

**MILAN MAIN STREET / DOWNTOWN DEVELOPMENT AUTHORITY**  
**BOARD OF DIRECTORS**  
**MINUTES**  
**Tuesday, August 28, 2018 at 4:00 p.m.**  
**Milan Fire Barn**

- 1) **CALL TO ORDER:** Ryan Royal called the meeting to order at 4:00 p.m
- 2) **ROLL CALL OF MEMBERS PRESENT:** Sal Calabrese, Barbara Gardinier, Shannon Dare Wayne, Carrie Ritchie, Ryan Royal, Jade Smith, Dave Snyder, & Ryan Wilman.  
  
**MEMBERS ABSENT:** Mayor Hamden & Doug Strader  
  
**OTHERS PRESENT:** Jill Tewsley & Rochelle McDaniel
- 3) **APPROVAL OF AGENDA:** Motion by Sal Calabrese, supported by Jade Smith to approve the August 28, 2018 agenda. Motion carried unanimously.
- 4) **APPROVAL OF PREVIOUS MEETING MINUTES:** Motion by Jade Smith, supported by Carrie Ritchie to approve the May 21, 2018 & July 26, 2018 meeting minutes. Motion carried unanimously.
- 5) **INFORMATION TO RECEIVE AND FILE:** Motion by Barbara Gardinier, supported by Dave Snyder to receive the following items:
  - a) **Financials:**
    - i. FY 2018 Final (unaudited)
    - ii. FY 2019
  - b) **Reports:** Signage at Little Pharmacy – Approved at July 26, 2018 special meeting
  - c) **Other:** None
- 6) **OLD BUSINESS:**
  - a) **L-0429 Form (Taxing Rate Request)** – Dave Snyder moved to have our Acting Chair, Ryan Royal to sign the tax form on behalf of Milan Main Street. Supported by Shannon Dare. Motion carried unanimously.
  - b) **3<sup>rd</sup> Thursday Updates:**
    - i. August 23 was the last 3<sup>rd</sup> Thursday and the rainy weather posed a challenge. Event was moved to the Senior Center to keep the vendors together. Dave Snyder proposed that there should be a formalized rain plan with alternatives to keep the event in the downtown despite weather. Dave Snyder to work on an inclement weather plan. Creation of such plan must include input from those that volunteer each month.
    - ii. September’s theme will be “Big Reds”.
  - c) **Call for Volunteers** – Route 23 Arts & Music Festival – None (event has passed)
  - d) **Upcoming Board Events** – August 28 at 4 p.m. with Michigan Main Street & Communication Strategy meeting on September 5 at 9:30 a.m.
  - e) **Other** – None
- 7) **NEW BUSINESS DISCUSSION:**
  - a) **Sign Application – Adventure INK** – Grant application to update the awning pending the approval of the city. Logo image cannot take up more than 20% available area. Request is for \$250. Clarified that awnings are included in grants as well as signs. Motion by Jade Smith, supported by Ryan Wilman. Motion carried unanimously.
  - b) **Other** –
    - i. Jade Smith discussed transitioning Milan Main Street from an event-oriented organization to a strategic committee. Ryan Royal is concerned that not enough residents know the mission and true value of our organization. Need to move beyond “party people” image. Need to get our mission & story out into the community. We could use the resources of time & talent of others but we have to give them a strategic reason to contribute. Need to re-evaluate the type and number of events that are hosted. We are hitting all our marks & driving revenue into the town but need to stay focused. Milan Main Street started with the marketplace to prove that businesses area viable. Increase communication both within the board and with our business owners. Ritchie discussed having branding for Milan Main Street and having a table at sponsored events to deliver message.

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- ii. Need a committee to go over Lessons Learned on Route 23 Arts & Music Festival
  - iii. What do we want from the national Main Street organization as we move forward?
  - iv. Three current fundraisers: Let's Chill, Route 23 Arts & Music Festival, & 3<sup>rd</sup> Thursdays
- 8) **VISITOR COMMENT:** (Rochelle McDaniel) Route 23 Arts & Music Festival feedback – Excellent event, it HIT all the marks despite terrible weather.
- a) Maybe increase marketing with a billboard.
  - b) Open the empty buildings - Street performers or someone that makes balloons would draw people into the buildings.

**NEXT MEETING DATE:** Monday, September 17, 2018 at 5:30 p.m., City Hall Conference Room

**ADJOURNMENT:** Motion by Dave Snyder, supported by Jade Smith to adjourn the meeting at 4:48 p.m.

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Ryan Royal, Chairperson

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Shannon Dare Wayne