

**Village of Baldwin
Downtown Development Authority
April 17, 2025, Minutes
Regular Meeting
(approved)**

CALL TO ORDER

Roll Call: Jane Allison called the Meeting to order at 3:01 PM with board members:

Present: Jane Allison, Debbie Smith-Olson, Tony Gagliardo, Andy Gremel, Darci Maldonado, Harold Nichols, and Joy Parrott

Absent: Josh Johnson, Seth Wenger

Staff: Robert Toland, DDA Director; Joni Luce, Recording Secretary

Acknowledgment of Visitors: Meredith Gremel; Hanna Yurk & Julia Turnball w/ MEDC., Kylie Davis with District 10 Health Department, and Jodi Nichols

GENERAL BUSINESS

- A. **Approval of Agenda:** A motion was made by Tony Gagliardo to approve the agenda, seconded by Darci Maldonado. Motion carried
- B. **Approval of Minutes:** A motion to approve the **March 20, 2025** regular meeting minutes was made by Debbi Smith-Olson, supported by Jane Allison. Motion carried.
- C. **Treasurers' Report and Payment of Bills:** Debbie Smith-Olson presented the Treasurer's report through April 17, 2025, indicating a general fund balance of \$469,434.54, with disbursements totaling \$8,151.21, and total income of \$64,693.82.
The following bills were presented for payment:

Consumers Energy	\$ 432.32 (streetlights)
Robert Toland Consulting	\$ 1,200.00 (retainer & meeting fee)
C.N.A. Surety	\$ 257.00 (annual fidelity bond on DDA officers)
D. Smith-Olson/Intuit QuickBooks	\$ 1,080.00 (annual fee – includes setup & 24/7 support)
Randi Gould	\$ 2,670.00 (first ½ of 2025 gardening services)
Transfer to Pure Markette acct	\$15,000.00 (budgeted amount)
Village of Baldwin	\$ 688.35 (water bills, reflecting a 5% increase)
Total bills	\$21,327.67

The Board had a discussion on the Surety Bond. Currently have \$25,000.00 bond insurance on the Board members for \$187.00. The Bond can be increased to \$50,000.00 for an additional \$70.00. Also discussed adding Meredith Gremel to the policy due to her role with Pure Markette. Jane Allison made a motion, seconded by Andy Gremel to increase the Bond to \$50,000.00 and add Meredith. Motion passed.

Debbie noted that the fee from Intuit QuickBooks for the DDA and Pure Markette is the next level up from a single user and allows for 5-person access as well as more line-items than the base fee. Also included is the initial set-up fee and 24/7 technical support which will be

invaluable during the first year. It is possible the extra support will not be needed next year.

Randi Gould will be starting next week by cleaning up around the trout sculpture and has a helper this year. She believes she can do all that the DDA expects of her, namely planting and maintaining the flower boxes and around the Trout Sculpture. There was some discussion on the quality of the work performed the last two years; Jane has spoken with Randi and it was determined that the increased help should alleviate the problem. Harold asked about a written contract between Randi and the DDA, and if bids had been requested. Randi was the winning bidder in 2005 and has been doing the job ever since; only in the last two years as she lost help have there been any complaints. Jane noted that some of the complaints are actually the responsibility of the store owners and they need to do a better job sweeping and cleaning in front of their stores. Darci and Bob will look for a copy of any contract from 2005. Joy noted that Jones' Ice Cream is updating their outdoor seating area and have flowers and a bench they no longer need and is available to the DDA for repurposing. Jane had a concern about the bench as a store owner was denied a request to remove a bench, but this bench was on Jones' property, not in the right-of-way as the other benches are. The bench will find a new location and Randi will be offered the flowers.

The budgeted amount to be transferred to the Pure Markette was originally listed as \$10,000 on the report. Andy called attention to this item being increased to \$15,000.00 during budget discussions; the budget does show \$15,000.00, amount was adjusted.

Bob asked if the Board thought there would be any advantage in moving some of the fund balance into a higher interest earning account. Debbie noted that it is in a money market now, but earning less than the 4% it could be earning in a 7-month CD. After discussion, Harold Nichols made a motion to move \$100,000.00 to a 7-month CD at Lake Osceola State Bank. Darci Maldonado seconded the motion; motion passed unanimously by a roll call vote (note: Joy had to leave the meeting prior to the vote).

A motion to approve the Treasurer's Report with amendments and pay the bills presented was made by Harold Nichols and supported by Andy Gremel. Motion unanimously carried by roll call vote (note: Joy had to leave meeting prior to vote).

D. Committee reports:

a. Pure Markette Committee: A report on activities was given by Meredith Gremel:

The Advisory Committee, including DDA members Debbie, Harold and Seth, held a meeting on 4/10/25, and a report from that subcommittee meeting was handed out. Meredith thanked Lake Osceola State Bank for their staff volunteers that helped with the QuickBooks transition and reporting and financial accounting setup.

Puremarkette.org website has launched, any feedback is welcomed. Links to businesses are on there, and they are able to track where the traffic is coming from. There is a Donate button for contributions to Friends of Pure Markette. There are many promotional campaigns coming up for June through August to get people shopping downtown on Wednesdays (Markette days). DISCOVER LOCAL is designed as a promotion handout during Blessing of the Bikes showing up to 25 participating vendors where patrons can purchase items and then submit the receipt for a drawing with a chance to win up to \$500.00 in prizes. There is no real cost to the vendors, other than offering some kind of special on Markette days; the Markette will be able to report to vendors how many people participated. Earth Week event next week, including a spring clean-up on Saturday 4/26.

There is a proposed new banner design for the Pure Markette, as well as additional yard signs and signs for businesses to put out on Wednesdays. Everything is available on-line, including the promotions, classes, etc.

The next Advisory Board meeting will be May 15, 2025 at 2:00 p.m. at the Village Offices.

b. Streetscape: The traffic calming/streetscape subcommittee includes DDA members Seth, Andy, Harold, Darci and Joy. The REACH grant has been approved for the mid-block crosswalk. Harold reported that equipment is being dropped off to begin the project, but they are trying not to have too much around prior to the Blessing of the Bikes.

E. Acknowledge Communications: none

PUBLIC COMMENT – Kylie Davis returned to provide updated information regarding funding through the National Walkability Action Institute, hosted by the State of Michigan. She had originally believed the program to be for 2025 only but has since found that the program will be offered next year. She is available to help with planning, how to apply and some engineering costs. Andy offered to be her contact point for the DDA as there is some level of interest.

Jodi Nichols introduced Hannah Yurk, the new local representative for the MEDC, along with Julia Turnball, also with the MEDC. They provided a handout, which is in the final stages of revision, and discussed how the MEDC can help communities through planning and funding. They discussed several programs: The Match on Main program, the Redevelopment Ready Community (RRC), and the Small Business Services Program (our recent engagement with this program was the “Match on Main” applications for grants). There are levels of engagement within these two programs which makes you eligible for different kinds of funding assistance. They will forward their new brochure when it is completed.

BOARD COMMENTS: None

OLD BUSINESS

A. Trees, Flowerboxes & Irrigation System: Jane reported that the backflow valve was not done last week due to the cold temperatures but they plan to open up the irrigation system tomorrow and get the valve installed. Harold said that new irrigation system parts were found in the Park Building, look like it’s been there awhile. Bob thought perhaps New Horizons left it behind years ago. Jane will have H2Oasis look at it and see if they can be used.

B. 8th Street Upgrade: No update.

C. Ideas for the next project: Jane presented a quote from Isenhardt Electric. The quote includes changing all lights to LED as our current fixtures are obsolete. Also included is a quote to use Bluetooth lamps that can be changed with a remote; the Board did not see a need for this. Jane also said Isenhardt told her they had a job fall thru, so they can start anytime and the 5% price increase would not apply. Harold Nichols made a motion to accept the quote of \$24,865.00 to replace the three poles around the museum with the historical/antique design and reusing the existing poles to replace missing/broken poles elsewhere (so they match) and to accept the quote of \$38,784.00 to replace the 86 lamps and bases, for a total of \$63,649.00, seconded by Jane Allison. Motion passed unanimously by roll call vote. It was noted that the photocell had been replaced that controls the lights that were staying on, but no invoice has

been received yet. The \$130,000.00 repair budget needs to include the banner poles, which may be close to the budgeted amount.

- D. Match on Main program:** The Committee appointed by the Village reviewed 7 applications and recommended 2 of them for the State of Michigan to consider funding. We are still waiting to hear back from them with their decision.
- E. Security/Trail Camera/Sound System/Museum:** Bob, reporting for Seth, had a quote for three different cameras. He knows people who have and love the EUFY brand. All three have cloud storage, which is desired; the monthly fee shown is for cloud access. Harold stated this would be a stand-alone system at the Trout Sculpture, not involving the museum, but is not sure where the required internet would come from unless it's the SD card. Need to find out what internet range they have, and if the museum has WIFI that could be utilized. More research is needed; no decision made.

NEW BUSINESS:

- A.** Jane presented a DDA checklist of feedback regarding the DDA and suggested everyone read it and prepare to discuss it at the next meeting. Bob suggested a re-reading of the DDA Plan as well. There was a brief discussion on the contents. In regards to training and succession it was suggested that when Fleis and Vandenbrink give their presentation this would help provide questions to ask them. Bob suggested having a work session first so everyone on the Board is knowledgeable about the DDA. Jane asked if it was desirable to include time to do this during the next meeting; Harold believes it is worthwhile but thinks it would take 1 ½ - 2 hours on its own, wondered if it would be good to include the Village Council so everyone has the same information. Andy said the Michigan Downtown Association (MDA) has DDA training – use them? Bob reported we are a member of the MDA and it's a great opportunity for new members or those who need an update. Two members of each Board should go each year but no one has. Jane suggested that an internal meeting is also needed. It was decided to try and get F&V to come to the next meeting for their presentation, even if it is by Zoom, and discuss action plan afterward. Motion made by Jane Allison, seconded by Darci Maldonado, to pay MDA dues to remain a member; motion carried.
- B. Election of Officers:** Jane asked if anyone had any suggestions for new officers. The current slate is Chair, Jane Allison; Vice-Chair Darci Maldonado; Secretary/Treasurer Debbie Smith-Olson. Harold would like to see a process change in the future so that the suggestion for new officers and the vote is not done in the same meeting going forward. Motion made by Tony Gagliardo, seconded by Andy Gremel, to re-elect the current slate of officers; motion carried.

ADJOURNMENT

A motion to adjourn was offered by Tony Gagliardo and supported by Jane Allison. Motion carried. Meeting adjourned at 4:47 PM.

Meeting Schedule: The next regular DDA meeting will be held May 15, 2025, at the Village office at 3:00 P.M.

Respectfully submitted,

Joni Luce, Recording Secretary
for
Deborah Smith-Olson, Secretary/Treasurer