

Downtown Development Authority

Regular Meeting Minutes

Wednesday, October 2, 2013
Noon, Council Chambers



City of South Haven

MISSION STATEMENT: The Downtown Development Authority (DDA) is to be a leader in helping to fulfill the City of South Haven Municipal Plan; through planning, funding, and development of projects within the DDA District which promote, encourage and contribute to the overall economic growth and development of the community.

1. Call to Order by Olson at 12:00 noon.

2. Roll Call

Present: Burr, Marcoux, Newton, Whiteford, Olson
Absent: Braun, Maxwell, Zuckerman

Also present: Brian Dissette, City Manager; Steve Oosting, City Engineer

3. Approval of Agenda

Motion by Whiteford, second by Marcoux to approve the October 2, 2013 agenda as presented.

All in favor. Motion carried.

4. Approval of Minutes – August 21, 2013 Special Meeting Minutes

Motion by Newton, second by White to approve the August 21, 2013 Special Meeting Minutes as written.

All in favor. Motion carried.

5. Interested Citizens in the Audience Will be Heard on Items Not on the Agenda

None at this time.

6. DDA will be asked to authorize the City Manager to sign closing documents for acquisition of the former Baars Building, 317 Hogan's Alley.

Davidson reviewed the past meetings and actions leading to the meeting today, regarding the purchase of the former Baars' Building on Hogan's Alley. Today the Downtown Development Authority (DDA) is being asked to authorize the city manager as signatory on

the closing on Tuesday, October 8, 2013. The evening prior, October 7th, the City Council will be asked to authorize the city manager as signatory; the closing will be the next day (October 8th)

Motion by Whiteford, second by Marcoux to authorize the City Manager to sign closing documents for acquisition of the former Baars Building, 317 Hogan's Alley.

All in favor. Motion carried.

7. Report of conceptual plans for parking at 317 Hogan's Alley – Steve Oosting, Project Engineer

Marcoux was concerned about the quantity of green space in the proposed plan and asked if there could be more parking spaces. Oosting said staff tried to get more parking in this area but because of the way this property is laid out, it was difficult. Oosting stated that this is just a preliminary plan and there are no plans at this time for use of the green space.

Oosting responded that the proposed parking lot space is larger than the Baar's property in an area that the city already owns. The net increase of parking spaces is up to twenty-nine (29). However, a proposed drawing, and engineering and grading has not been done yet.

Marcoux asked the dimensions of the green space; "can it be sold for a small business?" Dissette interjected that the city could possibly do a license agreement for outdoor dining if there was interest by a nearby business. Dissette said five (5) years is the maximum for which the city can have a lease agreement. Oosting agreed that this layout is ideally suited for a building, right in the center of this space.

Burr questioned why the vertical spaces on the left (toward the west) could not be turned horizontally to get more parking spaces – maybe ten (10) or twelve (12) spaces instead of five (5). Discussion ensued regarding designing the driving area whether a one-way instead of a two-way driving lane could be incorporated to achieve more parking.

Newton asked if Hogan's Alley from the south would provide access to the five (5) parking spaces towards the west and if the most northern strip can be accessed from either direction. Oosting pointed out that the alley is currently one-way west to east.

Whiteford asked if the green space will have a finished grade – grass or dirt? Dissette said once the city has title to the property, staff will bring the DDA a variety of options. Staff can look to maximize green space or to maximize parking. Staff will work with this board to refine the plan, but as it stands there is a net increase of twenty-nine spaces.

Dissette promised that three (3) to five (5) parking variations will be provided for the board to consider.

8. Report of communications activities for the Phoenix Street Improvement project – Deb Davidson, DDA Director

Davidson updated the board regarding various methods being utilized to communicate with the downtown merchants.

- Brochures
- The next phase of signage + signage for back doors
- Weekly update meetings at bakery.
- Frequent updates from Steve.
- A partnership with the South Haven Tribune.
- Renderings on display in businesses (and will get more if anyone wants to put those in their businesses).
- Davidson is writing a blog for the project.

Davidson explained that the brochures (which she distributed to board members) are getting reprinted due to being improperly centered. Up-to-date ones should be available by the end of the week.

Davidson noted that the last update meeting had about fifteen attendees and questions have been concerns about water availability on the next phase, parking, time frame, etc.

Davidson presented an overview of the www.digsoha.com website, pointing out various features which will serve to inform the public about the project.

Davidson clarified that business owners will do their own promotions and email the information to Davidson. Davidson posts the information on the Dig SoHa website. A website calendar on the website includes the events. The blog will be a weekly commentary on Davidson's personal view as she walks around the site; she will be highlighting and mentioning businesses and will keep a record so she can get to everyone throughout the time of the project. Davidson noted that she is also going to make sure outlying businesses get brochures so visitors will have parking maps and the information they need to get downtown and have a positive experience.

Marcoux pointed out the importance of opening Broadway Street when it was promised.

Board members had positive comments regarding the project and the website.

9. Board Comments

None at this time.

10. Adjourn

Motion by Marcoux, second by Whiteford to adjourn at 12:25 p.m.

All in favor. Motion carried.

RESPECTFULLY SUBMITTED,

Marsha Ransom
Recording Secretary