

SWARTZ CREEK DDA

Agenda

**Downtown Development Authority, Thursday, September 12, 2019, 6:00 P.M.
City Hall 8083 Civic Drive, Swartz Creek Michigan 48473**

1. CALL TO ORDER:

2. PLEDGE OF ALLEGIANCE:

3. ROLL CALL:

4. APPROVE AGENDA:

4A. Proposed or Amended Agenda, August 8, 2019

5. MOTION TO APPROVE MINUTES:

5A. Board Meeting, June 13, 2019

6. REPORTS & COMMUNICATIONS:

6A. Resolutions

6B. August 8, 2019 Minutes

6C. September 12, 2019 meeting Letter

6D. Movie Equipment Report

6E. Thank You Letter (SCFA)

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7. MEETING OPENED TO THE PUBLIC:

7A. General Public Comments

8. BUSINESS:

8A. Movie Screen Discussion

9. MEETING OPENED TO THE PUBLIC:

9A. General Public Comments

10. REMARKS BY MEMBERS:

11. ADJOURNMENT:

CITY OF SWARTZ CREEK
DOWNTOWN DEVELOPMENT AUTHORITY
RESOLUTIONS
THURSDAY, SEPTEMBER 12, 2019

Resolution No. 190912-__ **Agenda – August 8, 2019**

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approves the agenda for the September 12, 2019 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____
Voting Against: _____

Resolution No. 190912-__ **Minutes – June 13, 2019**

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approves the Minutes for the August 8, 2019 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____
Voting Against: _____

Resolution No. 190912-__ **Adjourn**

Motion by Board Commission Member: _____

I Move the Swartz Creek Downtown Development Authority adjourns the September 12, 2019 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____
Voting Against: _____

**CITY OF SWARTZ CREEK
SWARTZ CREEK, MICHIGAN
MINUTES OF THE DOWNTOWN DEVELOPMENT AUTHORITY
August 08, 2019**

The Regular Meeting was called to order at 6:00, by Board Member Krueger in the Swartz Creek City Council Chambers, 8083 Civic Drive.

Board Members Present: Beedy, King, Krueger, Plumb, Raffaelli, Jamison, Whittey (arrived late).

Board Members Absent: Eckerdt, LaBeau.

Staff Present: Adam Zettel

Others Present: Rae Lynn Hicks, Dennis Cramer.

APPROVAL OF AGENDA:

Resolution No. 190808-01 **(Carried)**

Motion by Board Member Jamison
Second by Board Member Beedy

I Move the Swartz Creek City Downtown Development Authority approves the agenda, for the August 08, 2019 Downtown Development Meeting.

YES: Unanimous Voice Vote.
NO: None. Motion declared carried.

APPROVAL OF MINUTES:

Resolution No. 190808-02 **(Carried)**

Motion by Board Member Raffaelli
Second by Board Member Jamison

I Move the Swartz Creek City Downtown Development Authority approves the minutes for the June 13, 2019 Downtown Development Authority meeting.

YES: Unanimous Voice Vote.
NO: None. Motion declared carried.

MEETING OPEN TO PUBLIC:

Dennis Cramer, 5299 Worchester Drive, commented on the lack of public attendance.

STREETSCAPE

UPDATE

Adam Zettel, City Manager, north side is substantially complete, south side should be done with all the flatwork this week, and no major issues have been encountered. Still to come are the two pedestrian islands. Three or four driveways have been closed or narrowed during construction. We have street trees and street lamps along with fencing coming. We have concerns with is the timing with Consumers on the street light installation. We are looking to install a live evergreen to use for the tree lighting.

SCREEN ALTERNATE

DISCUSSION

Board Member Erik Jamison, commented on the family movie night and the screen and setup problems that the Fire Department been having with setup and takedown. He did some research and stumbled across an alternate to a fixed screen which is an inflatable screen (information in packet).

Jeff Kelly & Dave Myers, Fire Department, spoke of the issues they've been having with the pulley for the screen. The pulley is getting worn out. The electronic system could last a few more years. The inflatable system could be moved to other places such as Elms/Abrams Park or Holland Square. The options are endless with a movable system.

Mr. Zettel recommends that we look at this at the September meeting with some pricing information available.

MEETING OPEN TO PUBLIC:

Dennis Cramer, 5299 Worchester Drive, commented on the safety issues during the setup and takedown of the movie equipment.

REMARKS BY BOARD MEMBERS:

Board Member Whittey commented good idea for the portable inflatable system.

Board Member Raffaelli is not against a new system she just wants to make sure we are fiscally responsible.

Board Member King agrees we need a new screen.

Board Member Beedy thanked Fire Department for what they do.

Board Member Jamison he agrees with the fiscal responsibility and he feels boosting the program will create a better crowd which will create more sponsorships.

Board Member Plumb thanks boosting the program will increase revenues for downtown businesses.

Board Member Krueger everyone think of ways this inflatable system could be used. He also commented on the upcoming census.

ADJOURNMENT:

Resolution No. 190808-03

Carried

Motion by Board Member Beedy
Second by Board Member Jamison

The Swartz Creek DDA adjourns the August 8, 2019 DDA meeting at 7:02 p.m.

YES: Unanimous Voice Vote
NO: None. Motion declared carried

Connie King



SWARTZ CREEK DDA
SWARTZ CREEK CITY OFFICES
8083 CIVIC DR.
SWARTZ CREEK, MI 48473

PHONE: 810-635-4464
FAX: 810-635-2887

Date: September 9, 2019

To: DDA Board Members
From: Adam Zettel
RE: September 12, 2019 DDA Meeting

Hello everyone,

There will be a meeting of the DDA at 6:00 p.m. on Thursday, September 12, 2019 at the Paul D. Bueche Municipal Building. We will be meeting to continue discussion on the future of Family Movie Night and the related equipment, especially the screen.

To that end, Mr. Jamison has provided a report regarding some equipment and pricing options. This is attached. Based upon our needs and prior conversation, moving in this directly seems to make a lot of sense. However, there is no budget for this acquisition at this point. I have put this on the agenda for discussion.

Updates on other downtown and community business are below:

1. The **Applecreek Station** development of 48 townhomes is past the engineering phase. These units range in size from 1,389 to 1,630 square feet, with garages. Construction will occur on vacant land in the back of the development, by Springbrook Colony. Site engineering plans have just been submitted by the owner. Rents are expected to be about \$1.00 per square foot (~ \$1,600 a month) which matches rents in Winchester Village. If this project occurs in 2019, 2020 DDA revenues will be positively and substantially improved.
2. The **Brewer Condo Project** has been approved for site plan and land sale by the city council. This includes 15 townhome condos off Morrish Road in downtown. They are approximately 1,750 square feet, with two car garages and basements. They hope to begin this fall.
3. The city council approved the use of **state tax incentives** and local utility waivers for redevelopment sites in downtown, rounding out our efforts to be a certified Redevelopment Ready Community.
4. The **streetscape project on Miller Road** is nearly complete. The lighting will be installed by Consumers Energy (including relocating the light pole next to the north east pedestrian light). Landscaping should be in before our next meeting.
5. The reconstruction of the expanded **Sharp Funeral Home** is complete. They had their open house on September 8. This is a 14,000 square foot building in downtown.

6. **Façade grants** are complete for Robertson Insurance, Expressions in Silk, and Howe Art Supplies. Renovations on 1515 Holland are pending. All work (public and private) will be in excess of \$250,000.
7. The Chamber, Women's Club, and other downtown business owners continue to plan and expand **events in downtown**. The Fall Family Fun Day is expanding into the Jeepers Creekers event, which will cover multiple weekends in October of 2019. This will include a zombie walk, city-wide decorating, trunk or treat, separate youth and adult movie nights, and related activities.
8. The **raceway has new ownership**. They intend to use the site for thoroughbred horse racing, but they did not get state approval for live races or simulcasting in 2019. They are open to finding additional users for the site to supplement the racing. They are also communicating well in regards to partnering with community groups such as Hometown Days. I find the new owners to be very astute and capable.
9. A Flint based group has a purchase option for **Mary Crapo**. The intent is to use the building and site for senior housing. This would result in new residents in the downtown and the potential for new construction on part of that site.
10. The **school bond** passed and many improvements are expected in 2019 throughout the district. Total investment for this effort will exceed \$50 million over two to three years.
11. **Street repair in 2019** included Fairchild (with decorative lighting) and Helmsley (full reconstruct). The city also has grants and loans for about **\$5 million in water main work** to occur between 2020 and 2022.
12. The city hopes to commence construction on **about \$1 million of grant support recreational path in 2020**. The MDOT grant is conditionally awarded and we await word on the DNR grant portion.
13. A site plan for a modular **Biggby drive through** has been approved and is being reviewed by the county for drainage.

That is the news! Contact me directly with any questions, comments, or agenda items.

Sincerely,



Adam Zettel, AICP

City Manager

azettel@cityofswartzcreek.org

Hello all,

The Family Movie Night program is a great family focused event and similar events are beginning to gain in popularity with other municipalities. Although it has been around for a while in Swartz Creek, the attendance and sponsorship by local business is not what we expect out of the program. There are a few limitations of the program as it runs currently that hamper its growth.

1. Location. Although a great venue, the Pajtas theatre does not promote visibility to the movie nights. I have even myself experienced how easy it is to be looking for the movie and not realize it is there. Being mobile would bring awareness to the event as well as allow us to test different locations for effectiveness.
2. Timing. Being on Friday may be a factor in low attendance. I understand the reasoning why Friday makes a logical day. However, it can be argued that Fridays are making it more difficult to get higher attendance as many have weekend plans or are attending competing events. I propose we move it to Thursday on a trial basis for next season.
3. Equipment. The real discussion here is the aging and degraded equipment we have for this event. With new equipment we can offer a more vibrant experience for attendees and

As some possible solutions to these issues I am proposing that we upgrade the equipment with the components listed below.

DDA Movie Night Equipment Upgrade Proposal

INFLATABLE SCREEN OPTIONS

As we all know, the screen is the most problematic component of the movie night program. Upgrading to an inflatable screen creates many new avenues to promote the program as well as any future initiatives the DDA may want to promote. The ability to move the movie around the city will engage more residents and be a mobile advertisement for the DDA.

Below are choices in screen size that are within the scope of our programming. There is no difference other than size (and of course price).

Airscreen 20 overall size 23' x 18'6" / viewing size 20x11'3" / price \$6295	(total package \$15084)
Airscreen 24 overall size 27' x 22' / viewing size 20 x 13'6" / price \$8599	(total package \$17388)
Airscreen 30 overall size 34' x 25'6" / viewing size 30x17 / price \$11349	(total package \$20138)

PROJECTOR

The next most outdated component is the projector. It is not HDMI compatible and is not suited for an outdoor environment. This upgrade will allow a better experience for the movie watchers and allow the movie to begin earlier due to a substantial upgrade in brightness. The overall quality improvement from this upgrade is very substantial.

Optoma projector (6000 lumens) 1080 p \$2199

CONTROL CONSOLE

In order of importance, the console is next on the list. The current piece is aging and requiring more and more repairs to function. Other than just being a new component free from defects, the proposed unit also comes with an upgraded Blu-ray compatible player (we currently cannot play blu-ray) with backup player. Another added feature is on board preview monitors and video switch (we currently do not have the capability to switch back and forth between media). This would allow for seamless queuing and playing of any sponsor advertisements and/or community related information during the event. This setup would make it much easier to run and expand our marketing and sponsorship capabilities.

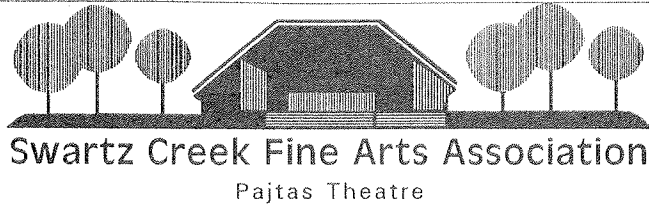
Outdoor Movies proHD console \$3695

STORAGE / TRANSPORT

In response to going mobile, we now need a way to transport the equipment. I feel a trailer is the best way to store and transport the equipment. This would allow for all the components to be kept together allowing for an easy set up and take down process.

6'x10' enclosed trailer \$2895

Upgrading to this equipment would substantially improve the movie night program and inject some new motivation for everyone involved. There was previous discussion about the city offering to cover some of this as well as renting it out to other organizations for a cost.



To: 2019 Concert Sponsor

Hello!

The 2019 summer concert series has come to a close. Your support of the Swartz Creek Fine Arts Association and the music program is genuinely appreciated.

Your sponsorship helps bring talented, lively, entertainers to our stage and our community. Having a cooperative relationship with you assures successes year after year.

We look forward to working with you again. Your support will never be taken for granted.

We genuinely and sincerely Thank You for your support.

Continued success in all your endeavors!

Gratefully Yours;

A handwritten signature in cursive script, appearing to read "David Spillane".

David Spillane President
Swartz Creek Fine Arts Association