

Romeo Downtown Development Authority Regular Meeting

Monday, October 7, 2024 – 7:00 p.m.

361 Morton Street, Romeo, MI 48065 South Meeting Room

MINUTES

1. Roll Call: 7:00 p.m.
Present – St Laurent, Hutnick, Lee, Poznanski, Osebold, Rose, VanWormer
Absent – Bowers
2. Pledge of Allegiance
3. Approval of agenda –
Motion to approve the agenda with the addition of a funding request and to move the item before the financial report, as well as removing Item 9c from the agenda.
Motion by: Lee Second by: Pozananski
No further discussion.
All ayes. Motion Passes: 7-0
4. Approval of the Minutes:
September 9, 2024, Regular Meeting Minutes
Motion by: Lee Second by: VanWormer
No further discussion.
Motion Passes: 7-0
5. Public Forum:
Rachel Super, from Super Natural Spa, announced her new spa opening on Newbury St.
6. Funding Request:
 - a. Romeo Historic Society requested funding support of the Holiday Home Tour in the amount of \$1,000.
Motion by: Lee Second by: Osebold
No further discussion.
Roll Call:
Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, Rose, VanWormer
No:
No further discussion.
Motion passes 7-0
7. Financial Report:
 - a. Report provided in Board packet from Plante Moran. A deposit of \$4,722.48 from Macomb County for the 911 Surcharge which inadvertently deposited into the DDA account when it should have been deposited by the Village. The DDA will need to

reimburse the Village for the amount in October. Audit is scheduled for October 14, 2024. Financial report was received and filed.

- b. Approve payment of bills September 1-27, 2024, in the amount of \$21,529.79.

Motion by: Lee Second by: VanWormer

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, Rose, VanWormer

No:

No further discussion.

Motion passes 7-0

8. New Business

- a. Social Media Contract Amendment

A proposal to amend the current contract with Verona Creative to enhance the SEO, social media and website presence was presented. Currently the contract is month-to-month at a rate of \$1498 monthly. The intent of the amendment is to increase the number of hours of service for:

- SEO optimization - from 5 to 10 hours per month.
- Paid ads on Google and Social Media Channels - creation of ads/boosts, reporting statistics, and an ad budget of \$150-\$450/month is recommended. There is also a Google Ad one-time setup fee of \$582
- Social Media - adding one reel per week.
- Website - increasing hours from 4 to 8 hours per month based upon past actual hours incurred.
- Option to add live event coverage at \$352 per event

The current budget adopted by the Board will need to be amended to reflect this change. Mid-year amendments will be prepared by the December meeting.

Osebold presented an email she received from a customer stating their frustration with updated content on social media and website, in particular calendar of event items. Board of Directors should direct any calendar items or web changes to the Executive Director to forward on to the Verona Creative. Communication to businesses explaining how they can add, change or submit items for the website and sharing on social media is needed.

Motion: To approve the contract amendment with Verona Creative in the amount of \$2683 per month plus up to \$250 per month for advertising, \$98 per hour for website updates, the one-time setup fee of \$582 for Google Ads, and up to four live social media video through the end of the contract totaling \$1408.

Friendly Amendment: To approve the contract for six months.

Motion by: St. Laurent Second by: Poznanski

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, VanWormer
No: Rose
No further discussion.

Motion passes 6-1

Original Motion by: St. Laurent Second by: Poznanski

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, VanWormer
No: Rose
No further discussion.

Motion passes 6-1

b. Weeding/Mulching Cost Share

The Village requested the DDA for a cost share on the weeding/mulching of areas within the DDA district this past summer. The total cost was \$2520. Moving forward, Board would like to have a consistent plan and timing of it. Future agenda item should be to discuss whether the Village does it or DDA goes out to bid on it.

Motion: To authorize the DDA to share in the cost of weeding and mulching services provided by the Village's contractor performed in the summer of 2024 in the amount of \$1260 (50%) of the total cost of \$2520.

Motion by: Lee Second by: Osebold

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, VanWormer
No: Rose
No further discussion.

Motion passes 6-1

c. Interim Executive Director Services Extension

The Interim Executive Director Services end October 15, 2024, and it is recommended to extend services on a monthly basis through December 15, 2024 to allow time for finalizing interviews for the new Executive Director and establishing necessary employment files before the person begins.

Motion: To approve the extension of the Interim Executive Directors services with POW! Strategies, Inc., through December 15, 2024, in the amount of \$7,500 per month.

Motion by: Rose Second by: Lee

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, Rose, VanWormer
No:
No further discussion.

Motion passes 7-0

d. Holiday Decor Installation Contract

Discussion held regarding removal of hanging basket hardware in the future and the need for going out to bid in the future for this removal and reattachment each year.

Motion: To approve contracting with Zoro's Christmas Lights in the amount of \$9,500 for the installation, maintenance and removal of holiday decor for the 2024/25 season, with a 20% deposit due prior to installation.

Motion by: Osebold Second by: Lee

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, Rose, VanWormer

No:

No further discussion.

Motion passes 7-0

e. EVTIP Grant

Village and DDA received a grant to conduct wayfinding and attraction strategy for Downtown Romeo in the amount of \$100,000. Seven proposals received for the strategic plan. Completion anticipated for Spring 2025. Long-term maintenance plans and installation budget to be part of the multi-point plan.

Motion: To approve recommending to Village Council accepting the proposal from Crimson in an amount not to exceed \$79,680 for the Central Business District Attraction Strategy.

Motion by: VanWormer Second by: St. Laurent

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, Rose, VanWormer

No:

No further discussion.

Motion passes 7-0

f. Winterfest

Discussion held whether to host Winterfest in 2025. Annual budget for events is \$28,000, of which \$23,000 is needed for Vintagefest and Shakespeare events. Winterfest is estimated at \$6,000. The running event can be held on its own, but since there is no volunteer champion to lead the DDA event, the DDA is unable to host Winterfest in 2025. Suggested to add levels to sponsorship program in the future.

g. MDA Annual Conference

The Michigan Downtown Association's Annual Conference is November 7-8 in Ann Arbor. Cost is \$275 per person.

Motion: To approve two Board of Directors to attend the MDA Annual Conference totaling \$550.

Motion by: Rose Second by: Osebold

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, Rose, VanWormer

No:

No further discussion.

Motion passes 7-0

9. Unfinished Business:

- a. Parking Lot Plan Cost Sharing – Village plans to go out for RFQ on parking lots since two previous bids had a significant discrepancy in cost between the two. Draft agreement presented. Board suggested potentially looking at contracting out the cost of sidewalks.

Motion: To approve the draft parking agreement with the Village of Romeo with the following changes:

- Section 1 - for a term not to exceed three years;
- Section 2 - an administrative fee of 10% to be assessed;
- Section 5 - for an amount not to exceed 10% and no more than \$3875 annually.

Motion by: VanWormer

Second by: Hutnick

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, Rose, VanWormer

No:

No further discussion.

Motion passes 7-0

- b. Tree Board Collaboration –

Motion: To appoint Hutnick as DDA representative to Tree Board for collaboration purposes.

Motion by: St. Laurent Second by: Lee

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, Rose, VanWormer

No:

No further discussion.

Motion passes 7-0

- c. Floral Contracts – Final contract costs with Vans Valley and Jusko for the 2025 floral season have been determined and contract pricing will increase by \$1000 for Vans Valley install and maintenance, and \$500 for Jusko’s Greenhouse for summer and fall plant materials and hanging baskets.

Motion: To approve the following contracts for the 2025 floral season with:

- Vans Valley in the amount of \$26,900 for maintenance and watering of all summer and fall plant materials, as well as the installation and removal services of all hardware, hanging baskets and plant materials for summer and fall;
- Jusko in the amount of \$16,500 for the growth and delivery of all summer and fall plant materials for hanging baskets, stationary pots, alleyways, parking lot, gazebo (pavilion), and planter boxes.

Motion by: Lee Second by: Osebold

Roll Call:

Yes: St Laurent, Hutnick, Lee, Poznanski, Osebold, Rose, VanWormer

No:

No further discussion.

Motion passes 7-0

- d. PILOP - Update provided earlier in agenda.
- e. Employment Committee Update - Update provided earlier in agenda.
- f. Statement of Support of Occupancy Permits - No update.
- g. Holiday Decor Update - Update provided earlier in agenda.
- h. Grant Writing Update - VanWormer, Starkweather, Laurent to work on ideas for art grants.

10. Board Member Comments

Rose thanked POW! Strategies for continuing to offer support and responsiveness off-hours. St. Laurent mentioned New Younger's opening, thanked Carl Brandt for halloween decorations and reminded Board that the Art & Wine Walk is Friday. Lee welcome Super Natural and Metamorph Pilates to downtown. Poznanski mentioned properties potentially being purchased. Osebold would like to see more information on the grants and communication out to businesses, and would like to see this discussed further at a future meeting.

11. Adjournment: 9:28 p.m.

Motion to adjourn.

Motioned: Lee Second: VanWormer

All ayes.

Motion passes: 7-0

October 30th, 2024
Romeo DDA Board
141 S. Main Street – Suite A
Romeo, MI 48065

RE: October 2024 Finance Report to Board of Directors

The financial statements are year to date from July 1st, 2024, to October 28th, 2024, due to the timing of the board meeting. All transactions are included for this period.

Total deposits of **\$132.00** includes:

- Reimbursement from Farm Bureau in the amount of \$132.

Total Interest Earned during the period was **\$210.53**

As a reminder, the audit began on October 14th, 2024. It is currently underway, and more updates to follow once it is completed. During the month of October, the 6/30/24 fund balance has changed from prior month reports due to audit preparation.

Total bills presented for approval are **\$68,251.23**

Work completed in October 2024

Danielle Lee, Romeo DDA Board Member and Cristina Sheppard-Decius, Interim Executive Director entered all invoices and issued checks. Plante Moran closed the month through October 28th, 2024, and prepared the following schedules for the Board packet:

Statement of Financial Position
Budget to Actual Statement
Statement of Activity
Transaction List by Date
Bank Reconciliation

Sincerely,

Rylee Reed, Plante Moran PLLC