

**MINUTES OF THE  
CITY OF ST. CLAIR SHORES  
DOWNTOWN DEVELOPMENT AUTHORITY**

**Wednesday, April 12, 2023**

Regular Meeting of the Downtown Development Authority, held in the Jefferson Conference Room,  
located at 27600 Jefferson Avenue, St. Clair Shores, Michigan.

**Present:**

Gloria Kinne  
Mary Bricolas  
Anna Casali  
Dave Harden  
Kyle McKee  
Sean O'Brien  
Ryan Balicki  
Amy Florek  
Kip Walby

**Also Present:**

Denise Pike, CDI  
Shantelle Hubbard, Recording Secretary

**Absent**

**1. Call to Order, Roll Call and Pledge of Allegiance**

Kip Walby, Chairman, called the meeting to order at 10:00 am. Pledge of Allegiance was said.

**2. Approval of Minutes of the March 8, 2023**

Motion by McKee, seconded by Florek to approve the minutes from March 8, 2023.

**3. Old Business**

- a. **Special Assessment Districts** – A resident as a board member is not needed. There would have to be 100 residents before a resident is needed to be on board. Travis is not included in the special assessment district.
- b. **Budget Preparation** – McKee stated that we have \$24,000 in revenue for the 2-mill millage that is going in next year with about \$24,000 for the TIF capture. The budget will be starting July 1<sup>st</sup>. We have \$49,200 for the revenue from the property taxes with an estimate of 20.00 in interest income so it is about \$50,000 is our budget for revenues. Looking at expenses and what we would need to pay. We do have \$10,000 outstanding for the grant for the placemaking and the rain gardens over by Connie's Children Shop. There is \$2,500 for the Christmas lights. We put \$10,000 in for capital outlay for signage and benches which could go along the rain garden and the placemaking grant. In general, we started listing possible expenses for maintenance if DDA started taking over any maintenance in the district. The TAP grant that was discussed with AEW coming in here any dollars that we would put towards planning for that. Administration fees to be discussed. A proposed budget should be coming next month. June 7th is the date to have the budget approved.

Bricolas stated that there are 27 poles in the district and if we do every other pole for the wrap around floral baskets it would be 14 poles. Bricolas doing four, Mark O'Brien has agreed to do two and Al LaHood has agreed with three more. She

was wondering if the DDA would be interested in paying for two. The first year the cost is \$1,150 and the second year it goes down to \$730. For every other pole we need five more. These pots will come permanent and eventually we would want all of the poles done. Harden agreed to pay for two. We would need to order them immediately. Casali suggested that they could put flags up for the other poles for downtown. Pike stated that she will talk to Banner Sign for pricing.

McKee stated that the downtown foliage also gets decoration for winter. Kinne stated that Bricolas gave \$2,000, DDA \$2,000 and the rest covered by Nine Mack Merchant Association.

Pike stated that the budget is minimal. If we are thinking about a big project later, we don't want to have a zero balance at the end of the year.

In attendance is Heather Schmuckal, she is the Director of Business Development with the Macomb County Chambers. She is here to find out more information about the DDA.

- c. **Road Project** – Pike stated that we are doing joint sealing for Greater Mack.
- d. **TAP Grant** – We are trying to get a tap grant. She reached out to AEW for a quote has not gotten anything. Going with the SEMCOG grant will know about in July. Trying to get a TAP grant by December for 24/25.

#### 4. New Business

- a. **Social Media Costs** – Kinne stated she is working with Sasha Murphy, and she put out a blast on her social page about Circare social media. They created the DDA page and included the cost of that into the bill that Kinne pays. Kinne pays her \$15 an hour. In 14 months, she paid \$1,183. About \$80 a month. So, they are looking at \$1,500 at the max. Bricolas stated that she spent for the social district \$5,000 and this year she is planning to spend \$1,000 per month which is about \$12,000. She does ads.

Pike stated that we have a very motivated person in Communications. The downtown can be linked with the St. Clair Shores city page. Walby asked about getting a sub-committee for social media. McKee suggested getting a company for social media. Denise, Anna & Gloria to meet together. McKee does have social media built in the expense line in the budget.

- b. **Landscaping** – In the future the DDA taking over the landscaping. We need design guidelines.

Walby stated that the DDA is not participating with Rock N Shores. He is going to put on Battle of the Bands during Junefest which is June 3<sup>rd</sup>.

#### 5. Announcements and Adjournment

**Moved by O'Brien, seconded by McKee, to adjourn the meeting at 11:06 am.**