MINUTES OF THE MAIN STREET GROSSE POINTE MEETING HELD VIA THE ZOOM TELECONFERENCE APPLICATION ON MONDAY, DECEMBER 7, 2020 AT 6:00 PM.

Board Members Present: Alexis DeLuca, Mark Thomas, Ann Lyke, Kasey Malley, Chris Moyer, Anne Murphy, Terence Thomas, Sheila Tomkowiak, and Lanna Young

Board Members Absent: June Lee, Hans Bridien

Others Present: City Manager Pete Dame and Michigan Main Street Program Liaison Leigh Young

Board Chair Malley called the meeting to order at 6:04 p.m.

MINUTES FROM OCTOBER 13th MEETING
Motion to approve by Mayor Tomkowiak. Seconded by Mr. Thomas

ROLL CALL VOTE
Ayes: DeLuca, Malley, Moyer, M. Thomas, T. Thomas, Tomkowiak, Young.
Nays: None

MOTION CARRIES.

DISCUSSION – WITH MICHIGAN MAIN STREET ON MAIN STREET COVID-19 ACTION PLAN
Ms. Young led the meeting through some key Michigan Economic Development Corporation and Michigan Main Street key resources for an economic plan of action to get through COVID-19. This website provides ideas, tips, and a plan for recovery. These suggestions are broken down by each of the Michigan Main Street areas. Design, Promotion, Organization, and Economic Vitality.

https://www.michiganbusiness.org/about-medc/covid19/

COMMITTEE CHAIRS AND ASSIGNMENT

Chair Malley shared with the Board all of the Committee Chair assignments. Those assignments are as follows:

Design: Mark Thomas
Organization: Terrance Thomas and Alexis DeLuca will be co-Chairs
Economic Vitality: Ann Murphy
Promotions: Lanna Young

Michigan Main Street liaison Ms. Young than described a plan forward for each of the committees. Committee Chairs will meet with Ms. Young. Those meetings will take place the week of January 11th, based on individual scheduling.

In addition to meetings with Committee Chairs, the Executive Committee will be sending letters to the list of volunteers who will serve on the committee. That way those volunteers can be engaged prior to committee meetings.

FUNDRAISING UPDATE

The Executive Committee put together a “pledge letter” to go out to key doners. Those letters have been sent out to the majority of those doners in November. These letters outline the importance of fulfilling the pledges that were made, and what the benefits of making those pledges entail.
HIRING AN EXECUTIVE DIRECTOR

Chair Malley than recognized Mayor Tomkowiak to share with the board the plan to hire an Executive Director for the Grosse Pointe Main Street Program and a job description that will be posted. The timeline calls for the position to be posted by December 8th, the Executive Committee to lead the search, interview candidates, and for the entire board to make a selection by the end of February. The job description effectively lays out key qualifications and attributes that the Executive Director will need to be successful in the role. Both the timeline and the job description were put forward for approval by the board.

Motion to approve the Executive Director Hiring Timeline and Job Description proposed by Ms. Murphy and seconded by Mr. Thomas.

ROLL CALL VOTE
Ayes: DeLuca, Malley, Moyer, M. Thomas, T. Thomas, Tomkowiak, Young.
Nays: None

MOTION CARRIES.

SOCIAL MEDIA AND MARKETING

Before hiring an Executive Director, the Executive Committee recommends that the board retains the services of a marketing and social media coordinator to distribute a promote Village activities. Those activities included generating social media posts provided by Village merchants and the City of Grosse Pointe and a monthly e-newsletter called “This Month in the Village.” Chair Malley called for a motion to consider retaining this Event Coordinator on a month-to-month basis until the Executive Director is hired and can make those types of determinations on their own.

Motion to approve continuing to have a month-to-month contract for marketing and social media by Mayor Tomkowiak and seconded by Mr. Thomas.

ROLL CALL VOTE
Ayes: DeLuca, Malley, Moyer, M. Thomas, T. Thomas, Tomkowiak, Young.
Nays: None

MOTION CARRIES.

APPROVAL OF A LEASE AGREEMENT FOR OFFICE SPACE

The Grosse Pointe Downtown Development Authority has the opportunity to sign a lease agreement to occupy an office for free at the Kercheval Properties in Suite 212. Chair Malley requested a motion to approve the signing of that lease agreement.

Motion to approve the Five- Year Lease agreement for office space was proposed by Mayor Tomkowiak and seconded by Mark Thomas.

ROLL CALL VOTE
Ayes: DeLuca, Malley, Moyer, M. Thomas, T. Thomas, Tomkowiak, Young.
Nays: None
MAIN STREET BOARD CALENDAR FOR 2021

Chair Malley introduced City Manager Pete Dame to review the Calendar of Meetings for 2021. The calendar was refined to reflect holidays. There will be ten general board meetings in 2021 starting at 7 pm. The new proposed dates are:
February 1
March 1
April 12 (2nd Monday)
May 3
June 7
July 12 (2nd Monday)
September 13 (2nd Monday)
October 4
November 1
December 6

Chair Malley asked for a motion to approve the revised board meeting calendar for 2021.

Motion to approve revised calendar by Mark Thomas and seconded by Mayor Tomkowiak.

ROLL CALL VOTE
Ayes: DeLuca, Malley, Moyer, M. Thomas, T. Thomas, Tomkowiak, Young.
Nays: None

NEXT STEPS DISCUSSION

DISCUSSION ON MAIN STREET BASELINE ASSESSMENT
Michigan Main Street Liaison shared the plan and purpose behind developing a “Baseline Assessment”. These require meetings with the community and key stakeholders. These meetings will take place after the executive director is brought on board. In addition to multiple meetings with community members and stakeholders there is a survey and market data. Dates for these meetings have been proposed for March to have these meetings and conduct the survey.

Once those meetings have taken place and the data has been gathered the Main Street Program will help to identify a series of “Transformation Strategies”. Then the Board will select a couple of those strategies to pursue.

Ms. Young will be setting up meetings for the Committee Chairs in January. Committee meetings should start to take place in January before the next February meeting.

Mr. Moyer will identify key language for how we should be describing the work of the Grosse Pointe Main Street Program.

PUBLIC COMMENT - None.

ADJOURNMENT
The meeting of the Main Street Grosse Pointe Board was adjourned at 7:06 p.m.