MAIN STREET GROSSE POINTE
City of Grosse Pointe Downtown Development Authority

BOARD MEETING
6:30 p.m., Monday, December 7, 2020

SPECIAL NOTICE
Due to Governor Whitmer's Stay Home Stay Safe Executive Order and to minimize the spread of COVID-19, this meeting will be held electronically. Please see instructions below for participating in this ZOOM video/phone conference.

AGENDA

1. Call to order
2. Approve October 2020 meeting minutes
3. Discussion with Michigan Main Street on Main Street COVID-19 Plan Action Plan
4. Update/Discussion re: Committees and Board Roles and Responsibilities
5. Update on Executive Committee Activity re: fundraising
6. Job Description and Hiring Timeline for Executive Director
7. Month to month agreement for communications specialist
8. Lease agreement for Main Street Grosse Pointe office at 17000 Kercheval
9. Proposed 2021 Board Meeting Calendar
10. Next steps: a) Committee Chairs meeting b) Date and time for volunteer training c) Baseline assessment date d) other steps
11. Public Comment
12. Adjournment

INSTRUCTIONS FOR ALL PERSONS TO PARTICIPATE IN VIRTUAL MEETING

This virtual meeting will be held via ZOOM video and phone conference program.
When: Dec 7, 2020 07:00 PM Eastern Time (US and Canada)
Topic: Main Street Grosse Pointe / DDA Board meeting

Please click the link below to join the webinar:
https://us02web.zoom.us/j/82627774939?pwd=M0pOWdVScxZHpHRKHXl0V09BQT09
Passcode: MainStreet
Or iPhone one-tap:
US: +192292056099,,82627774939#,,,,0#,4748365750# or 
+13017158592,,82627774939#,,,,0#,4748365750#
Or Telephone:
Dial(for higher quality, dial a number based on your current location):
US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or +1 253 215 8782 or +1 346 246 7799
Webinar ID: 826 2777 4939
Passcode: 4748365750

INSTRUCTIONS FOR INDIVIDUALS WITH DISABILITIES

Michigan Relay is a communications system that allows hearing persons and deaf, hard of hearing, or speech impaired persons to communicate by telephone. Dial 7-1-1 to reach Michigan Relay and have the operator then connect with Zoom conference number above. There is no additional charge to use this service. Please contact villagededda@grossepointecity.org in advance of the meeting with any other requests for accommodations.

INSTRUCTIONS FOR PUBLIC COMMENT

The following public comment instructions are for use by members of the public during the virtual DDA meetings held using the Zoom video and phone conferencing program:

A. During this electronic virtual meeting, individuals who wish to address the DDA on any agenda or non-agenda item may do so during the designated public comment period listed on the agenda. An individual wishing to make a public comment should indicate so by using the raise hand feature on the Zoom application. This is typically found in the upper right hand corner when you click on “View Participant list”. This opens a pop-out screen that includes a “Raise Hand” icon that you may use to raise a virtual hand when the chair of the meeting calls for public comments. If you are using the audio only call-in feature, you can hit *9 on the phone keypad to activate the raise hand feature.

B. Public comment during a virtual DDA meeting is welcome. Individuals may address the DDA Board and present any comments.

C. Each speaker should begin comments by providing their name and address.

D. Disorderly Conduct: The chair may call to order any person who is being disorderly by speaking out of order or otherwise disrupting the proceedings, failing to be germane, speaking longer than the allotted time or speaking vulgarities, engaging in hate speech, or otherwise breaching the peace.

E. Alternatively, public comments can also be submitted by email to villagededda@grossepointecity.org no later than 5:00 pm on the day of the meeting. All electronic comments received will be distributed to the DDA in advance of the start of the meeting.
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
December 1, 2020

Bob Sfire
23409 Jefferson Avenue, Suite 103
Forsyth Building 1
St. Clair Shores, MI 48230

Dear Bob,

RE: Main Street Grosse Pointe

Thank you for the pledge you made to Main Street Grosse Pointe. Your pledge played a key part in convincing the State of Michigan to name the City of Grosse Pointe and its downtown area, The Village, as a Main Street community.

The Michigan Main Street program, operating as part of the Michigan Economic Development Corporation (MEDC), supports selected local communities as they implement a community-driven, comprehensive strategy to encourage economic development in traditional downtown districts. Earlier this year, The Village, Downtown Grosse Pointe, was selected to receive five years of intensive technical assistance from the MEDC with a focus on revitalization strategies designed to attract business investment, economic growth and job creation within The Village.

We are writing to follow up on collecting pledges and to let you know about the steps we have already taken to move the Main Street Grosse Pointe initiative forward. The governing Board for the local Main Street development authority, which was appointed by City Council, has already started work and is setting up committees and recruiting community volunteers to focus on the tasks ahead.

The members of the Main Street Grosse Pointe Board are excited to work with you in support of The Village. Together we are embarking on a program focused on economic vitality, design and promotion, backed by a strong organization that will bring revitalization and vibrancy to the district and our community.

We are deeply grateful for your support of The Village and are looking forward to your participation with the Main Street Grosse Pointe initiative and its programs. Your donation is critical now for The Village, as the Main Street Board hires a fulltime Executive Director to help coordinate our efforts to foster economic vitality in The Village. And with businesses struggling to cope with COVID-19, they need the support of Main Street’s four-point approach more than ever. Furthermore, your pledge will support marketing and events throughout the year to bring both new businesses and thousands of visitors to The Village.

Main Street Grosse Pointe, 17000 Kercheval, Suite 212, Grosse Pointe, MI 48230
Email: villageedda@grossepointecity.org
Phone: 313 886-7474
As a $2500 Bronze level sponsor, your contribution will feature in a variety of different ways, including:

- Name/Logo featured on select event print advertisements
- Name/Logo featured on all event promotions, signage, and e-communications
- Acknowledgement in event press releases
- Hyperlinked Name/Logo featured on Main Street’s website

You are truly making a difference for The Village. Thank you so much! Please fulfill your pledge by sending your donation as soon as possible. You can send your tax-deductible donation made out to “Main Street Grosse Pointe” to our new office at 17000 Kercheval Ave., Suite 212, Grosse Pointe MI 48230, graciously donated by Versa Real Estate.

Thank you again for your support. If you have further questions, please reach out to either of us. The Main Street Grosse Pointe Board is eager to work with you to ensure your ideas are heard, and you are properly recognized for your generous support.

Sincerely,

Kasey Malley
Chair, Main Street Grosse Pointe

info@smallflavors.net
313-885-3394

Sheila Tomkowiak
Mayor, City of Grosse Pointe
Executive Committee, Main Street Grosse Pointe

Sheila.Tomkowiak@gmail.com
313-881-1734

Main Street Grosse Pointe, 17000 Kercheval, Suite 212, Grosse Pointe, MI 48230
Email: villagedda@grossepointecity.org
Phone: 313 886-7474
Main Street Grosse Pointe
Downtown Development Authority

Proposed Hiring Timeline for Executive Director
(based on turnaround times from MMS)

Completed
Dec. 8  Draft position description
Dec. 8  Post position in all appropriate outlets; send position
description to MMS
Jan. 15  Applications due; resumes distributed to search committee
Jan. 15-22  Screen applications
Jan. 23-29  Call 5 to 7 applicants for interviews
Feb. 1-5  Interviews with search committee; committee discussion
  leading to top three candidates
Feb. 8-10  Check references on those that make the cut
Feb. 10  Call three applicants for second interview
Feb. 15  Second interviews with full Board at special meeting
Feb. ??  Make final selection at Board special meeting; approve
  employment contract
Feb. ??  Board chair calls successful candidate, then others
Main Street Grosse Pointe
Downtown Development Authority

Executive Director Job Description

Position Summary: Under the direction of the Grosse Pointe DDA/Main Street Board, the Executive Director will assist in managing the program and projects that meet the objectives of the Board. The Main Street Executive Director will be a positive and energetic person who will help promote the commercial district, known as The Village, and its activities. The Executive Director will educate businesses, serve as a listener, collaborator, clearinghouse, facilitator and coordinator based on the four points (organization, promotion, design and economic vitality) of the Main Street Program. The Executive Director also will be responsible for administering and promoting public awareness of the program and will act as liaison to other government and community organizations.

Reports to: Direct supervision of the Executive Director will be the responsibility of the Chair of the Board of Directors with input from the full Board of Directors.

Supervises: DDA employees/contractors, if applicable
MINIMUM QUALIFICATIONS AND REQUIRED KNOWLEDGE, SKILLS, ABILITIES

• A Bachelor's degree in public administration, business administration, economic development, marketing, communications or other related field.

• Five or more years of progressively responsible experience preferably in a downtown and/or community development role, in more than one of the following areas: economics, finance, public relations, marketing, communication, planning, business administration, public administration, community organizing, non-profit administration, volunteer management and/or small business development, or other comparable professional experience.

• Have working knowledge and/or experience in the following areas: National Main Street philosophy, four-point Main Street approach, economic development, grant writing, retailing, small business development, place-based marketing, fundraising, public relations, social media applications and volunteer management.

• Have excellent written and verbal communication skills.

• Be proficient in word processing, spreadsheet applications, PowerPoint and database management.

• Have excellent public speaking and conflict-resolution skills and understand the issues confronting business people, property owners, public agencies, community organizations and volunteers.

• Have working knowledge and/or experience in Downtown Development Authorities, tax increment financing, and special assessments.

• Ability to attend meetings outside of normal business hours and work a schedule that includes evenings or weekends as required.

• Must be entrepreneurial, energetic, imaginative, well organized and capable of working independently and producing results with minimal supervision.

• Skill in marketing and/or advertising.

• Basic knowledge of federal, state, local economic and community development tools, statutes and policies such as downtown development authorities, tax increment financing, tax incentives and historic preservation.
districts and tax credits.

- Knowledge in the areas of assessing, taxation, code enforcement and zoning is a plus.
- Must be detail, deadline and goal oriented.
- Must be able to successfully manage multiple tasks and stressful situations.
- Must be able to exercise sound judgment in evaluating and making decisions.
- Must be able to handle sensitive issues with diplomacy and confidentiality.

PREFERRED QUALIFICATIONS

- Previous experience with a Main Street organization and/or a Downtown Development Authority or similar downtown entity.
- A Master’s degree in a related discipline.

ESSENTIAL JOB FUNCTIONS

The duties listed are intended as illustrations of the various types of work that may be performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

Leadership/Management

- Develop, in conjunction with the Board of Directors, economic development strategies for The Village that are based on historic preservation and utilize the community’s human and economic resources.
- Become familiar with all persons and groups directly and indirectly involved in The Village.
- Be mindful of the roles of various downtown interest groups, assist the Main Street Grosse Pointe Board and Committees in developing an annual action plan for implementing a revitalization program focused on four areas: design/historic preservation, promotion and marketing, organization and management, and economic vitality.
- Manage and supervise operations of the Main Street Grosse Pointe program which is structured as a Downtown Development Authority.
• Serve as the visible contact person and full-time advocate for the Main Street Program.
• Provide leadership and direction in the development of short- and long-term plans and projects.
• Provide professional advice to the Main Street Board and other officials.
• Assist in coordinating the activities of the Main Street Grosse Pointe Committees, facilitate communication among Committees and assist Committee volunteers with development and implementation of work.
• Work with Committee Chairs to assure that assigned areas of responsibility are performed within budget and within deadlines.
• Monitor revenues and expenditures; ensure preparation of the annual budget; assure effective and efficient use of budgeted funds, personnel, materials, facilities and time.
• Monitor local, state and Federal legislation and regulations related to the Main Street Grosse Pointe Program.
• Manage all administrative aspects of the Main Street Grosse Pointe Program including: developing and maintaining appropriate data and record keeping systems (including Village business and property inventory and volunteer database); creating and administering budgets; accounting and purchasing in accordance with Main Street Grosse Pointe and City of Grosse Pointe policies; preparing reports and making presentations; assisting board and team members with meeting packets, agendas and minutes; preparing all grant and progress reports as required by the Michigan Main Street Center and the National Main Street Center.
• Help develop strategies for economic vitality and historic preservation within The Village and collaborate with the City on activities within the district.
• Provide assistance to the Committee(s) organizing public events and activities in The Village and supervise contractors or staff hired to carry out Village events.
Administration

- Prepare, write and administer grant applications related to the Main Street Grosse Pointe Program.
- Supervise support staff and any contract employees.
- Attend meetings of the Main Street Grosse Pointe Board of Directors, Main Street Committees, sub-committees, the City Council and any task groups as necessary or as indicated by the Chair and/or the Board of Directors.
- Work closely with the City Manager and attend City department-head meetings.
- Assist in recruiting, training and coordinating volunteers including members of the four Main Street Committees, special project volunteers and special event volunteers.
- Direct efforts in business recruitment, retention and expansion including providing information, expertise and appropriate referrals to business owners in collaboration with the City of Grosse Pointe and other local and state agencies. Work with property owners to enhance the quality of retail and commercial space. Proactively identify and recruit local, regional and national retailers and restaurants based on market data.
- Understand the City’s licensing, permitting and approval requirements for new and existing businesses and assist them with the process. Act as liaison between interested businesses and the City of Grosse Pointe.
- Advise and assist in efforts to raise funds in support of the Grosse Pointe Main Street Program and its events and activities.
- Attend all required training and technical assistance visits provided by Michigan Main Street.
- Design and conduct public awareness education programs to enhance appreciation of The Village, foster an understanding of the Grosse Pointe Main Street Program’s goals and objectives and keep the program highly visible in the community through speaking engagements, public presentations, media interviews, etc.
- Coordinate Main Street infrastructure and beautification projects in conjunction with the City of Grosse Pointe.
• Ensure that Main Street Grosse Pointe is in compliance and adheres to all contracts, agreements, and legal requirements with its partners, including the City, Wayne County, the State of Michigan, and Michigan Main Street.

Communication

• Act as an advocate for The Village. Create and maintain a cooperative working relationship with property owners, existing and new business owners, residents, volunteers, Main Street sponsors and local agencies. Maintain and disseminate information pertaining to the district as a whole, specific projects, existing amenities, tax and financial information and economic development.

• Maintain and update or assist in maintaining and updating The Village’s website and The Village’s social media tools in order to communicate and promote The Village and the Main Street Grosse Pointe programs.

• Create or assist in preparing marketing materials, which may include fliers, postcards, newsletters, e-newsletters, press releases, etc.

• Provide regular reports to the City of Grosse Pointe and the City Council regarding activities and financial conditions.

• Establish strong working relationships with businesses through personal contact in order to foster support and participation in the Main Street Grosse Pointe programs and initiatives.

• Encourage and foster entrepreneurial enterprises and inquiries.

• Encourage a cooperative climate among Village interests and local public officials. Provide information, expertise and referrals to support a healthy business district.

• Build strong, productive relationships with appropriate agencies at the local, state and national levels.

• Build strong relationships with all persons and groups directly and indirectly involved in The Village, including the City of Grosse Pointe, the Grosse Pointe Historical Society, the Chamber of Commerce, community service organizations, surrounding municipalities, Grosse Pointe Public Schools and other organizations as appropriate.
Physical Requirements and Work Environment

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

An employee in this position spends the majority of their time in an office setting with a controlled climate where they sit and work on a computer for extended periods of time, communicate by telephone or in person, and move around the office to assist customers and complete other administrative duties. The employee is expected to traverse the business district, visiting businesses, observing or supervising projects or activities, engage in event set-up, site preparation, and cleaning or maintenance. When assisting with promotional events, the Director may be required to lift or move items of moderate weight and be exposed to outdoor weather conditions including potentially inclement weather. This position is occasionally required to perform moderately difficult physical tasks such as setting up meeting rooms and moving chairs and tables.

NOTES: This job description does not constitute an employment agreement between the employer and employee and is subject to change as the needs of the employer and the requirements of the job change.
December 15, 2020
CONSULTING AGREEMENT

The City of Grosse Pointe Downtown Development Authority, a Michigan public corporation, 17147 Maumee Avenue, Grosse Pointe, Michigan, 48230, ("DDA") and Marketwrite, L.L.C., 2049 Beaufait Dr., Grosse Pointe Woods, Michigan, 48236, a Michigan limited liability company, ("Event Coordinator") agree as follows:

1. Beginning January 1, 2021, the DDA will retain Event Coordinator as an independent consultant to provide the following services to the City in cooperation with the DDA Director.

   a. Social Media. Event Coordinator will create and distribute social media to promote Village events and to promote the Village as a shopping destination. This will include, but is not limited to, generating Facebook posts and updates with information to be provided by Village merchants, the Grosse Pointe Village Association and the City of Grosse Pointe; generating one eblast each month that goes out from Constant Contact entitled “This Month in the Village”; cross promoting Facebook updates and the Constant Contact eblast on the Village website; Instagram postings, including links to Facebook and Constant Contact eblasts; and keeping the Village website updated.

2. Event Coordinator will be compensated at the rate of $600.00 per month for the services described in 1(a), above, payable on the 15th day of the month commencing on January 15, 2021. Any additional services, including consulting on events, will be billed at $50/hour.

3. Event Coordinator will create an opportunity for sponsored electronic media/newsletter dissemination for promoting entities within the Village. With the approval of a fee schedule, and content by the DDA Director, the Event Coordinator will receive half of the revenue from each sponsorship.

4. It is understood that Event Coordinator is an independent contractor and is not an employee, agent, partner or representative of the DDA, and shall not hold itself out to the public as an employee, agent, partner or representative of the DDA.

5. Event Coordinator is responsible for the payment of all required payroll taxes on its compensation, whether federal or state.

6. Event Coordinator may engage in any other work or business and is not required to devote all its time and energy to the City.

7. Event Coordinator shall not be subject to the provisions of the personnel handbook or other regulations applicable to the City of Grosse Pointe’s employees.

8. Event Coordinator shall not disclose the DDA’s records or other information to anyone other than DDA officers as directed by the Director. All work product created by performance under this Agreement and all files, documents, software, hardware, and other physical property shall remain under the ownership of the DDA and shall not be removed from City of Grosse Pointe property except as necessary to perform the services under this Agreement.
9. Event Coordinator may not assign this Agreement.

10. This Agreement shall continue from January 1, 2021 on a month to month basis until terminated by one of the parties with thirty days advance notice. The prior February 2013 Consulting Agreement, May 2013 Supplemental Agreement, 2014 Agreement, 2015 Agreement, 2016 Agreement and 2018 Agreement and 2019 Agreement are hereby terminated and superceded by this Agreement.

11. This Agreement shall be subject to and governed by the laws of the State of Michigan.

12. No changes, modifications or waiver of any term of this Agreement shall be valid unless it is in writing and signed by both parties.

Dated: _______________, 2020

CITY OF GROSSE POINTE DOWNTOWN
DEVELOPMENT AUTHORITY

________________________________________
Peter J. Dame, Director

MARKETWRITE, L.L.C.
LICENSE AGREEMENT

This License Agreement ("License") is entered into on November __, 2020 ("Effective Date"), between KERCHEVAL OWNER, LLC, a Michigan limited liability company, whose address is 326 East Fourth Street, Suite 200, Royal Oak, Michigan 48067 ("KERCHEVAL OWNER"), and City of Grosse Pointe Downtown Development Authority, a Michigan municipal corporation doing business as Main Street Grosse Pointe, whose address is 17000 Kercheval Avenue, Suite 212, Grosse Pointe, Michigan 48230 ("Licensee"), on the terms and conditions stated below:

1. **Background.** KERCHEVAL OWNER is the owner of the real property described in the attached Exhibit A ("Premises"). Licensee is a Michigan municipal corporation conducting business under the name Main Street Grosse Pointe at the Premises.

2. **Grant of temporary license.** KERCHEVAL OWNER grants to Licensee the temporary right, as provided in this License, to occupy Suite 212 at the Premises, consisting of approximately 263 rentable square feet ("Licensed Premises"), for the sole purpose of operating the offices of Licensee, and for no other purpose, subject to prior written approval of all necessary governmental bodies, and to use the office furniture (two five drawer lateral cabinets, one small round table, three side chairs, one desk and one credenza, all of which is used and not new) (the "Furniture"), subject to the terms and conditions of this License.

3. **Term of license.** This license is granted for the period beginning on January 1, 2021 ("Commencement Date") and expiring on December 31, 2025 ("Expiration Date"). The period from the Commencement Date through the Expiration Date is the "Term". Kercheval Owner is under no obligation to extend the Term of this License beyond the Expiration Date and Licensee is not entitled to have the Term of the License extended.

4. **Consideration.**

   a. KERCHEVAL OWNER shall receive from Licensee:

      a. Ten Dollars ($10.00), to be paid on the Effective Date, as an occupancy fee for the Term of the License;

      b. the certificate of insurance required under section 7 of this License on or before the Commencement Date.

   If KERCHEVAL OWNER does not receive the items required under section 4.a., and b. of this License prior to the required date, this License shall be null and void ab initio.
ii. If Licensee does not vacate the Leased Premises by the Expiration Date, Licensee shall pay Kercheval Owner an amount equal to Twenty Dollars ($20.00) for each day subsequent to the Expiration Date that Licensee occupies the Licensed Premises.

5. "As-is" "Where-is". Licensee accepts the Licensed Premises and the Furniture in an "as is", "where is" condition and acknowledges that KERCHEVAL OWNER has no obligation to perform any repairs, remodeling or work of any sort whatsoever with respect to the Licensed Premises or the Furniture. Licensee, at Licensee's expense, shall be entitled to have the name of Licensee placed on: (a) the blade sign over the entrance door to the Licensed Premises; and (b) on the building directories. Licensee shall have no right to any other signs in the project.

6. Maintenance. Reimbursement for damages. During the Term, Licensee shall maintain the Licensed Premises in a first-class condition. Upon the expiration of the Term, Licensee shall return the Licensed Premises to KERCHEVAL OWNER "broom clean" in the same condition it is in on the Effective Date. If any damage to the Licensed Premises occurs during the Term, Licensee shall reimburse KERCHEVAL OWNER for the full amount of the damage, as reasonably determined by KERCHEVAL OWNER, within ten (10) days of demand by KERCHEVAL OWNER. The provisions of section 6 of this License shall survive the expiration of this License.

7. Indemnification, insurance, and waiver. Licensee agrees to: (i) indemnify KERCHEVAL OWNER and hold KERCHEVAL OWNER harmless against any claims, actions, damages, or liability that arise as a result of Licensee's use of the Licensed Premises or the Furniture, including but not limited to any theft or loss of any of the contents of the Licensed Premises or the Furniture; and (ii) obtain liability insurance in amounts and with insurers reasonably satisfactory to KERCHEVAL OWNER insuring against damage to persons and property occurring on or within the vicinity of the license area and naming KERCHEVAL OWNER as an insured party under that insurance policy, with a certificate of insurance acceptable to KERCHEVAL OWNER delivered to KERCHEVAL OWNER on or before the close of business on the Commencement Date. Licensee also waives any right of recovery it may now or subsequently have against KERCHEVAL OWNER for any loss or damage arising out of use of the Licensed Premises and the Furniture including but not limited to any theft or loss of any of the contents of the Licensed Premises, including but not limited to the Furniture. The provisions of section 7 of this License shall survive the expiration of this License.

8. Default. Remedies. The failure of Licensee to comply with any portion of this License shall be a material breach of, and default under this License entitling Kercheval Owner to exercise all remedies available to it under applicable law, including but not limited to the immediate termination of this License.
9. **No assignment.** Licensee shall not assign or transfer its rights under this License.

10. **No recording.** This document shall not be recorded.

11. **Counterparts.** This License may be executed in one or more counterparts, each of which will be deemed an original copy of this License, but all of which will be considered one instrument and will become a binding agreement when one or more counterparts have been signed by each of the parties and delivered to the other party. A facsimile of this License bearing a party’s signature or a printed copy of the original, signed document scanned in ".pdf" or ".tif" format shall have the same legal force and effect as an original of such signature and shall be treated as an original document for evidentiary purposes.

(signatures are on next page)
AGREED this ___ day of November, 2020.

KERCHEVAL OWNER:

KERCHEVAL OWNER, LLC,
a Michigan limited liability company
By ____________________

Its ____________________

LICENSEE:
City of Grosse Pointe Downtown Development Authority,
a Michigan municipal corporation doing business
as Main Street Grosse Pointe

By ____________________

Name: Peter Dame

It: Acting Director
Exhibit A

Legal description of Premises

Land located in the City of Grosse Pointe, Wayne County, Michigan described as:
ALL OF LOTS 55, 54, 53 AND THE NORTH 11.19 FEET OF LOT 52 OF ASSESSOR'S CITY OF GROSSE POINTE PLAT NO. 2 OF PART OF 11, 12 AND 13, PARTITION OF ARCHANGE CADLEUX ESTATES, ACCORDING THE PLAT THEREOF RECORDED IN LIBER 620, PAGE 118 OF DEEDS, BEING PART OF PRIVATE CLAIM 506, CITY OF GROSSE POINTE, WAYNE COUNTY, MICHIGAN, ACCORDING TO THE PLAT THEREOF RECORDED IN LIBER 66, PAGE 74, WAYNE COUNTY RECORDS AND LOT 30 EXCEPT THAT PART TAKEN FOR KERCHEVAL AVENUE, AND THE NORTH 60 FEET OF LOT 29 OF AMENDED PLAT OF ST. CLAIR PARK SUBDIVISION OF PRIVATE CLAIM 239 BETWEEN JEFFERSON AND MACK AVENUES, GROSSE POINTE, NOW CITY OF GROSSE POINTE, WAYNE COUNTY, MICHIGAN, ACCORDING TO THE PLAT THEREOF RECORDED IN LIBER 19 OF PLATS, PAGE 21, WAYNE COUNTY RECORDS, DESCRIBED AS: BEGINNING AT THE NORTHWESTERLY CORNER OF LOT 55 OF THE ASSESSOR'S CITY OF GROSSE POINTE PLAT NO. 2; THENCE ALONG THE SOUTHERLY LINE OF KERCHEVAL AVENUE, 80 FEET WIDE, NORTH 63 DEGREES 11 MINUTES 30 SECONDS EAST, 304.51 FEET; THENCE ALONG THE WESTERLY LINE OF ST. CLAIR AVENUE, 100 FEET WIDE, SOUTH 27 DEGREES 00 MINUTES 00 SECONDS EAST, 151.37 FEET (RECORDED AS 151.40 FEET); THENCE ALONG THE SOUTHERLY LINE OF THE NORTHERLY 60 FEET OF THE LOT 29, SOUTH 62 DEGREES 50 MINUTES 22 SECONDS WEST, 178.80 FEET; THENCE ALONG THE WESTERLY LINE OF THE LOT 29, NORTH 27 DEGREES 00 MINUTES 00 SECONDS WEST, 2.34 FEET; THENCE ALONG THE SOUTHERLY LINE OF THE NORTHERLY 11.19 FEET OF THE LOT 52, SOUTH 63 DEGREES 15 MINUTES 57 SECONDS WEST, 125.71 FEET; THENCE ALONG THE EASTERLY LINE OF NOTRE DAME AVENUE, 60 FEET WIDE, NORTH 27 DEGREES 00 MINUTES 00 SECONDS WEST, 149.97 FEET (RECORDED AS 150.00 FEET) TO THE POINT OF BEGINNING.

TOGETHER WITH EASEMENT RIGHTS AS CONTAINED IN THAT CERTAIN EASEMENT AGREEMENT RECORDED IN LIBER 50873, PAGE 912, WAYNE COUNTY RECORDS.

TOGETHER WITH ENCROACHMENT RIGHTS AS CONTAINED IN THAT CERTAIN ENCROACHMENT AGREEMENT RECORDED IN LIBER 50873, PAGE 916, WAYNE COUNTY RECORDS.

Tax Parcel No. 37-002-04-0029-003
Commonly known as: 17000 Kercheval, Grosse Pointe, Michigan 48230
MAIN STREET GROSSE POINTE
CITY OF GROSSE POINTE DOWNTOWN DEVELOPMENT AUTHORITY
SCHEDULE OF DESIGNATED MEETING DATES

CALENDAR YEAR 2021

The meetings of the Main Street Grosse Pointe Board are open to the public. They are held at 6:30 pm, 10 times per year, at 17000 Kercheval, 2nd Floor, Grosse Pointe, Michigan, as permitted. Telephone: (313) 886-7474.

In accordance with Public Act No. 267 of 1976, the following schedule denotes regular meeting dates for 2021:

February 1
March 1
April 5 (day after Easter)
May 3
June 7
July 5 (day after 4th of July)
September 13 (one week after Labor Day)
October 4
November 1
December 6

Official minutes of Main Street Grosse pointe meetings are posted on the City of Grosse Pointe website www.grossepointecity.org and available for inspection in the Main Street Grosse Pointe office at 17000 Kercheval, Suite 212, Grosse Pointe, MI 48230.

Chris Moyer, Main Street Grosse Pointe Secretary
MAIN STREET GROSSE POINTE
Volunteer Letter

Mr./Ms. _____

Thank you for your interest in volunteering for the Main Street Grosse Pointe project, which is part of the Michigan Main Street program.

The Michigan Main Street program, a part of the Michigan Economic Development Corporation, supports selected local communities as they implement a community-driven, comprehensive strategy to encourage economic development for traditional downtown districts. The Village, Downtown Grosse Pointe was recently accepted to the program and will receive five years of intensive technical assistance from MEDC with a focus on revitalization strategies designed to attract business investment, economic growth and job creation within The Village.

We are grateful for your interest in participating on a committee, as our community works to support The Village from an economic, design, and community vitality perspective. Your ideas, enthusiasm, and participation will be instrumental in ensuring our community is a welcoming and vibrant place for years to come.

The Main Street Grosse Pointe Board believes that it is critical we engage a wide range of talented individuals to ensure The Village reflects the rich heritage of our community and a forward-looking vision that embraces long-term opportunities.

Over the next few weeks and months, the Board will be working to fill four committees with volunteers like you. The committees are:

- Organization
- Economic Vitality
- Design
- Promotion

If you have not previously requested to be one a specific committee, we will do our best to make sure to match you with a committee that best fits your interest, skillset, and the needs we have. Please share your preference with Chris Moyer, Secretary of the Main Street Grosse Pointe Board: Christopher.moyer1982@gmail.com. After the committee memberships are finalized, the Chair of your committee will be in touch with you directly about your availability to start meeting.

If you have any questions, please don’t hesitate to reach out to me or anyone on the Board. We appreciate your interest in volunteering with Main Street Grosse Pointe.

Signature
BASELINE ASSESSMENT AND TRANSFORMATION STRATEGY IDENTIFICATION
FOR MICHIGAN MAIN STREET COMMUNITIES
COMMUNITY: GROSSE POINTE

PURPOSE
The Baseline Assessment is an evaluative service conducted during the local program’s first year of operations. Its primary purpose is to introduce and explain the Main Street Approach® to your community, bring stakeholders together to share their perspectives and vision for downtown, and review the progress made toward establishing a local Main Street program. In addition, this visit is the first step in assisting your community in determining the best strategies to build a strong revitalization process.

In addition, the Transformation Strategy Identification process is an essential service to assist year-one Main Street Communities in defining community-informed and market-driven strategies that direct and strengthen their revitalization efforts. This service is the first of three services in which Michigan Main Street works with communities to implement the Main Street Approach for comprehensive revitalization of traditional historic downtowns across the state.

The overall process includes three main components:

1. **Community Input.** This service depends greatly on input gathered from all sectors of the community. Through surveys and onsite meetings, the community and local leadership base will be invited to share their perspectives about downtown’s current conditions and their vision and hopes for the future of the historic commercial district.

2. **Market Information.** Important research that can provide insight on existing economic conditions will be conducted to help identify overall market conditions, specific gaps, and key opportunities that can help strengthen the local downtown district’s economic vitality.

3. **Transformation Strategy Identification.** The team will work with the local Main Street board, staff, and committee leaders to review input from the community and market findings, and discuss and select appropriate strategies and focus for the revitalization efforts for the next 3-5 years.

This packet includes detailed information about the visit’s objectives, the team conducting the visit, a tentative schedule for the meetings with local leaders and stakeholders, and a list of items requested to help the team prepare in advance.

**OBJECTIVES:**
1. Recognize the Main Street district’s strengths and opportunities in building a successful revitalization program;
2. Identify specific needs and obstacles that might challenge the development of the local Main Street program;
3. Provide a summary of community input and market data for the Main Street District;
4. Identify Transformation Strategies that will guide the Main Street Organization’s efforts for revitalization;
5. Promote the importance of a comprehensive, incremental revitalization process as advocated through the Main Street Four Point Approach®.

**TEAM**
Your Baseline Assessment and Transformation Strategy Identification Team will consist of staff from both the Michigan Main Street Center at the Michigan Economic Development Corporation and the National Main Street Center as follows:

- **Norma Miess**, Sr. Program Officer, National Main Street Center
- **Laura Krizov**, Manager, Michigan Main Street, Michigan Economic Development Corporation
- **Leigh Young**, Organization Specialist, Michigan Main Street, Michigan Economic Development Corporation
- **Joe Frost**, Economic Vitality Specialist, Michigan Main Street, Michigan Economic Development Corporation
- **Tony Garcia**, Promotion Specialist, Michigan Main Street, Michigan Economic Development Corporation

**Baseline Tentative Schedule:**

**Date – Early March**

The Baseline Assessment visit will be carried out early March over a couple of weeks virtually. The following meetings and activities are suggested as a tentative schedule. While this is a typical model, we strongly encourage local leaders to help define a schedule that fits best with local needs, to ensure maximum participation from local stakeholders. The Assessment Team will work with the City Manager and Board Chair to confirm a final agenda by **Friday December 11th, 2020**. All meetings will take virtually.

I. **Virtual Visits:**

**Day 1 –**

- **Time TBD**  
  - **City Staff**
    - The team will meet with senior staff and discuss in more detail plans, programs, and initiatives currently in place or considered to support the revitalization efforts.
    - The following departmental meetings are suggested, depending on the local municipal structure:
      - Meeting with Planning, Parks, Public Works
      - Meeting with Economic or Community Development
      - Meeting with Public Safety and Marketing/Events and Public Relations

- **Time TBD**  
  - **Meeting with Building Owners**
    - An opportunity to invite downtown building owners to meet with the team and share their input about the local business environment, the needs, opportunities, and roles in the revitalization efforts.

- **Time TBD**  
  - **Meeting with Downtown Business Owners**
    - An opportunity to invite downtown business owners (merchants, restaurants, services, professionals, etc.) to meet with the team and share their input about the local business environment, the needs, opportunities, and roles in the revitalization efforts.

- **Time TBD**  
  - **City Officials (Mayor, Manager, Council) – City Council Chambers**
    - Opportunity for City Officials to meet with team members and share overall vision for downtown
and discuss programs and initiatives currently in place or planned for downtown and the City's commitment to support the revitalization program.

**DAY 2 –**

- **Time TBD**  
  **Meet with local community development partners**
  - Members of the team will meet with existing and potential partner and citizen groups and learn about local plans, ongoing efforts and supporting roles.
    - **Time TBD. – Meet with local leaders involved in Design** related groups and commissions such as Preservation, Environment, Historical Society, and other review organizations.
    - **Time TBD Meet with Chamber of Commerce**
    - **Time TBD - Meet with local leaders from the economic development community** including County, local or area economic development corporation, finance authority, SBDC, downtown merchants association, financial institutions, etc.
    - **Time TBD - Meet with local leaders involved in Promotion and Marketing** related efforts as the CVB, Arts and Culture, organizers of festivals and events that are hosted in downtown, local museums, and other promotional organizations.
    - **Time TBD - Meet with local leaders involved in other community civic efforts** such as the local civic groups, schools, library, hospitals, and neighborhood associations, etc.

- **Time TBD**  
  **Board of Directors**
  - A great opportunity for the Board of Directors to hear a summary of the stakeholder meetings.
  - Participation will be required for all Board members.

**TRANSFORMATION STRATEGY IDENTIFICATION TENTATIVE SCHEDULE:**

**DATE – LATE MARCH**

**FORMAT:**

II. **INFORMATION NEEDED IN PREPARATION FOR THE VISIT:**

1. The team will work with local leaders to gather community input through the following tools:
   
i. A Community Survey – The survey includes just a few questions to gather input from the community. The link was distributed to ensure maximum level of participation from all the sectors in your community, including residents, property and business owners, workforce.
   
ii. A Leaders Surveys – The survey includes a brief questionnaire that was distributed among the local leader base. This includes not only the Main Street/DDA leaders (board, committees, staff), but also City leaders (Mayor, Council Members, Commissions, City Officials and Staff), and leaders from other organizations that also work in support of downtown (Chamber, Preservation Society, etc.).
   
iii. Survey time frame: January 2021

2. Background materials. Michigan Main Street will work with local program leaders to gather materials that reflect the ongoing and recent work of the organization in preparation for the visit. This includes:
   
i. Downtown directory of businesses and properties if available
ii. Copies or links to most recent studies and plans for downtown and the community

III. VIRTUAL VISIT:

DAY 1 –

- Time TBD Meet with Local Leaders and Stakeholders
  - In this meeting, the team will facilitate a discussion between the local Main Street Board and local leaders and stakeholders to discuss the potential transformation strategies identified as a way to inform the Main Street Board’s selection of a transformation strategy that will guide the revitalization efforts for the next 3-5 years.
  - The full Main Street Board should be in attendance for this meeting.
  - Invited attendees should include: Main Street volunteers/committee members, local municipal staff (Manager, Department Heads), local municipal leaders (Mayor, City Council Members), local partner organizations (Chamber of Commerce, Schools, Historic Society/Commission, etc.), downtown property and business owners, and community residents.

- Time TBD Meeting with Main Street Board
  - In this meeting, the team will discuss the community’s next steps in selecting a transformation strategy and the next two community visits in the Main Street Approach Implementation process for year-one communities will be identified and discussed.
  - Participation will be required for all Board members.

LOCAL MAIN STREET PROGRAM RESPONSIBILITIES
The success of the Baseline Visit will depend on the support of local Main Street program and community leaders to organize and participate in the scheduled meetings. We ask that local leaders work together to provide the following assistance:

- Confirm a final agenda with the meeting schedule that best fit your local needs by Friday December 11th, 2020.
- Ensure maximum level of participation from Board members, local leaders, stakeholders, and partner organizations in their respective meetings as scheduled.
- Develop invitations through direct visitation and follow up calls to promote maximum level of participation.
- Create spreadsheet or word table to track invitees and confirm attendance. As you develop this spreadsheet, please include participants’ name, contact information, and business or organization they represent and share this information with team leaders two weeks prior to the visit.

AFTER THE BASELINE AND TRANSFORMATION STRATEGY IDENTIFICATION VISITS:
The National Main Street Center will provide a written summary of the visits outlining the findings and recommendations outlined during the visit within a month after onsite visit. Copies of the surveys’ results, market information, and supporting materials will also be provided. The Michigan Main Street Team will work with local leaders to confirm and schedule the remaining two Main Street Approach Implementation visits and any additional technical assistance and services to be offered to the program.

As questions arise, please feel free to maintain regular communication and email any questions or requests for additional conference calls to the Baseline Assessment team leaders at the following contact information:
Laura Krizov
Manager, Michigan Main Street
Michigan Economic Development Corporation
Phone: (517) 420.8128
Email: krizovl1@michigan.org

Norma Ramirez de Miess
Sr. Program Officer
National Main Street Center
Phone: (202) 213-6720
Email: NMiess@savingplaces.org