

Ayes: Lee, St. Laurent, Hutnick, Poznanski, Murdock, Stevens, Osebold

Nays: None

No further discussion.

Motion passes: 7-0

8. Business Spotlight Presentation

Super Natural Beauty - Rachel Super presented

9. Committee Reports

a. Bylaws, Policies, Procedures

The Bylaws, Policies and Procedures Committee had the pleasure of interviewing two Romeo High School students and they had accepted our invitation to participate with the bylaws committee. A welcome Axel Elter who is a senior and Amelia Tate who is a sophomore. They join our board members ~~Daniel Lee~~, Danielle Lee, ~~Marty Hudnik~~ Marty Hutnick and Kathy Osebold. The first official committee meeting is Wednesday, February 11th at 4:30 at the DDA office.

b. Parking

Held a meeting on January 28th at 7PM. Discussions were around how to re-configure the parking we already have to create additional parking as well as options like acquiring new areas. The group continues the conversation of how to add spaces and also maintain what is existing.

10. Unfinished Business

a. RFQ's

Continued work collecting multiple quotes

b. Visitor Guide Brochures

Design is being finalized with Jordana Graphics. Board review will occur prior to printing

c. Wayfinding and Attraction Strategy

The board reviewed two funding approaches for the wayfinding signage project, with a preference for pursuing the full funding option (Option A) while having a fallback phased plan (Option B) if grants fall short.

Phase one involves parking signs with a budget of approximately \$100,000 for production and installation, with grant applications underway.

d. Multi-Modal Streetscape Project

Town Hall meeting is scheduled for March 25th, 6PM at the Masonic Temple. The broader streetscape project is estimated at \$5 million, requiring at least 50% local funding, prompting a multi-year strategy involving budget savings, private fundraising, and grant stacking.

Staff is pursuing a close municipality partnership to learn from their streetscape funding and execution experience, aiming to reduce community strain during implementation.

The project requires registering with historical and state organizations and a village board letter of support before grant applications can proceed.

e. CBD Dumpster Coral Project

The project will be discussed at the next joint meeting with DDA and BOT.

f. Village Park Playscape

Waiting for a final award decision which should come at any time.

11. New Business

a. E Bikes

The board discussed exploring a public e-bike rental program for downtown, with plans to research costs, insurance, and ordinance changes required for powered bikes on village property.

Concerns were raised about liability and vandalism, but the board expressed openness to further exploration.

b. Tourism Marketing Campaign

The board discussed and considered this a possible additional marketing tool for next year's budget.

C. Business Community Door Prizes

Discussion around wanting to allow this for the benefit of downtown businesses to showcase and build relationships within the community.

Agreed spotlight businesses could offer going forward, however outside of the meeting.

D. Town Hall Meeting

A Town Hall meeting budget is needed for items including printed materials and venue rental, to engage residents and key stakeholders on upcoming initiatives.

Direct mailers were considered too costly, so door hangers and social media outreach will be primary promotion methods.

Motion: To approve a Town Hall meeting budget of \$1,500

Motion by: Lee

Second by: Poznanski

Ayes: Lee, Poznanski, Hutnick, St. Laurent, Murdock, Stevens, Osbold

Nays: St. Laurent, Lee

No further discussion.

Motion passes 7-0

e.. CBD Micro Projects - 2026

The board considered launching a historical walking tour funded by the DDA but led by the Historical Society, to attract visitors and provide educational value downtown.

The Historical Society's existing tours and expertise position them as ideal partners for this project. Additional ideas focused on creating small gathering spaces such as pocket parks, alleyway seating, and movable patios to encourage longer downtown visits and support grant applications. Concepts include covered spaces for seasonal use and interactive installations that enhance pedestrian experiences.

12. Public Forum*

13. Executive Director report

- Business outreach and one-on-one meetings
- Attendance at regional and county events
- Grant applications in progress
- Social media growth and website updates

14. Board Member comments

Appreciation for Executive Directors responding with urgency and being readily available. Looking forward to the Hat's Off event.

15 Employment Committee

Motion: Motion to go into closed session

Motion by: Lee Second by: St. Laurent

All ayes

Nayes: none

No further discussion.

Motion: Motion to return to open session

Motion by: St. Laurent Second by: Lee

All ayes

Nayes: none

No further discussion.

Motion: Motion to accept the evaluation as corrected and extend a 6% salary increase to Kay Pochert, Executive Director to be effective upon her anniversary date.

Motion by: Osebold Second by: Hutnick

Ayes: Osebold, Hutnick, St. Laurent, Murdock, Stevens, Lee

Nayes: Poznanski

No further discussion.

Motion passes 6-1

15. Adjournment

Motion: to adjourn the meeting - 8:36 pm

Motion by: Stevens Second by: Lee

All ayes

Nayes: none

No further discussion.

Motion passes 7-0