

**DEWITT DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING MINUTES – BOARD OF DIRECTORS  
Tuesday, February 10, 2009**

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**CALL TO ORDER:**

Chairman Lee called the meeting to order at 7:02 p.m.

Directors Present: Paul Hartlieb, Beth Herendeen, Jim Rundborg,  
Theresa Dubiel, Don Fletcher

Directors Absent: Fred Motz, John Coscarelli, Kris Kramer,  
Bill Sermak

Others Present: Kellie Warner, DDA Coordinator  
Lisa Grysen, Interim City Administrator

**APPROVAL OF AGENDA:** After the addition of Sign Ordinance to New Business, on motion by Director Hartlieb, seconded by Director Dubiel and carried by vote of the Board to approve the Agenda as presented.

**APPROVAL OF MINUTES:** On motion by Director Hartlieb, seconded by Director Herendeen and carried by vote of the Board to approve the Minutes of January 13, 2009 Board Meeting, as presented.

**PUBLIC COMMENTS:** None

**COORDINATOR'S REPORT:** Ms. Warner reported on attending sub committee meetings, working on wayfinding project for Design Committee, and Farmers' Market paperwork. Ms. Warner indicated conflict with March Board Meeting location. On motion by Chairman Lee, seconded by Director Hartlieb and carried by vote of the Board to have the DDA March Board Meeting at Scoopy Doos. Chairman Lee advised committee heads that if they need help from coordinator to funnel through him.

**OLD BUSINESS:**

1. **Comprehensive Development Plan and City Zoning Ordinance:** Chairman Lee advised Director Hartlieb attended the Planning Commission Meeting and read DDA's letter. Chairman Lee stated the Planning Commission's focus at this time is Area 7 and they are not discussing our suggestions at this time. They will keep our letter on file for future. Chairman Lee wants another meeting with the Parking Committee. There are two issues that need resolved. 1) How we reserve on street parking for customers; 2) Making retail parking exempt.

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**NEW BUSINESS:**

1. Christmas Decorations: On Motion by Mayor/Director Rundborg, seconded by Director Fletcher and carried by vote of the Board to approve purchase of Christmas lights and decorations not to exceed \$4500.00.
2. Signage: Discussions were had on current sign ordinance. Chairman Lee advised the Design Committee would review the current ordinance and report back at the March Board Meeting. On Motion by Director Herendeen, seconded by Mayor/Director Rundborg and carried by vote of the Board to extend Co-op Advertising Campaign to businesses that did not participate and to advise this can also include purchase of signage.

**OTHER BUSINESS:**

1. Economic Development Committee Report: Committee Chairman Hartlieb advised that the committee is working on an analysis using maps and overlays of downtown. Once they are done with the analysis, they will present 2 or 3 options to the Board to vote on. He also advised Tim Hunnicut is on this committee and he is looking at funding we may be entitled to.
2. Design Committee Report: Committee Co-Chairman Lee reported that the Planning Committee agreed to move forward on developing design standards for downtown.
3. Organization and Promotion Committee Report: Committee Chairman Fletcher presented a DDA \$5 buck that the committee is working on that would go out to shoppers to present to downtown businesses. The business owner would then present the \$5 buck to the DDA for reimbursement. Board agreed good idea but advised that the committee needs to work on it a little more to limit top end and prevention of fraudulent access of it. Also needs to come up with a plan for it to spread through all businesses. Committee Chairman Fletcher also advised the committee would like to move Farmers' Market to Tuesday nights. On motion by Director Hartlieb, seconded by Director Fletcher and carried by vote of the Board, to move Farmers' Markets to Tuesday nights beginning June 2, 2009 running through October 13, 2009 from 5:00 p.m. to 8:00 p.m. with road closure beginning at 3:30 p.m. Director Fletcher also advised concerns with Movies in the Park. After discussions, it was decided that Movies in the Park was not recommended. Discussions were had on a Picnic in the Park. On Motion by Mayor/Director Rundborg,

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seconded by Director Herendeen and carried by vote of the Board to approve for the Organization and Promotion Committee to move ahead with Picnic in the Park and work out the details and budgeting of the event and report back to the Board in March. It was decided that Director Dubiel would advise DeWitt Chamber that the DDA will not be doing Movies in the Park and are looking at a different direction this year. Director Fletcher also advised that the downtown had 6 new businesses that have not received welcome packets. On Motion by Chairman Lee, seconded by Director Hartlieb and carried by vote of the Board to spend \$25 for welcome baskets and other downtown businesses are able to solicit with it. This committee will report monthly when baskets have been done.

4. Treasurer's Report: Mayor/Director Rundborg suggested the Board take the Treasurer's report and review it and approve it at the March Board Meeting. The Board agreed.
5. Council Report: Mayor/Director Rundborg advised a contract had been signed with the new City Administrator, Chris Olsen, and he would start around the 15<sup>th</sup> or 20<sup>th</sup> of March.

**ADJOURNMENT:** On motion by Chairman Lee, seconded by Mayor/Director Rundborg and carried by vote of the Board to adjourn the meeting at 8:34 p.m.

Respectfully Submitted:

Kellie Warner, on behalf of  
Paul Hartlieb, Board Secretary