promotion Committee Report: Member Sommer presented an overview of the survey questions and level of interest for each resulting in a priority list.
 - a. Creation of a DDA social media platform, singular website and / or landing page specific to marketing the shopping district. Discussion included the development of a social media platform, Instagram and website respective solely to the DDA. Due to the overall costs to create the above mentioned, funding would be one of main factors on the scope of the project. A website would have the availability to provide links to each of the business' individual websites or platforms. Content would also include destination options for visitors and residents alike. Administrative polices, strategies, content, management and funding would be important factors to the creation and maintenance of the program.
 - b. Revisit social district programming: Request that DDA Director review state and local policies to establish a district. Committee to include Chamber Director, DDA Board members, business owners, City staff, and Public Safety Director. Due to the distance between establishments serving alcohol, the social district would include Main Street / Steele Street / Dexter Street. Director to contact cities who currently have active social districts within mid-Michigan to gather information on costs, maintenance, etc.
 - c. DDA to create a 'can do' mentality to boost the spirit of business owners within the downtown.
 - d. Review current wayfinding sign program and create additional signage directing visitors to the downtown. Discussion included the technology options that are available to the general public and whether additional signage would reach additional visitors. Questions also included the cost to produce added signage and funding availability. Funding to cover costs would need to outside of the DDA's annual budget. Technology options may link into the creation of a social media platform directive.
 - e. Several options were closely paired through the survey. A review of current permit policies options for DDA to cover costs for permits for special events, sidewalk cafes, etc. Create development packages that support new businesses including the above mentioned. Also facilitate meet and greet opportunities for the general public and new businesses to meet with City Staff, DDA Board, and Council to discuss general issues, business development and city updates. Create welcome packages for new residents.
 - f. Theatre promotion: Research costs related to promoting the Theatre to a wider audience increasing visibility. Promote Theatre as a venue site for corporate functions. Provide a time for businesses to be promoted on the marquee. Have photos taken accordingly for each to use for marketing purposes. Costs would need to be shared with business to cover costs related to this project.
2. Conflict of Interest statements: Board members were provided with statements to complete and return the DDA Director.

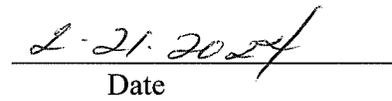
3. 2024 Ionia Fireworks Display dates: Council approved display date of Thursday, June 27th with a rain date of Friday, June 28th.

OTHER: N/A

GENERAL ADJOURNMENT: Motion to adjourn at 9:00AM by Member Wilson; seconded by Member Sommer. MOTION CARRIED.



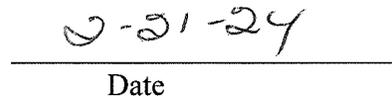
DDA Board Secretary



Date



DDA Recording Secretary



Date