

DEWITT DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING MINUTES - BOARD OF DIRECTORS

Tuesday, March 10, 2009

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**CALL TO ORDER:**

Chairman Lee called the meeting to order at 7:00 p.m.

Directors Present: Theresa Dubiel, Don Fletcher, Paul Hartlieb, Beth Herendeen,  
Kris Kramer, Mike Lee, Jim Rundborg, Bill Sermak  
Directors Absent: John Coscarelli, Fred Motz  
Others Present: Kellie Warner, DDA Coordinator  
Kara Villarreal, DDA Administrative Assistant  
Lisa Gysen, Interim City Administrator

**APPROVAL OF AGENDA:** On motion by Director Hartlieb, seconded by Director Fletcher and carried by vote of the Board to approve the Agenda as amended.

**APPROVAL OF MINUTES AND TREASURER'S REPORT:** On motion by Director Dubiel, seconded by Director Sermak and carried by vote of the Board to approve the Minutes of the February 10, 2009 Board Meeting, as presented, and to approve the January, 2009 Treasurer's Report, as presented..

**PUBLIC COMMENTS:** None

**COORDINATOR'S REPORT:** Ms. Warner reported sending out letters extending the Co-Op Advertising Program to those who did not take advantage of it previously. She was also working on obtaining Farmer's Market street closure approval and 2009 Market rules. Director Sermak suggested utilizing Main Street as alternate site. Vendor fees were then discussed and determined: On motion by Director Hartlieb, seconded by Mayor/Director Rundborg and carried by vote of the Board to charge Vendors \$10.00 per week. If entire season of \$200.00 paid in advance, Vendors would be able to reserve a spot and, if they attend all markets of the season, they would be eligible for a refund of 50% or \$100.00 at the end of said season.

**OLD BUSINESS:** none

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**NEW BUSINESS:**

1. City Newsletter/DDA Column: Chairman Lee would like to see a column covering what the DDA is in process of doing now to include events and reorganization of the DDA. Mayor/Director Rundborg felt both should be covered with perhaps each Committee providing a column. Organization Committee to take charge of column. Other inclusions suggested would be the Farmer's Market date changes, Picnic in the Park event and list of current downtown businesses. Chairman Lee directed Ms. Warner to work up a column and submit to Chairman Lee for approval.

2. Budget Process: Ms. Villarreal distributed worksheet that defined line items and addressed deadlines for request submissions. Worksheet reviewed and suggestions made for 09/10 Budget. Mayor/Director Rundborg advised that the sound system needs repair and/or update and requested consideration for the 09/10 Budget. Design Committee to investigate cost. 09/10 Budget to include the line item addition of Conference and Travel to cover any Director attendance. Chairman Lee to approve attendance requests.

3. Report on Planning Commission/Architectural Committee : Chairman Lee reported that the Planning Commission had approved putting together a visual facade graphic. The purpose of this would be to give the Planning Commission and the DDA a picture to tailor architectural guidelines. They will be preparing a preferred list of colors and materials along with non-preferred lists. Need for DDA participation at the meetings on 4<sup>th</sup> Thursday of the month.

4. National Association of Community Development: Chairman Lee and Mr. Hunicutt attended conference. Goal to link cities to HUD and check on funding opportunities that would be available and qualifications.

5. New City Administrator: Chairman Lee questioned if the City Administrator would be required to attend DDA meetings. Mayor/Director Rundborg advised that he would commence with the April meeting.

6. Board Member Meeting Attendance: Chairman Lee wished to commence implementation of rules and enforce.

7. CCEDC: Advised of proposed extension of Blue Bus routes.

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**OTHER BUSINESS:**

1. Economic Development Committee Report: Committee Chairman Hartlieb advised that the Committee met; secured County maps to create overlays for downtown area parameters; budget discussed; focus on Farmer block as target for main/showcase project; looking at other options, as well; emailed guidelines for Committee.

2. Design Committee Report: Committee Co-Chairman Lee reported meeting early the next week;. Overview of Planning Commission;. Wayfinding system/signage.

3. Organization and Promotion Committee Report: Chairman Fletcher reported working on community calendar; \$5.00 coupons; Picnic in the Park; new business baskets; volunteer program.

4. Council Report: Mayor/Director Rundborg reported Council looking at acquisitions as they become available. Chairman Lee questioned condemnation process. Discussion was held on specific properties.

5. Planning Commission/Parking Committee: Chairman Lee reported no requirement for retail or restaurants. There will be requirements for all others. Will define retail as walk in and out business. This would cover new businesses. Need for DDA policy and enforcement of employee and landlord parking. Emphasis must be on customer parking. Discussion held on priorities.

**ADJOURNMENT:** On motion by Mayor/Director Rundborg, seconded by Director Herendeen and carried by vote of the Board to adjourn at 8:45 p.m.

Respectfully Submitted:

Kara L. Villarreal, on behalf of  
Paul Hartlieb, Board Secretary

