



DOWNTOWN
Sault Ste. Marie TM

AGENDA

Wednesday, February 9th, 2022 –
City Commission Chambers
225 E. Portage Avenue
Sault Ste. Marie, MI 49783

1. Call to Order
2. Roll Call
3. Approval of Minutes
 - January Minutes
 - November Minutes
4. Approval of Agenda
5. Declaration of Conflicts of Interest
6. Committee Designations
 - Economic Vitality Report
 - Committee Members
 - Promotions/Organization Report
 - Approval of 2022 Events
 - Design Report
 - Assign Committee Members/Chair
7. Financials
 - Kristin Collins here for questions
 - Corrective Action Plan (CAP) in response to 2021 Audit
 - Uniform Budgeting Act
 1. Expenditures exceeding revenues
 - a. Financial guarantee expense – parking garage
 - b. Projected revenues less than budgeted
 2. Expenditures have exceeded revenue for the last 3 years
8. Unfinished Business
 - Downtown Dollars – Check vs Gift Card

9. New Business

- Training & Goal Session – Wednesday, March 9th
- National Main Street Conference
 - May 16-May 18
 - Richmond, VA
 - MEDC Pays 1 registration fee (\$440)
- Vibrancy Grant Suggestion
- MEDC Match on Main Round 2

10. Director Report

- I 500 Pub Crawl Success
- Additional funding request to city
- Mini Façade Grant Program
 - Budget Amendment
- Work in progress
 - Sponsorship Program
 - Advertising Campaign
 - Downtown Dollars
- Goal Setting

11. Public Comment and Announcements

12. Board Comments and Announcements

13. Adjourn

Director's Report

I500 Pub Crawl

Pub Crawl appears to be successful! I spent Thursday, February 3rd walking around Downtown between our places and taking pictures. Lots of people out and about enjoying the I500 Pub crawl!

We ordered 498 shirts from All Star Graphics and 576 light up shot glasses and we nearly sold out. I should have final numbers by board meeting Wednesday!

Shirts Cost: \$3,198.50
Shot Glass: \$1,626.96
Total Cost: \$4,825.46

Sale Price: \$18
498 Shirts – 5 give-a-way Shirts on Eagle Radio = 493 Total Shirts

Total Maximum Revenue: \$8,874

Net Profit from event: \$4048.54

Additional Funding Request

Sponsorship with shirts: Given the sell out, I am not going to ask bars/restaurants to pay for sponsorship at this time. They will not receive a portion of the T Shirt sale but in exchange receive a free promotion on the back of the shirt. We will revisit this for the next pub crawl.

I have attached the memo I sent to City Administrator Chapman for the possibility of receiving additional funding from the city to support the DDA efforts. The ideal situation would be to capitalize on the grant monies available now through various state and federal funding sources.

Funding from the city would be used to pay a grant writer and to hire two part time LSSU interns to work in the office.

Mini Façade Grant Revamp

Attached is a request for the board to approve a request for a budget amendment to take from funds not currently being utilized to revive a Sault Main Street Grant program.

GL 401-901-986.000-0744 DDA Mini Façade Improvement Private Business has a balance of \$5,318.60. GL 402901-986.000-0704 Brick Paver Cross Walk Repairs has a balance of \$7,700.

I would like to zero out the Brick Paver account and combine it with the Façade program as well as move \$981.40 from our promotions budget to create \$14,000 fund for a new sign at their business. We would choose 7 businesses for \$2,000 matching grant.

Work in Progress

There are several projects that will build and add to our downtown that are currently in process.

Sponsorship Program

Finding opportunities for the DDA to raise money and promote our partners is important for events and economic growth. I am proposing we work with our branding to come up with a sponsorship program that will tie our community together.

- **Anchor** (\$5,000 - \$2,501)
 - You are an anchor to downtown!
- **Safe Harbor** (\$2,500 - \$1,001)
 - Creating a downtown dedicated to safety and prosperity
- **Longshoremen** (\$1,000 - \$501)
 - Hard working and dedicated to creating an impact for the downtown
- **Compass** (\$500 - \$100)
 - Providing direction and leadership to the downtown.

Advertising Campaign

Create and manage an ad campaign spanning radio, newspaper and digital to focus traffic on downtown business. Similar to a "Pure Michigan" style, this campaign will have a central theme to downtown and highlight a specific business.

Frequency of business based on buy in level.

UPDATE 2—9-22 Revitalizing of Downtown Dollars

In researching the difference between checks and gift cards, there were a few issues to consider: Mesa, AZ and Port Huron, MI use the same company to provide with a gift card program. The cards only cost \$1, which could be subsidized with a sponsor, however, it would require the DDA to visit every single business and register their POS to accept the cards. Merchants would pay the standard CC processing fee they currently use with their POS.

I would recommend going with the checks at this time to pilot the program and get it going. There were a number of concerns that Port Huron had about the program, despite Mesa's reviews.

If the DDA had a larger staff, we could afford to have someone swipe the main card to activate each POS and work out the details. I am sure their program will see improvements and possibly a good plan for the very near future.

Goal Setting

In order to have the MEDC team here, we are planning to have board training in place of our regular monthly board meeting on Wednesday, March 9, 2022 at 8am. We would then break and reconvene at noon for a lunch and a panel discussion with other Main Street programs in the state followed by our goal setting session. Concluding around 4pm that day.

I will update the schedule as we confirm the program.

8:00 AM – Board meeting = Board Training with MEDC

9:30 AM – Adjourn Board Training

12:00 PM – Lunch, provided by Sault DDA/Main Street with partnering Main Street members from Michigan to have a Q&A

1:00 PM – Work to develop committees and goals in each committee

2:00 PM - Bring group together to develop goals for our Main Street

3:30 adjourn