

**DELHI CHARTER TOWNSHIP  
DOWNTOWN DEVELOPMENT AUTHORITY BOARD  
MINUTES OF REGULAR MEETING HELD ON OCTOBER 27, 2020**

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The Downtown Development Authority, pursuant to Public Act 228 of 2020 and Ingham County Health Department Emergency Order 2020-22, conducted its regular Tuesday, October 27, 2020 meeting remotely. Vice Chairperson Fauser called the meeting to order at 7:00 p.m.

**MEMBERS PRESENT:** Rick Brown, Rita Craig, Tim Fauser, John Hayhoe, Nanette Miller, Sally Rae

**MEMBERS ABSENT:** Harry Ammon, David Leighton, Steven L. Marvin

**OTHERS PRESENT:** C. Howard Haas, DDA Executive Director, Lori Underhill, DDA Deputy Director

Delhi Township IT Director, Tristan Knowlton, read the Protocol for Comments from the Public during Virtual Meetings to the audience.

**SET/ADJUST AGENDA** There were no adjustments to the agenda.

**APPROVAL OF MINUTES**

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**Rae moved, Craig supported, to approve the regular meeting minutes of September 29, 2020.**

A Roll Call Vote was recorded as follows:

Ayes: Brown, Craig, Fauser, Hayhoe, Miller, Rae

Absent: Ammon, Leighton, Marvin

**MOTION CARRIED**

**PUBLIC HEARING**

**OPEN PUBLIC HEARING – FY 2021 DDA BUDGET**

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**Miller moved, Craig supported, to open the Public Hearing for the Fiscal Year 2021 DDA Budget.**

A Roll Call Vote was recorded as follows:

Ayes: Brown, Craig, Fauser, Hayhoe, Miller, Rae

Absent: Ammon, Leighton, Marvin

**MOTION CARRIED**

The Public Hearing opened at 7:04 p.m.

Nancy Romig, 4168 Watson Avenue, commented that she feels that our Farmers Market is underutilized and costs more than similar markets. She would like our market to offer more programs to the public.

SUBJECT TO APPROVAL

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**CLOSE PUBLIC HEARING – FY 2021 DDA BUDGET**

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**Craig moved, Rae supported, to close the Public Hearing for the Fiscal Year 2021 DDA Budget.**

A Roll Call Vote was recorded as follows:

Ayes: Brown, Craig, Fauser, Hayhoe, Miller, Rae

Absent: Ammon, Leighton, Marvin

**MOTION CARRIED**

The Public Hearing closed at 7:07 p.m.

**BUSINESS**

**APPROVE FY 2021 DDA BUDGET**

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**Craig moved, Miller supported, to approve the Fiscal Year 2021 Delhi Charter Township Downtown Development Authority Budget and to submit it to the Township Board of Trustees for approval.**

No changes have been made to the budget since the Budget Workshop held on September 8, 2020.

A Roll Call Vote was recorded as follows:

Ayes: Brown, Craig, Fauser, Hayhoe, Miller, Rae

Absent: Ammon, Leighton, Marvin

**MOTION CARRIED**

**BACK TO BUSINESS PROGRAM UPDATE**

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Catherine Ferland, Blohm Creative Partners, gave an overview of the Back to Business Program to date. 82 total businesses contacted the DDA to participate. More than half of those businesses have completed their digital marketing campaigns. 5 campaigns are still running, 16 are in progress. There are still a handful that have not responded. She shared a success story with the Board. Small Talk Children's Advocacy Center holds an annual fundraiser for their organization. This year presented a problem for their usual program. They utilized a Facebook Ad Campaign under our program and saw a 12% link click through rate (the average is only 1 to 2%) and felt that many new eyes were on their organization. The fundraiser did very well and they were pleased with the results.

Jeff Blohm, Blohm Creative Partners, commented that many businesses are facing uncertainty and there is no clear sign of when things will be returning to normal. They are also facing understaffing issues and capacity limitations. Since the original \$250,000 budget has not yet been depleted, the DDA will introduce Phase 2 of the Back to Business Program. We will reach out to those who have not yet participated and then offer additional marketing to those who have participated previously. The program will continue until the original budget has been depleted and will operate on a first come, first served basis.

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Vice Chairperson Fauser asked how new businesses should indicated their interest. An email sent to Lori Underhill is all that is needed.

Treasurer Rae asked for confirmation on which businesses may participate. The DDA will first reach out to those businesses who have yet to commit before going back to those that have already participated. Many businesses have never used digital marketing before and may be hesitant to do so now. Blohm Creative Partners offers a mini seminar to those who are unfamiliar with digital marketing.

Nancy Romig, 4168 Watson Avenue, commented that the Back to Business Program is great for local businesses. She reiterated her request to have a list of businesses utilizing the program to be released to the public.

**APPROVE HRC PROPOSAL – HOLT FARMERS MARKET ADDITION & IMPROVEMENTS**

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**Miller moved, Craig supported, to approve the Proposal for Professional Engineering Services for the Holt Farmers Market Addition and Improvements Project from Hubbell, Roth & Clark, Inc. in the amount of \$21,500.00.**

Todd Sneathen, Hubbell, Roth & Clark, Inc. (HRC) reported that he met with Holt Farmers Market Manager Chuck Grinnell on site to review the proposed addition and improvements. There will be a small addition on the east end of the building, a new canopy area on the south end of the building, and improvements to the façade. This project will go through the Site Plan Review process with Delhi Township Community Development. The project will be bid based on available funding and can be completed in phases. Mr. Haas explained that there is a long list of potential vendors that would like to be part of the market, but there is not adequate space for them to do so. With the attraction of so many additional customers this year, even during a pandemic, the expansion will allow us to use the building more effectively.

A Roll Call Vote was recorded as follows:

Ayes: Brown, Craig, Fauser, Hayhoe, Miller, Rae

Absent: Ammon, Leighton, Marvin

**MOTION CARRIED**

**APPROVE HRC PROPOSAL – DELHI TRAILS ASPHALT REHABILITATION RECOMMENDATION**

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**Craig moved, Brown supported, to approve the recommendation for Delhi Trails Asphalt Rehabilitation from Hubbell, Roth & Clark, Inc. estimated at \$19,000.00 and instruct HRC to prepare the bid documents for the project.**

The Non-Motorized Trail from the new Esker Landing Park to Dallas Avenue would be rehabilitated using sealcoating, crack sealing, and have small sections of the trail completely replaced. There is still a lot of good use left in the trail and many additional years can be added utilizing this maintenance program.

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A Roll Call Vote was recorded as follows:

Ayes: Brown, Craig, Fauser, Hayhoe, Miller, Rae

Absent: Ammon, Leighton, Marvin

**MOTION CARRIED**

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**APPROVE HRC PROPOSAL – MUNICIPAL PARKING LOT AT 2176 CEDAR**

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**Craig moved, Miller supported, to approve the recommendation for Cedar Street Municipal Parking Lot Preliminary Designs and Costs from Hubbell, Roth & Clark, Inc. estimated at \$47,190.00 and instruct HRC to prepare the bid documents for the project.**

Mr. Sneathen, HRC, described Option A in the proposal. A parking lot with 30 spaces will be provided using milling surface (less dusty than gravel). It can easily be paved at a future date. The parking lot will be utilized for the proposed small restaurant business in the former tattoo parlor and for municipal use for Township events. Supervisor Hayhoe asked if the Ingham County Drain Commissioner's Office (ICDC) would need to be involved. Mr. Sneathen responded in the affirmative. They must tie into the storm sewer at the edge of Cedar Street. The plan includes all the features that the ICDC requires for a permit. The lot entrance will utilize the existing curb cut on Cedar Street. There are no plans to put up a fence on the south end of the property.

A Roll Call Vote was recorded as follows:

Ayes: Brown, Craig, Fauser, Hayhoe, Miller, Rae

Absent: Ammon, Leighton, Marvin

**MOTION CARRIED**

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**REPORTS**

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**Executive Director**

Mr. Haas reported that DDA staff attended the MSUFCU Grand Opening event on October 6. There are 3 potential restaurant tenants for the former tattoo parlor building on Cedar Street. Dewitt Fence Company will be erecting a fence around the Esker Square building site. The installation was delayed due to MISS DIG not completing the utility staking on the property. The pavilion at Esker Landing is now complete. Mr. Haas thanked Holt Farmers Market Manager Chuck Grinnell for creating an effective plan for safe shopping at the market due to COVID-19 restrictions. 4 air purifiers are now in use to improve air quality indoors.

**Deputy Director**

Ms. Underhill reported that Facebook ads and a geofencing campaign continue to be very successful in bringing shoppers to the Farmers Market. The Safe Routes to School sidewalk construction project has been completed. Public Act 228 of 2020 allows for virtual meetings to continue until January 1, 2021. After that date, we will follow the protocols and guidelines set by the State of Michigan and the Ingham County Health Department for our meetings.

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**Advertising & Marketing Committee**

There was no report.

**Planning Commission**

Ms. Craig reported that the Planning Commission met to approve the Site Plan for the Rain Storm Car Wash. A Special Use Permit was approved at 2560 Eaton Rapids Road.

**Supervisor**

Township Supervisor Hayhoe reported that he attended the MSUFCU Grand Opening event on October 6. The Holt to Mason Trail will begin construction soon. The Doggy Day Care will be opening soon. There were two businesses that receive grant funds from Lansing Economic Area Partnership.

**Treasurer**

Ms. Rae reported the total cash and investments as of September 30, 2020 was \$6,243,793.

**Members**

None.

**Limited Comments**

None.

**ADJOURNMENT**

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**Miller moved, Brown supported to adjourn the meeting.**

A Roll Call Vote was recorded as follows:

Ayes: Brown, Craig, Fauser, Hayhoe, Miller, Rae

Absent: Ammon, Leighton, Marvin

**MOTION CARRIED**

The meeting was adjourned at 7:54 p.m.

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Nanette Miller, Secretary

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SUBJECT TO APPROVAL