MINUTES OF THE MAIN STREET GROSSE POINTE MEETING HELD VIA THE ZOOM TELECONFERENCE APPLICATION ON MONDAY, SEPTEMBER 14, 2020 AT 6:30 PM.

City Clerk Arthurs administered the collective oath of office for the members of Main Street Grosse Pointe. It was noted for the record that signed Oath of Office forms for each member were submitted to the City Clerk.

Mayor Tomkowiak called the meeting to order at 6:38 p.m.

BOARD MEMBER INTRODUCTIONS
Board Members Present: Hans Brieden, Alexis DeLuca, June Lee, Ann Lyke, Kasey Malley, Chris Moyer, Anne Murphy, Mark Thomas, Terence Thomas, Sheila Tomkowiak, Lanna Young

Main Street Board Members introduced themselves and described their interest and role in The Village.

SELECTION OF CHAIR
Nominations for the position of Chair were opened. A nomination for Kasey Malley was received. Hearing no further names, the nominations for Chair were closed.

Motion by Brieden, second by DeLuca, to appoint Kasey Malley to Chair of Main Street Grosse Pointe.

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

MOTION CARRIES.

ADDITIONAL INTRODUCTIONS
Chair Malley introduced Peter Dame, City Manager/DDA Director and City Clerk/DDA Secretary Julie Arthurs.

Members of the Michigan Main Street Team were also present and introduced themselves:
Leigh Young, Organization Specialist, Michigan Main Street, MEDC
Laura Krizov, Coordinator, Michigan Main Street, MEDC
Joe Frost, Economic Vitality Specialist, Michigan Main Street, MEDC
Norma Miess, National Main Street Center

DISCUSSION – CHALLENGES/SUCCESSES WITH THE VILLAGE
Board Member discussion took place regarding the current challenges and successes The Village has or is facing in the future. Members noted that The Village needs to attract more shoppers through events and marketing. Consistency and leadership are necessary. Store/business vacancies need to be filled, and The Village needs to be a key destination in the area. A diverse mix of businesses are needed along with a sense of place keeping the rich tradition of the area. Cleanliness and aesthetics are important to create a good atmosphere in The Village. Community education about what is available in The Village is key.

INTRODUCTION TO MAIN STREET
Norma Miess provided a presentation describing The Main Street Approach which is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district’s economy.
A program’s work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization. A revitalization program’s work and its Transformation Strategies need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement. Ms. Miess discussed the work in four broad areas, known as the Four Points:

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

DESIGN supports a community’s transformation by enhancing the physical and visual assets that set the commercial district apart.

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community’s unique characteristics.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Ms. Miess answered various Board Member questions regarding the next steps, hiring protocols for an Executive Director, and how to catalyze new investment while celebrating The Village’s historic character.

NEXT STEPS DISCUSSION
Board Members discussed the hiring process for Executive Director. Chair Malley encouraged Board Members to review the Main Street Hiring Assistance packet and materials provided in the agenda packet. It was noted that the Board of Directors should create a hiring committee and begin drafting a job description.

Fundraising and existing pledges were discussed. It was noted that a campaign should be created to follow through on pledges or to correct gaps in existing pledges.

NEXT MEETING AND TIMELINE
Chair Malley asked Michigan Main Street to describe Board Training. It was noted that training would be about two hours and general consensus was to select a few dates to get an idea when Board Members and Michigan Main Street are available. Member Moyer volunteered to develop a digital calendar and meeting request to circulate to members to determine the next date for a meeting and Board Training.

It was noted that at the next meeting Chair Malley would appoint an additional member to the Executive Committee. Board Members were requested to submit their interest to serve on a subcommittee (based on their interest and skillset) to the Chair prior to the next meeting. Subcommittee assignments and appointments would be made at the next meeting.

ADOPTION OF MINUTES – AUGUST 2020 DDA MEETING
Motion by Tomkowiak, second by Moyer, to adopt the August 10, 2020 DDA Meeting minutes as presented.

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

MOTION CARRIES.
SELECTION OF OFFICERS
Chair Malley indicated that the following members had expressed an interest in serving as an officer of Main Street Grosse Pointe:

   Vice Chair – Hans Brieden  
   Secretary – Chris Moyer  
   Treasurer – Ann Lyke

Chair Malley asked if there were any other nominations for the aforementioned offices. Hearing no further names, nominations were closed.

Motion by Tomkowiak, second by T. Thomas, that the slate of Officers of the Main Street Grosse Pointe, noted above, be approved.

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

MOTION CARRIES.

REVIEW OF ASCENSION BREAST CANCER AWARENESS MONTH EVENT PLAN
City Manager Dame reviewed the event plan for Pink Night in The Village for the Board. Mr. Dame indicated that the DDA Event Planner has worked with Ascension on the plan and feels confident the event will meet CDC guidelines for COVID-19 precautions. Board discussion took place regarding the event.

PUBLIC COMMENT - None.

ADJOURNMENT
The meeting of the Main Street Grosse Pointe Board was adjourned at 8:18 p.m.