



DOWNTOWN DEVELOPMENT AUTHORITY
420 N. FRONT STREET
SUTTONS BAY, MI 49682
JANUARY 10, 2024 MEETING MINUTES

The meeting was called to order at 9:00 a.m. by Chairperson Popke.

Present: Erik Bahle, Lee Millns, Amy Peterson, Donna Popke, and Nick Wierzba
Absent: Dan Derigiotis, Nick Young and Steve Lutke
Staff present: Shar Fay
Guest: Rob Bacigalupi, Mission North Consultant

Approval of Agenda

Bahle moved, Peterson seconded, CARRIED, to approve the agenda as presented.
Ayes: 5, No: 0.

Approval of Downtown Development Authority Minutes

Bahle moved, Peterson seconded, CARRIED, to approve the December 6, 2023, Downtown Development Authority Minutes as presented. Ayes: 5, No: 0.

Election of Officers

The following nominations for officers were made: Millns nominated Bahle as Chair, Bahle nominated Popke as Vice-Chair, and Popke nominated Fay as Secretary and DeVol as Treasurer.

Popke moved, Bahle seconded, CARRIED, to appoint Erik Bahle as Chair, Donna Popke as Vice-Chair, Shar Fay as Secretary and Lorrie DeVol as Treasurer.

Ayes: 5, No: 0.

Comparison of DDA Goals with other Government Agencies

Bacigalupi stated he reviewed the Master Plans for Leelanau County, Suttons Bay Township, and BATA. Master Plan alignments are listed in his analysis report found in the packet. He stated Suttons Bay/Bingham Library may be a potential entity to add to the partner list, if they operate by millage. Bacigalupi stated our DDA currently is contributing ten times more per acre than the rest of Leelanau County; therefore, the Village is already paying more. Bacigalupi requested the actual number of residents within the DDA district. Bacigalupi noted the Suttons Bay Township Master Plan

supports the DDA, although they have not opted in. Protecting rural character is in both the Township and County plan.

DDA Member – Priorities

Bahle

- Marketing – branding Suttons Bay
- Waterfront Park investments
- A Park Mobile system in highly desirable locations
- Electric Vehicle (EV) charging stations
- Public amenities – benches, bike racks, sunshades and wayfinding signs

Peterson

- Marketing – ads in the Record Eagle or inserts in the Express magazine
- Pavilion in one of the Parks
- Public Art installations

Millns

- Sandwich boards, per se, but hardened in art work and permanent, with business information

Wierzba

- Wayfinding signs

Peterson continued the discussion on ads in the Record Eagle, proposing a collaborative partnership with Suttons Bay Chamber. She requested the DDA share the cost of \$3,000 with Suttons Bay Chamber, \$1,500 each. The cost would cover a monthly ½ page color ad for one year, for things such as events, or branding Suttons Bay.

Popke moved, Millns seconded, CARRIED, to share the cost of an ad in the Record Eagle with Suttons Bay Chamber in the amount of \$1,500. Peterson noted, however, that this advertising concept has not been approved by the Chamber yet. Ayes: 4, No: 1.

It was the consensus of the board to continue the priority discussion at the next DDA meeting. The goal is to settle on and finalize the list of priorities.

Information and Comments

DDA Staff – Millns requested the board meet monthly. Clerk Fay will check the calendar, speak with staff, and report back to the board on expanding DDA meeting dates to monthly meetings.

The meeting adjourned at 10:30 a.m.

Meeting minutes submitted by Shar Fay, Clerk.