



DOWNTOWN **Sault Ste. Marie** TM

AGENDA

Wednesday, February 14, 2024 – 8:30 AM

City Commission Chambers - 225 E. Portage Avenue - Sault Ste. Marie, MI 49783

I. Routine Agenda Items

1. Call to Order

2. Roll Call

3. Approval of Minutes

January 10, 2024, Regular DDA Board Meeting Minutes

4. Approval of Agenda

5. Declaration of Conflicts of Interest

II. Draft Budget Review FY 24-25

1. Review of Event Calendar – Discussion & Approval

2. 2025 Downtown Flowers & Gardens - Discussion

III. Business Items

1. Review Director Job Description & Hiring Process - Discussion & Approval

2. The DDA as a Main Street Organization - Discussion

IV. Committee Updates

1. Promotions/Organizations Committee – Jordan Chisholm

2. Design/Economic Vitality Committee – Craig Cooper

V. Board Comments and Announcements

VI. Public Comment and Announcements

VII. Adjournment

**MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, JANUARY 10, 2024 – 8:30 A.M.
MEETING HELD AT CITY HALL – CITY COMMISSION CHAMBERS
City of Sault Ste. Marie, Michigan**

MEETING MINUTES

Present: Ray Bauer – City Commission Liaison
Ray Bell
Brian Chapman
Craig Cooper
Jessica Johnston
Sue Anne Wilks
Mark Savoie
Amy Goetz
Jordan Chisholm
Wilda Hopper

Absent: N/A

I. Routine Agenda Items

1. Call to Order

Meeting was called to order at 8:36 am.

2. Roll Call

Attendance was taken as noted.

3. Approval of Minutes

December 13, 2023, Regular DDA Board Meeting Minutes

Recommended action: Motion to approve December 13, 2023, regular DDA Board meeting minutes.

Moved by Brian Chapman, supported by Ray Bell, to approve the December 13, 2023, regular DDA Board meeting minutes. The motion passed unanimously.

4. Approval of Agenda

Recommended action: Motion to approve agenda for today's meeting.

Moved by Brian Chapman, supported by Ray Bell, to approve the January 10, 2024, DDA Board meeting agenda, minus the closed session agenda item. The motion passed unanimously.

5. Declaration of Conflicts of Interest.

There were no conflicts of interest.

II. Closed Session

III. Business/Discussion Items

1. Match on Main Street Grant – Screening Committee Discussion

The MEDC has paused all Match on Main Street Grants until further notice. The Screening Committee selected Northern Life Yoga and Gym 906 for the next round of the Match on Main Street Grant.

2. Main Street Accreditation – Recommendations/Report

Sprecker reviewed the Main Street Accreditation recommendations/report.

3. 2024 Technical Assistance Application Update

The MEDC will not provide 2024 Technical Assistance Services until a new DDA Director is hired.

4. Board Member Violation of Purchasing Policy – Craig Cooper, Board Chair

Moved by Brian Chapman, supported by Craig Cooper, to reconfirm the DDA to follow the City's purchasing policy, to be amended from time to time. The motion passed unanimously.

Moved by Wilda Hopper to relieve Sue Anne Wilks as a volunteer of the Main Street Program until volunteer policies and procedures can be made – motion failed.

IV. DDA Director Departure – Discussion/Next Steps

Moved by Ray Bell, supported by Wilda Hopper, to release the Pub Crawl event from the DDA event calendar. The motion passed unanimously.

V. Board Comments and Announcements

The Board thanked Sprecker for her time and dedication as the DDA Director.

The Board came to the consensus to review and follow Robert's Rules of Order.

DDA requests and information should be directed to the City Manager until a new DDA Director is appointed.

VI. Public Comments and Announcements

There were no public comments or announcements.

VII. Adjournment

Moved by Brian Chapman, supported by Ray Bell, to adjourn the meeting at approximately 9:59 a.m. The motion passed unanimously.

Respectfully submitted,

Craig Cooper, DDA Chair

blm

01/30/2024		BUDGET REPORT FOR CITY OF SAULT STE MARIE							
		Calculations as of 06/30/2024							
		2022-23	2023-24	2023-24	2023-24	2023-24	2024-25	2025-26	
		ACTIVITY	ORIGINAL	AMENDED	ACTIVITY	PROJECTED	DEPT REQ	DEPT REQ	
GL NUMBER	DESCRIPTION	BUDGET	BUDGET	BUDGET	THRU 06/30/24	ACTIVITY	BUDGET	BUDGET	NOTES
ESTIMATED REVENUES									
Dept 000									
245-000-402.000	TIFA 1 TAX PROCEEDS	23,400	31,900	31,900	24,100	31,900	37,500	37,500	
245-000-412.002	PERSONAL PROP TAX LOSS REIMB	28,800	25,000	25,000	35,000	35,000	35,000	35,000	
245-000-432.001	HOSPITAL TAX SHORTFALL	87,900	89,600	89,600		89,600	91,400	93,200	
245-000-432.003	TRIBAL OFFICES TAX SHORTFALL	50,200	51,400	51,400		51,400	52,700	54,000	
245-000-445.000	INTEREST & PENALTIES ON TAXES		200	200		200	200	200	
245-000-664.000	INTEREST EARNINGS	700	300	300	500	700	700	700	
Totals for dept 000 -		191,000	198,400	198,400	59,600	208,800	217,500	220,600	
TOTAL ESTIMATED REVENUES									
		191,000	198,400	198,400	59,600	208,800	217,500	220,600	
APPROPRIATIONS									
Dept 806 - TAX CAPTURE OPERATIONAL EXPENDITURES									
245-806-969.000	FINANCIAL GUARANTEE EXPENSE	(900)							
Totals for dept 806 - TAX CAPTURE OPERATIONAL EXPENDITURES		(900)							
Dept 965 - TRANSFERS OUT									
245-965-965.246	TRANSFER OUT - TIF2								
245-965-965.577	TRANSFER OUT - ADDL DEBT SVC	186,700	195,000	195,000	97,500	195,000	215,000	215,000	
Totals for dept 965 - TRANSFERS OUT		186,700	195,000	195,000	97,500	195,000	215,000	215,000	
TOTAL APPROPRIATIONS									
		185,800	195,000	195,000	97,500	195,000	215,000	215,000	
NET OF REVENUES/APPROPRIATIONS - FUND 245									
BEGINNING FUND BALANCE		(700)	4,400	4,400	4,400	4,400	18,200	18,200	
ENDING FUND BALANCE		4,500	7,800	7,800	(33,500)	18,200	20,700	23,800	

01/30/2024		BUDGET REPORT FOR CITY OF SAULT STE MARIE							
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GL NUMBER	DESCRIPTION	2022-23 ACTIVITY	2023-24 ORIGINAL BUDGET	2023-24 AMENDED BUDGET	2023-24 ACTIVITY THRU 06/30/24	2023-24 PROJECTED ACTIVITY	2024-25 DEPT REQ BUDGET	2025-26 DEPT REQ BUDGET	NOTES
Fund 246 - TIFA 2 FUND									
ESTIMATED REVENUES									
Dept 000									
246-000-402.000	TAX PROCEEDS	118,200	122,200	122,200	98,300	122,200	125,000	125,000	
246-000-412.000	DELINQUENT PERSONAL PROPERTY T	100							
246-000-413.000	PERSONAL PROP TAX LOSS REIMB	15,300	15,000	15,000	15,200	15,200	15,200	15,200	
246-000-445.000	INTEREST & PENALTIES ON TAXES	100	100	100		100	100	100	
246-000-664.000	INTEREST EARNINGS	400	100	100	300	400	100	100	
246-000-699.245	TRANSFER IN - DDA								
Totals for dept 000 -		134,100	137,400	137,400	113,800	137,900	140,400	140,400	
TOTAL ESTIMATED REVENUES		134,100	137,400	137,400	113,800	137,900	140,400	140,400	
APPROPRIATIONS									
Dept 806 - TAX CAPTURE OPERATIONAL EXPENDITURES									
246-806-922.000	WATER		400	400	900	1,200	1,300	1,400	
Totals for dept 806 - TAX CAPTURE OPERATIONAL EXPENDITURES			400	400	900	1,200	1,300	1,400	
Dept 965 - TRANSFERS OUT									
246-965-965.351	TRANSFER OUT - DEBT SVC	55,000	55,000	55,000	27,500	55,000	55,000	55,000	
246-965-965.577	TRSF OUT PARK DECK ADDL DEBT	70,300	102,000	102,000	51,000	102,000	80,000	80,000	
Totals for dept 965 - TRANSFERS OUT		125,300	157,000	157,000	78,500	157,000	135,000	135,000	
TOTAL APPROPRIATIONS		125,300	157,400	157,400	79,400	158,200	136,300	136,400	
NET OF REVENUES/APPROPRIATIONS - FUND 246		8,800	(20,000)	(20,000)	34,400	(20,300)	4,100	4,000	
BEGINNING FUND BALANCE		100	8,900	8,900	8,900	8,900	(11,400)	(8,700)	
ENDING FUND BALANCE		8,900	(11,100)	(11,100)	43,300	(11,400)	(7,300)	(4,700)	

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Fund 248 - DDA FUND									
ESTIMATED REVENUES									
Dept 000									
248-000-452.000	PSD SPECIAL ASSESSMENT REV	32,000	30,200	30,200	3,200	30,200	30,200	30,200	
248-000-555.001	MEDC MATCH ON MAIN GRANT	25,000	50,000	50,000	30,900	50,000	50,000	50,000	
248-000-580.101	APPROPRIATION FR CITY GF	65,700	75,000	75,000	37,500	75,000	129,800	130,000	
248-000-628.000	SIDEWALK PLOW-BUSINESS CONTRIB	19,000	38,700	38,700	17,800	17,800	38,700	38,700	
248-000-664.000	INTEREST EARNINGS	1,000	200	200	500	700	1,000	700	
248-000-667.001	EQUIPMENT RENTAL	800			200	200		200	
248-000-674.007	DONATIONS SPONSORS - SMALL BUS SATURDAY		1,500	1,500			1,500	1,500	
248-000-674.008	DONATIONS SPONSORS - HOLIDAY OPEN HOUSE		4,000	4,000	3,700	3,700	4,000	4,000	
248-000-674.009	DONATIONS SPONSORS - NEW YEARS EVE CELEB		12,000	12,000	5,500	5,500	5,500	5,500	
248-000-674.010	DONATIONS SPONSORS - I-500 PUB CRAWL	300	12,000	12,000			6,000	6,000	
248-000-674.011	DONATIONS SPONSORS - WINTER FESTIVAL		6,000	6,000			6,000	6,000	
248-000-674.012	DONATIONS SPONSORS - BURGER WEEK		2,500	2,500		2,500	2,500	2,500	
248-000-674.013	DONATIONS SPONSORS - LADIES NIGHT OUT	3,400	3,600	3,600		3,600	3,600	3,600	
248-000-674.014	DONATIONS SPONSORS - MUSIC IN THE PARK	17,900	30,000	30,000	5,200	18,000	18,000	18,000	
248-000-674.015	DONATIONS SPONSORS - SIDEWALK SALES		4,000	4,000			4,000	4,000	
248-000-674.016	DONATIONS SPONSORS - FALL FESTIVAL		6,500	6,500					
248-000-674.017	DONATIONS SPONSORS - HALLOWEEN SPOOKTAC		2,000	2,000	3,600	3,600	3,600	3,600	
248-000-674.018	DONATIONS SPONSORS - RESTAURANT WEEK		3,200	3,200					
248-000-674.019	DONATIONS SPONSORS - PARADE OF LIGHTS		2,000	2,000	2,000	2,000	2,000	2,000	
248-000-674.020	DONATIONS SPONSORS - MOVIE SERIES			3,600	3,600	3,600	3,600	3,600	
248-000-674.677	EVENT INCOME	16,200							
248-000-674.678	MUSIC IN THE PARK DONATIONS	4,000							
248-000-674.885	FUNDRAISING - NON-EVENT		10,000	10,000	6,300	6,300	10,000	10,000	
248-000-675.004	DOWNTOWN \$ PURCHASED & EXPIRED	9,400							
Totals for dept 000 -		194,700	293,400	297,000	120,000	222,700	320,000	320,100	
TOTAL ESTIMATED REVENUES		194,700	293,400	297,000	120,000	222,700	320,000	320,100	

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APPROPRIATIONS									
Dept 729 - DDA OPERATING EXPENDITURES									
248-729-702.000	SALARIES - WAGES - DDA	48,300	61,200	61,200	35,200	38,000	60,000	62,000	
248-729-704.000	PART TIME SEASONAL WAGES		18,200	18,200	7,100	20,000	20,000	20,000	
248-729-706.000	PAYROLL OTHER		1,500	1,500	1,300	1,300		1,300	
248-729-708.000	FRINGE BENEFITS - SUTA		100	100		100	100		
248-729-709.000	FRINGE BENEFITS - FICA	3,000	5,000	5,000	2,700	4,000	5,000	5,000	
248-729-711.000	FRINGE BENEFITS - MEDICARE	700	1,200	1,200	600	1,000	1,200	1,200	
248-729-712.000	FRINGE BENEFITS - HEALTH OPT OUT								
248-729-714.000	FRINGE BENEFITS - UNCLASSIFIED	300	300	300	200	300	300	300	
248-729-715.000	FRINGE BENEFITS - MERS DB PENSION	2,000	2,700	2,700	1,400	1,500	2,700	2,700	
248-729-716.000	FRINGE BENEFITS - MERS DC PENSION		1,300	1,300			1,300	1,300	
248-729-718.000	FRINGE BENEFITS - HEALTH INSURANCE	14,300	20,200	20,200	11,300	13,000	21,800	21,800	
248-729-722.000	FRINGE BENEFITS - WORKERS COMP	100	300	300	100	200	300	300	
248-729-724.000	FRINGE BENEFITS - LIFE INS	200	300	300	100	200	400	300	
248-729-725.000	FRINGE BENEFITS - DISABILITY INS	200	300	300	100	200	300	300	
248-729-726.000	SUPPLIES	1,400	3,000	3,000	1,200	3,000	2,000	2,000	
248-729-791.000	DUES/SUBSCRIPTIONS	1,400	1,100	1,100	800	1,100	1,100	1,100	
248-729-801.000	CONTRACTED SERVICES		3,000	3,000	600	1,000	3,000	2,000	
248-729-802.000	ACCOUNTING & MANAGEMENT	15,200	16,400	16,400	8,400	16,400	16,800	16,800	
248-729-805.000	STREET DEPT INTERNAL SVCS		4,000	4,000	500	1,000	2,000	2,000	
248-729-807.000	AUDIT FEES				3,600	3,600	3,700	3,800	
248-729-808.000	SIDEWALK PLOWING	14,900	38,700	38,700	6,800	17,800	38,700	38,700	
248-729-809.000	COMPUTER SERVICES	14,400	15,300	15,300	7,600	15,300	15,800	16,000	
248-729-851.000	POSTAGE	200	400	400	100	300	400	400	
248-729-880.001	PROMOTIONS EXPENDITURES	13,100							
248-729-884.007	DDA EVENTS - SMALL BUSINESS SATURDAY		900	900			900	900	
248-729-884.008	DDA EVENTS - HOLIDAY OPEN HOUSE WEEKEND		3,400	3,400	2,100	2,100	3,400	3,400	
248-729-884.009	DDA EVENTS - NEW YEARS EVE CELEBRATION		8,500	8,500	2,700	3,200	5,500	5,500	
248-729-884.010	DDA EVENTS - I-500 PUB CRAWL		3,600	3,600			3,600	3,600	
248-729-884.011	DDA EVENTS - WINTER FESTIVAL		4,100	4,100			4,100	4,100	
248-729-884.012	DDA EVENTS - BURGER WEEK		1,700	1,700		1,700	1,700	1,700	
248-729-884.013	DDA EVENTS - LADIES NIGHT OUT	1,600	3,100	3,100		3,100	3,100	3,100	
248-729-884.014	DDA EVENTS - MUSIC IN THE PARK	1,100	14,500	14,500	9,900	14,500	14,500	14,500	
248-729-884.015	DDA EVENTS - SIDEWALK SALES		2,400	2,400			2,400	2,400	
248-729-884.016	DDA EVENTS - FALL FESTIVAL		5,900	5,900					

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		Calculations as of 06/30/2024							
		2022-23	2023-24	2023-24	2023-24	2023-24	2024-25	2025-26	
		ACTIVITY	ORIGINAL	AMENDED	ACTIVITY	PROJECTED	DEPT REQ	DEPT REQ	
GL NUMBER	DESCRIPTION		BUDGET	BUDGET	THRU 06/30/24	ACTIVITY	BUDGET	BUDGET	NOTES
248-729-884.017	DDA EVENTS - HALLOWEEN SPOOKTACULAR		1,300	1,300	2,200	2,200	2,200	2,200	
248-729-884.018	DDA EVENTS - RESTAURANT WEEK		2,000	2,000					
248-729-884.019	DDA EVENTS - PARADE OF LIGHTS		900	900	1,100	1,100	1,100	1,100	
248-729-884.020	DDA EVENTS - MOVIE SERIES			3,600	3,100	3,600	3,600	3,600	
248-729-885.051	DDA DOWNTOWN FLOWERS		1,500	1,500		1,200	1,500	1,600	
248-729-885.052	DDA CROSSWALK ART		500	500		400	500	500	
248-729-901.000	EVENTS								
248-729-902.000	DIRECTORIES/BROCHURES		1,700	1,700		1,700	1,700	1,800	
248-729-903.000	ORGANIZATIONAL EXPENDITURES	400	500	500					
248-729-905.000	MUSIC IN THE PARK ENTERTAINMNT	9,700							
248-729-906.000	DOWNTOWN DOLLARS EXPENSE								
248-729-907.000	DESIGN EXPENSES	1,000	3,000	3,000	100	1,000	3,000	3,000	
248-729-908.000	ECONOMIC VITALITY EXPENSES	100							
248-729-908.050	DDA MIXED USE MATCH PASS THRU		5,000	5,000		6,300	10,000	10,000	
248-729-913.000	TRAVEL & TRAINING	4,000	4,000	4,000	1,100	1,100	4,000	1,200	
248-729-920.000	ELECTRICITY	400	500	500	300	500	500	600	
248-729-931.000	REPAIR & REPLACEMENT		400	400			400	400	
248-729-942.000	BUILDING RENTAL	5,400	5,400	5,400	5,400	5,400	5,400	5,600	
248-729-964.001	REFUNDS AND REBATES-MATCH ON MAIN	25,000	50,000	50,000		50,000	50,000	50,000	
Totals for dept 729 - DDA OPERATING EXPENDITURES		178,400	319,300	322,900	117,700	238,400	320,000	320,100	
Dept 965 - TRANSFERS OUT									
248-965-965.402	TRANSFER OUT TO DDA CAP PROJEC	1,400							
248-965-965.420	TRS OUT -ROAD CONTINGENCY	10,000							
Totals for dept 965 - TRANSFERS OUT		11,400							
TOTAL APPROPRIATIONS		189,800	319,300	322,900	117,700	238,400	320,000	320,100	
NET OF REVENUES/APPROPRIATIONS - FUND 248		4,900	(25,900)	(25,900)	2,300	(15,700)			
BEGINNING FUND BALANCE		59,700	64,600	64,600	64,600	64,600	48,900	23,500	
ENDING FUND BALANCE		64,600	38,700	38,700	66,900	48,900	48,900	23,500	
ESTIMATED REVENUES - ALL FUNDS		519,800	629,200	632,800	293,400	569,400	677,900	681,100	
APPROPRIATIONS - ALL FUNDS		500,900	671,700	675,300	294,600	591,600	671,300	671,500	
NET OF REVENUES/APPROPRIATIONS - ALL FUNDS		18,900	(42,500)	(42,500)	(1,200)	(22,200)	6,600	9,600	
BEGINNING FUND BALANCE - ALL FUNDS		59,000	77,800	77,800	77,800	77,800	55,600	32,900	
ENDING FUND BALANCE - ALL FUNDS		77,900	35,300	35,300	76,600	55,600	62,200	42,500	



Sault Ste. Marie Main Street

2023 MUSIC IN THE PARK SERIES

Every Wednesday beginning June 21, 2023 through August 23, 2023 (7 pm)

2023 DOWNTOWN SIDEWALK SALES & SUMMER FUN FESTIVAL

Friday and Saturday, August 4-5, 2023

2023 HALLOWEEN SPOOKTACULAR (INCLUDING LOCK CITY PARADE OF FRIGHTS)

Friday, October 27, 2023

2023 RESTAURANT WEEK

Sunday, November 5, 2023, thru Saturday, November 11, 2023

2023 PARADE OF LIGHTS PRESENTED BY PARKERS' HARDWARE

Friday, November 24, 2023

2023 SHOP SMALL SATURDAY

Saturday, November 25, 2023

2023 DOWNTOWN HOLIDAY DECORATING CONTEST (PARTNERSHIP WITH SAULT AREA CHAMBER OF COMMERCE)

Month of December 2023

2023 HOLIDAY OPEN HOUSE WEEKEND

Saturday & Sunday, December 9-10, 2023

2024 SSM NEW YEAR'S EVE CELEBRATION/ ANCHOR DROP

Sunday, December 31, 2023

2024 I-500 PUB CRAWL

Thursday, February 4, 2024

2024 LADIES NIGHT OUT

Friday, May 17, 2024



Sault Ste. Marie Main Street

2024 LADIES NIGHT OUT

Friday, May 17, 2024

Sault Ste. Marie Main Street – Events Policy

I. Main Street Events Policy

A. Work Plan Requirements

1. The DDA fiscal year runs from July 1-June 30. Budget planning begins in the spring each year for the new fiscal year. For appropriate planning purposes, a completed event work plan must be submitted to the DDA board by January of each year.
 - a. Without a completed work plan an event will not be added to the new fiscal year's calendar or budget.
2. Only a majority vote of the board can override the time requirements for an event work plan.
3. No vote can override the work plan requirement.

B. Event Committee Requirements

1. Each event must have a champion.
 - a. The executive director may only champion two events in the calendar year.
2. The event committee must have at least one board member and two other members that are not the Champion.
3. Without a champion, an event cannot be added to the event calendar.
4. A board vote cannot override the champion requirement.
5. In the event a champion leaves, the director will attempt to find a new champion.
 - a. The director may only step up and replace the champion if the event is already on the calendar in the current fiscal year.
 - b. A majority board vote is required for the director to assume the champion role.
6. The director will have at least three meetings with the event committee per event.
 - a. The first meeting will be held in December to ensure the work plan is completed for submission in January.

- b. The second meeting will be three months before the event to ensure that the committee is on schedule.

- (1) At the three-month meeting the Board member serving on the committee and the director will decide whether to Recommend canceling the event.

- c. The third meeting will occur one month after the event to ensure completion of the work plan.

- (1) For the work plan to be considered completed the following must be included:

- (a) A finalized report of income and expenditures

- (b) An accurate measurement of success

- (c) Recommendations for the next event if it will be continued

C. Event Guidelines – Criteria for Selection

- 1. For an event to be considered, it must fall under one of the following Main Street categories:

- a. Business event – Put on to benefit the businesses in the downtown

- b. Community oriented – Put on the bring the community together and to promote Main Street

- c. Fundraising event – Designed specifically to raise money for the Main Street program

- 2. The event must help the Main Street program meet one of its transformational goals

TITLE:	DOWNTOWN MANAGER
DEPARTMENT:	DOWNTOWN DEVELOPMENT AUTHORITY (DDA) / SAULT STE. MARIE MAIN STREET PROGRAM
PHYSICAL CLASSIFICATION:	MEDIUM
WAGE CLASS:	EXEMPT, SALARIED
SALARY RANGE:	\$48,000 TO \$55,000

Organizational Summary:

The Sault Ste. Marie, Michigan Downtown Development Authority was established on February 18th, 1980, pursuant to the State of Michigan's Act 197 of the Public Acts of 1975 (now superseded by Public Act 57 of 2018). In creating the Authority, the city of Sault Ste. Marie recognized the dangers posed by a declining downtown area and took the first steps in correcting them. The Sault Ste. Marie Downtown Development Authority is tasked with correcting and preventing deterioration in the downtown business district, encouraging historic preservation, implementing development plans for the future, and promoting overall economic growth.

The Sault Ste. Marie Downtown Development Authority is managed by a board of directors, which is required by Act 197 to be composed of not less than eight or more than twelve members approved by the City Commission. One board position must be held by the city manager, one board position must be held by a downtown resident, and the majority of board members must have an interest in property located in the downtown district.

The Sault Ste. Marie Downtown Development Authority is funded through a number of sources including: two tax increment finance districts; a Principal Shopping District millage; and a large focus on various sponsorships, donations, event revenues, and fundraising.

Vision Statement:

"Downtown Sault Ste. Marie is an internationally-renowned, lively, full and year-round commercial district with a diversity of experiences and entertainment options that invites and welcomes the active engagement of residents and visitors alike."

General Purpose:

This position is responsible for providing leadership, general administrative direction and support to the DDA, including any related entities established to implement downtown projects. These responsibilities include, but are not limited to, overseeing and coordinating the implementation of the Downtown Development Plans and Tax Increment Financing Plans, organizing marketing, promotion, recruitment and retention strategies for businesses within the downtown, and related organizational, administration and coordination of related duties.

Under the supervision of the DDA Board, the Downtown Manager oversees and manages the development of the downtown business district, including obtaining and administering State and Federal grant funds and adherence to various local, state and federal guidelines. The Downtown Manager serves as staff support to various City Boards, Commissions and Committees as assigned by the DDA Board. The Downtown Manager is responsible for building and maintaining positive working relationships and to act as liaison between business owners, the DDA Board, and the City.

The Sault Ste. Marie Downtown Development Authority is a “select level” Michigan Main Street Community, and much of the work of the Downtown Manager is focused on organizing strong working committees and task forces to complete specific goals and objectives by following the Main Street four-point approach to Downtown Development. The four-point approach is focused on creating a culture of volunteer-driven Downtown Development to enable greater results throughout the Downtown area.

Essential Job Duties:

- Maintain a high level of visibility for the downtown and in the downtown enhancement effort
- Act as an advocate for quality downtown improvements, development and businesses
- Foster cooperation among and serving as a bridge between all entities involved in downtown enhancement and the DDA and citizens of Sault Ste. Marie
- Lobby for projects, improvement, and actions that will benefit downtown
- Engaging the public in the downtown enhancement effort and their ownership and involvement in the future of the downtown
- Motivate business owners, property owners and investors to make necessary improvement in a quality manner
- Work cooperatively with all appropriate department of the City, the Visitors and Convention Bureau, Chamber of Commerce, and other local groups involved in improving the downtown
- Coordinate the work of the DDA and any committee or task forces that are formed
- Represent the DDA at meetings, regional forums, commerce associations and professional organizations
- Develop and implement an effective marketing promotion, recruitment and retention program for the downtown
- Develop, refine and assist in the implementation of long- and short-range plans for the downtown with various City department, including the adopted TIF plans
- Identify other physical improvements needed in the downtown, and assist in identifying funding sources
- Organize and implement various façade and other improvement programs with local banks and other potential funding sources

- Assist in the organization of various Downtown promotional activities such as joint promotions, advertising campaigns, sales events, street sales, downtown activities, seasonal displays and decorations, planting flowers, etc.
- Coordinate joint efforts such as common store hours and window displays
- Conduct inspections of all areas of the Downtown district, including main streets, side streets, sidewalks, parking lots, alleys, green spaces, and pocket parks, in partnership with Dept. of Public Works staff.
- Coordinate volunteer groups for the four Main Street committees.
- Assist in creating and completing annual work plans for each of the four Main Street committees.
- Provide leadership and management to the Main Street Coordinator (DDA staff person) on a daily basis.

Supervision Received:

Work is performed under the general direction of the board of the Sault Ste. Marie Downtown Development Authority (DDA). The position will work closely with City staff assisting with downtown development, including the City Manager, the Planning and Development Department, The City Engineering Department, the Finance Department and other City offices that assist in downtown development.

Supervision Exercised:

Direct supervision is exercised over full-time main street coordinator position and periodic interns and seasonal workers. Supervisory responsibility will also be provided for downtown maintenance and improvement contracts and may be exercised over professional consultants to the DDA as well as any support staff that may work or volunteer for the DDA.

Administrative Duties:

- Serve as administrator of the DDA, including attendance at all DDA meetings, committee meetings and other activities
- Direct the overall management of the DDA, including staff supervision, as appropriate
- Maintain all authority records, including preparation and distribution of agendas and related documents
- Ensure preparation and recording of minutes of all meetings and supply reports as needed
- Develop budgets and maintain financial oversight of the DDA's finances, in coordination with the City Finance Director
- Prepare such annual reports and State reports as required
- Maintain an understanding of various regulatory and legislative issues of interest to the DDA

- Coordinate various downtown maintenance issues such as sidewalk snow-clearing, spring clean-up activities, on-going maintenance of street trees, lights, planters, sidewalks and the maintenance of other downtown improvements

Peripheral Duties:

- Prepare and authorize DDA Department payroll and accounts payable for processing by the Finance Department.
- Attend various staff and other meetings.
- Various office and administrative tasks.
- Other duties as assigned by the DDA Board.

Physical Requirements:

- Frequent standing, walking and sitting
- Frequent bending, twisting, squatting and reaching
- Clear oral and written communication
- Ability to frequently lift and carry objects weighing up to 25 pounds
- Physical ability to safely move about and conduct work in various indoor and outdoor locations
- Ability to withstand varied weather conditions, temperature changes, traffic hazards, and varying noise levels

Education/ Qualifications:

The DDA is seeking a candidate with a pro-active, market-driven, entrepreneurial approach to downtown development, with the ability to work with minimal supervision, the ability to develop a rapport with highly independent individuals within the business community, real estate community, public sector, and community at large, with the ability to assume a highly visible position as advocate for downtown, with a management style that motivates and fosters cooperation, and the ability to communicate well through public speaking and written reports, with an understanding of successful and contemporary approaches to the economic enhancement of older downtown districts.

Preferred minimum qualifications:

- Three or more years of progressively responsible experience working with downtown development, revitalization, and tax increment financing
- Bachelor's degree in planning, economic development, business administration, public administration or other appropriate field related to Downtown economic enhancement
- High level of oral and written communication skills
- High level of quantitative analysis skills
- Proficient with word processing, spreadsheet and database programs

- Knowledge and ability to utilize various incentive programs to implement development in the downtown
- Knowledge and willingness to utilize various social and electronic media to communicate with businesses and customers of the downtown
- Ability to communicate regularly with all businesses in the downtown to address concerns and implement policies to benefit downtown businesses

The description above is intended only as an illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and/or requirements of the job change. The Sault Sainte Marie Downtown Development Authority is an ADA EOE employer. Please see the Deputy City Manager for a complete description of the physical activities required of this position, working conditions, and/or to request reasonable accommodations.

Application Process

Applicants must submit completed employment application, cover letter, and resume' to:

City of Sault Ste. Marie
 Attention: Robin Troyer, Deputy City Manager
 225 E. Portage Avenue
 Sault Ste. Marie, MI 49783
 (906) 632-5717
rtroyer@saultcity.com

Current posting close date Tuesday, June 7, 2022. Applications will be received until position is filled.

The City of Sault Ste. Marie is and Equal Opportunity Employer