



City of Stanton Downtown Development Authority
REGULAR MEETING AGENDA
Tuesday, October 6, 2020 – 8:30 a.m.

Join Zoom Meeting: <https://bit.ly/3jawjt2>
Or Dial: +1 312-626-6799

Enter Webinar ID: 868 8701 3372 **Enter Password:** 793877

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL:** Brandon Stowell, Chair, Bookwalter Chevrolet - Buick
Lori Williams, Mayor
Diane Lowell, Birdy's Antiques & Gifts
Lori Wilson-Mazzola, Montcalm County
Melissa Williams, Perennial Wellness
Mercedes Millard, Beautiful You
- 4. APPROVAL OF AGENDA**
- 5. PUBLIC COMMENT**
- 6. APPROVAL OF MINUTES**
 - a. Meeting minutes from September 1, 2020
- 7. PRESENTATION**
- 8. CURRENT BUSINESS**
 - a. Fundraiser updates
 - i. Holiday pole sale
 - ii. DDA merchandise sales
 - b. Subcommittee update
 - i. Holiday decorating contest for businesses and residents.
- 9. NEW BUSINESS**
 - a. Event planning for the 2020 Tree Lighting Ceremony.
- 10. ADJOURN**
 - a. Next meeting - Tuesday, November 3, 2020 at 8:30 a.m.



225 S Camburn St
Stanton, MI, 48888
Phone (989) 831.4440
Fax (989) 831.5756
www.StantonOnline.com

**CITY OF STANTON NOTICE OF ELECTRONIC STANTON DDA MEETING
TUESDAY, OCTOBER 6, 2020 AT 7:00 PM
ELECTRONICALLY ON THE CITY OF STANTON FACEBOOK PAGE**

Reason for Electronic Meeting

To mitigate the spread of COVID-19 (Coronavirus), protect the public health, and provide essential protections to vulnerable persons, it is imperative that all persons take steps to limit in-person contact. These critical mitigation measures include social distancing and limiting the number of people interacting at public gatherings. On March 18, 2020 Governor Whitmer signed Executive Order 2020-15 titled "Temporary authorization of remote participation in public meetings and hearings and temporary relief from monthly meeting requirements for school boards". The City of Stanton must continue to conduct public business during this state of emergency, including actions to respond to COVID-19, and the general public must be able to continue to participate in government decision making without unduly compromising public health, safety and welfare. To protect the public health, safety, and welfare and comply with Center for Disease Control and Prevention recommendations, local governing bodies may meet remotely and electronically.

Public Participation Instructions

Members of the public may view the meeting live at:

STEP 1. Join Zoom Meeting by clicking on the following link: <https://bit.ly/3cLtSeC>

Or Use a telephone to dial: +1 312-626-6799

STEP 2. Enter Webinar ID: 868 8701 3372

STEP 3. Enter Password: 793877

Members of the public may submit comments to be read aloud by the City Manager during public comment by e-mailing comments (Include your full name and address) in advance of the meeting to citymanager@stantononline.com or during the public comment portion of the meeting by submitting your full name, address, and comment on the live stream of the meeting. Comments should be limited to no more than three minutes. A broadcast of the meeting will also be available on the City of Stanton Facebook page at <http://www.facebook.com/cityofstanton/>.

Public Input and Questions on Business Before the Commission

Members of the public may contact the Stanton City Commission to provide input, or ask questions on any business that will come before the Commission by e-mail at citymanager@stantononline.com.

Persons with Disabilities Participation Instructions

The City of Stanton will provide reasonable accommodations to individuals with disabilities who want to electronically attend the meeting with twenty-four (24) hours notice to the City of Stanton.

Vester Davis, Jr., City Manager

Email: citymanager@stantononline.com Phone: (989) 831-4440

Date: October 1, 2020



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Stanton Downtown Development Authority Meeting Minutes – September 1, 2020

Roll Call

Present: L. Williams, Mazzola, Lowell, Millard, Stowell
Absent: M. Williams

Approval of Agenda

Motion to approve agenda made by Mazzola second by Lowell.

Public Comments

Approval of Minutes

Motion to approve August 4, 2020 minutes made by Millard second by Mazzola.

Presentation

Current Business

a. DDA Fundraiser Updates

Downtown Holiday Décor Sponsorship- 16 poles have been sponsored
T-Shirt Fundraiser- 1 item sold in month of August. Stowell motioned to purchase \$450 worth of hoodies and long sleeve hoodies for the DDA to have an inventory to sell seconded by Millard.

Fall sidewalk sales/ ribbon ceremonies- To be held October 10, 2020 starting at 11:30 a.m.

b. Holiday decorating contest for residents and retail businesses

Public meeting to be held September 15, 2020 at 6:00 p.m. to discuss a residential decorating contest.

New Business

Adjourn

Stowell motioned, second by Mazzola to adjourn at 9:25 a.m.
Next meeting will be held on October 6, 2020 at 8:30 a.m.



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MEMORANDUM

To: Mayor Williams & Stanton City Commission
From: Rachael Coffey, Deputy Clerk
Vester Davis Jr., City Manager
Date: September 26, 2020
Subject: Stanton DDA fundraiser updates

The purpose of this memorandum is to update the Stanton Downtown Development Authority on the status of several fundraisers currently underway.

Holiday Light Pole Sponsorship

✧ 24 poles sold @ \$55 ea. = \$1,320

DDA Merchandise (Sweaters, hats, tees, etc.)

An accounting of sales and distributions will be ready for November's meeting

Fall Sidewalk Sale (October 10, 2020)

The order of hoodies/long sleeve hoodies are here and ready to be sold at the sidewalk sale on October 10, 2020. Downtown businesses have been notified of the event. Staff also contacted the Greenville Daily News and surrounding communities, and published an event flyer on the City's website and Facebook page. Ribbon cutting ceremonies have been coordinated for the day as well. DDA will have a tent setup; advertisement poster is ready to go.

Downtown Window Display Contest

An event flyer and registration form is attached.

*Prizes: Are we having 2 winners with gift certificates to the Greenville Daily News, same as last year?
Any proposed changes to the voting system from last year?*

Residential decor contest

Requesting feedback on the event flyer. I am looking for more information from DDA as to what they would like advertised on the flyer.

City of Stanton

Downtown Window Display Contest



Dates

Start: December 1, 2020

End: December 20, 2020

Registration

Forms must be submitted by Nov. 16th to Rachael at City Hall (Forms are available at City Hall and were also sent out via email)

To celebrate the upcoming Holiday season, the DDA would like to carry on this new tradition. Last year our local businesses knocked it out of the park! Downtown Stanton truly felt magical and it did not go unnoticed. We can't wait to see what you all do this year!

A vibrant, decorated downtown will attract customers by making the space more enjoyable and inviting!

Guidelines

- ✓ Ensure the display is visible from the street
- ✓ The décor matches the Christmas/Winter theme
- ✓ No derogatory remarks or pictures
- ✓ The display should be up through the entirety of the contest

Tips

- ✓ Incorporate merchandise into display
- ✓ Ensure lighting compliments window display
- ✓ Leave a light on to show display even after close
- ✓ Display should have well-coordinated focal points
- ✓ Be careful not to clutter the display
- ✓ Remember emotional appeals are often followed by a purchase, so make sure the window display gives your customers a warm feeling
- ✓ Try stepping 15-20 ft away, to view from customers perspective



2019 1st Place Winner
Evan's Repair



2019 2nd Place Winner
Once Used Furniture & More

VOTE to WIN

Prizes will be awarded to 1st and 2nd place.
Winners will be determined by a public vote.

CITY OF STANTON
DOWNTOWN DEVELOPMENT AUTHORITY

FALL SIDEWALK SALES

Explore Downtown Stanton, shop sidewalk sales and welcome new businesses to town!

RIBBON CEREMONIES

Fearless Off-Road 11:30 am

Ninety Nutrition 12:00 pm

Threads 12:30 pm

The Man Cave 1:00 pm

Heartdog Obedience Academy 1:30 pm

OCTOBER 10, 2020
STARTING AT 11:30 AM
DOWNTOWN STANTON, MI



Downtown Window Display Contest

Participation Registration

Forms must be submitted to Rachael at City Hall by Nov 16th

Business Name: _____

Owner Name: _____

Business Address: _____

Email: _____

Phone: _____

Today's Date: _____

Guidelines:

- Display should be up for the entirety of the contest, Dec 1- Dec 20
- Registration forms **must** be turned in by November 16th to Rachael at City Hall
- Be kind, courteous and supportive of other businesses
- See flyer for more information

For office use only:

Date form received: _____

Participation number: _____



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MEMORANDUM

To: Stanton DDA
From: Vester Davis, Jr., City Manager
Date: September 16, 2020
Subject: Residential holiday decorating subcommittee notes

On September 15, a DDA subcommittee meeting was held to engage community members in the process of planning a residential holiday decorating contest.

The following individuals were in attendance: Brandon Stowell, Jacky McGill, Lori Wilson-Mazzola, and Vester Davis, Jr.

Items discussed:

- Event flyers
- Gift baskets as prizes
- Promotional activities that included the re-posting of last year's winners.
- Event will run from December 1-18th.

Staff will inquire to local stores about running holiday specials for holiday decorations. Prizes will be given out on the same day as the business contest concludes. Pre-registration is not required.