MINUTES OF THE MAIN STREET GROSSE POINTE MEETING HELD VIA THE ZOOM TELECONFERENCE APPLICATION ON TUESDAY, OCTOBER 13th, 2020 AT 6:00 PM.

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

Board Members Absent: Hans Brieden and Mark Thomas

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

MINUTES FROM SEPTEMBER 14th MEETING
Motion to approve by Mayor Tomkowiak. Seconded by Mr. Lee.

ROLL CALL VOTE
Nays: None

MOTION CARRIES.

ADDITIONAL INTRODUCTIONS
Chair Malley introduced Peter Dame, the City Manager/DDA Director, and City. Then members of the Michigan Main Street Team
Leigh Young, Organization Specialist, Michigan Main Street, MEDC
Tony Garcia, Promotion Specialist, Michigan Main Street, MEDC

DISCUSSION – WHAT DO BOARD MEMBERS WANT TO GET OUT OF THE TRAINING
Ms. Young asked the board members what they were hoping to learn from this training and process. The board members discussed what they are hoping to get out of the training. Key points, what is the best way to participate in the process. How to get the process started. How to get a working board to function well when there are more board members than staff.

TRAINING AGENDA
MAIN STREET APPROACH AND MODEL FOR REVITALIZATION
A grassroots, community-and volunteer-driven strategy encouraging economic development. Main street economic development is volunteer-driven vs. traditional staff driven. The program is about community ownership. Supporting business owners to grow jobs. Celebration and promote cultural assists. Financed through public/ private partnership.

Question from Board Member and Council Member Thomas- “How can we identify what our community truly wants to see.”

Ms. Young- In early 2021, the Michigan Main Street Program will go through a series of exercises to help run surveys and engage with leaders and the community to help identify the true wants and needs. There will be a community survey and a leadership survey. Market-based data will also be provided.

GUIDING PRINCIPLES AND MAIN STREET APPROACH
This process takes a long time. This process is comprehensive, incremental, and about developing partnerships. This program focuses on quality over quantity. This process does require a change to ensure to facilitate the vision of the community for downtown. Community vision leads to transformation strategies that can be effectively implemented and measured. COVID-19 requires a different approach this winter to help the community and business owners navigate the unique challenges this winter might cause.
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.

THE BOARD MEMBERS DID A BREAKOUT ACTIVITY
This activity involved the board members reviewing the specifics of the Four-Point Assessment to see what knowledge and skills they could bring to the board.

Ms. DeLuca shared her thoughts on the promotion assessment. The community loves the Village and wants to love the Village. One of the big issues is the vacant storefronts. One of the key positives is the variety of shopping that the Village has. It is a mix of local boutiques and large chains. The image improvement that is needed. There is a perception of city red tape. There is a feeling that they don’t have the funding backing. There is a worry about the high-rent and high turnover.

Ms. Lyke shares her perspective on Design and Promotion. How does the community truly feel about the Village? While there are so many positives. It is easy to walk and run to the Village, and it is a good size. But there is a lack of clarity on what the Village truly wants to be.

Chair Malley responded in agreement to Ms. Lyke. We need to get a variety of perspectives on what they truly want.

Question from Mr. Thomas- who will be surveyed? Just the GP community won’t be able to sustain the Village. How broad will the survey be?

Response from Ms. Young. The survey will be as wide as possible to be inclusive of shoppers, business owners, residents, and people who could frequent the village.

EXPECTATIONS AND STRUCTURE FOR THE BOARD
This is a working board that requires 4-8 hours of work in addition to meetings a month. This is volunteer-driven. Our role is to set the strategy, direction, and policy of the Village Main Street Program. The development of policies will be critical. Budgeting, spending, social media, fundraising, and many other policies will be critical.

Every year there will be a critical planning process. This process will set the project priorities for the year. The board will also be responsible for committee oversight, advocacy, fundraising, and financial management. Finally, the Board is responsible for personal and evaluation. It is most effective to have the personal management of the Executive Director run through the Board Chair.

Building an Effective Board- The board should have a profile that has a variety of different demographics and skillsets. Each board member will fill out a profile.

These profiles will be submitted and compiled by Secretary Moyer.
Board Member Commitment: Each board member will also sign an annual letter of commitment. It is important to contribute time, treasure, and talent. Put together a professional development training for the board members. Provide a budget for the board to do that training. Every board member should take advantage of these resources.

COMMITTEES, EXECUTIVE DIRECTOR, VOLUNTEER MANAGEMENT

COMMITTEE

Executive Committee is made up of the Chair, Vice-Chair, Secretary, Treasurer, the Mayor of Grosse Pointe, and one additional member appointed by the Chair.

Board members role will be to participate in at least one committee, participate in projects and evaluate the success and effectiveness of committee projects.

Develop a code-of-conduct. How we should treat each other. Look at Boyne City's Code of Conduct as a good example.

EXECUTIVE DIRECTOR

Works with the Board and Committees to set an agenda. They can provide day to day administration. There must be a job description for the Executive Director and performance criteria that Board Chair will be measured against. Budget for training and professional development for the Executive Director.

Succession planning and retention are critical for the board to ensure that the position does not experience too much turnover. Retention of Executive Directors is challenging when there are too many long hours, too small salary, burnout, does not feel appreciated, lack of benefits, and a lack of benefits.

There was a discussion from Mayor Tomkowiak, Chair Malley, and Ms. Young about how to recruit and identify the right Executive Director. Training in real-estate and economic developments will be critical for this position. Leadership and other qualities can be groomed. Building trust with the community will be critical.

VOLUNTEERS

Identify needs-based volunteers for based on current projects. Create a volunteer description. Develop strategies for retaining and engaging volunteers.

EFFECTIVE MEETINGS

Prepare board member packet. Good meetings have a strongly organized agenda. Approval minutes. The goal for the meeting length should be 1 hour to 1 hour and 30 minutes. Meeting minutes should be promptly delivered to the Board and community under the Open Meetings Act.

MISSION STATEMENT

Each board member will fill out a Main Street Mad Lib that can be used to develop the mission statement.

WHAT TO DO RIGHT NOW

Do

- Relationships. Develop relationships with each other and potential volunteers
- Connections
- Meaning. It is important to develop meaning and a mission for our

What do now?

- Have a zoom meeting to brainstorm ideas to keep connected and get working on the goals of the Village.
• Pick up the Phone- reach out to different stakeholders to help get other people involved.
• Brag. Start telling all the good stories of the Village and the Board.
• Pick just a few one or two folks to worry about the money.
• Have a board and staff happy hour.

NEXT STEPS DISCUSSION

Ms. Young will be sending out a packet of materials for the board to fill out and consider. The board members should complete the self-assessment to understand what the board priorities should be. It is also important to identify and get working on what committees everyone wants to be on. Set up committee meetings. First committee meetings should take place in November. Recruit and confirm stakeholder and volunteer participation. Think about fundraising.

HOLIDAYS IN THE VILLAGE

Chair Malley and City Manager Dame shared some quick updates on the standard holiday events during the time of COVID-19. It is important to keep people safe during this time while still maintaining a sense of holiday traditions and community.

• Halloween- there will be a photo a contest taking place at home that will be shared on social media. There will be a small amount of candy distribution
• Santa Parade- The parade will be stationary and people will be able to drive by to view the parade.
• The tree lighting plan is still in planning. Potentially it could be a virtual event.

There was a brief discussion on how it is important to keep these events going.

NEXT MEETING AND TIMELINE
Chair Malley will be setting up an Executive Committee meeting and establishing a date in November for the next full board meeting. Chairs and volunteers are needed for the other committees. One more member is needed for the Executive Committee. Anyone interested should reach out to Chair Malley.

PUBLIC COMMENT - None.

ADJOURNMENT
The meeting of the Main Street Grosse Pointe Board was adjourned at 7:46 p.m.

Christopher D Secretary
City of Grosse Pointe Downtown Development Authority