

*ORTONVILLE DOWNTOWN DEVELOPMENT AUTHORITY*  
*MINUTES*

**May 17, 2021 – 7:30am**

President McClerren called the meeting to order at 7:41 a.m.

**Roll call:**      **Present:** Amori, Hill, Rumball, Wills, McClerren  
                         **Absent:** Brice (with notice), Quisenberry (with notice)

**Also Present:** DDA Executive Director Matt Jenkins and Market Manager Candace Ingham.

**Recitation of Mission:** by Wills

**Consent Agenda:**

**\*Motion by Amori** seconded by **Rumball** to accept the Consent Agenda as presented.  
                         **All in favor, motion carried**

**Public Comments:**

None

**Disbursements:**

**A. April 2021**

**\*Motion by Wills** seconded by **Amori** to approve disbursements and pay bills for April 2021 in the amount of **\$16,053.08**.

**Roll call vote:**

**Aye:** Rumball, Wills, Amori, Hill, McClerren

**Nay:** None

**Absent:** Brice, Quisenberry

**Motion carried 5/0**

**Board Member Committee Updates:**

**Rumball** updated the board on the progress of the light pole banner project, indicating the plan is to extend signs down South Street and Mill Street. They can save on hardware if they use one arm for two signs. Estimated \$500.

**Hill** updated the board on the plant swap stand, stating it is moving from the fire station to For the Love of Local. The stand will be stationed in front of businesses and relocated every two weeks through the end of August.

**Amori** updated the board on Heritage Garden, stating that Melanie, Patti and himself met and discussed a transition plan for the space to be functional for summer. A community survey will be used to determine what goes into the space. Currently the trees, DDA fountain, flower border, and grass will remain. There is no known budget yet.

**Wills** updated the board on the loan program, indicating the next steps are to develop a program guide and loan application. Wayfinding is at a standstill; new council members need to be reformed. He suggested renaming Wayfinding, Comprehensive Signage Plan (CSP). Hill will attend the next regular council meeting on the 24<sup>th</sup>. **McClerren** noted that council has not created a line item in their budget or put any money towards Wayfinding and the DDA has paid \$6,500 and committed another \$6,500. **Jenkins** suggested using the current tech assistance grant for a project with immediate impact and holding a future tech assistance grant for Wayfinding once the council has money for signs.

**President McClerren** updated the board on the E-Commerce Programming, stating the DDA received the Genisys grant in the amount of \$2,500, which requires a \$2,500 match, for the set-up costs of an online marketing platform.

**Business to Come Before the Board:**

**A. 2021 Farmers Market Plan & Special Event Permit**

**Market Manager Candace Ingham** updated the board on the progress of the Farmers Market Task Force, stating they have identified priorities to focus on in February-April in order for the market to continue to grow. There are currently 18 interested vendors, 4 are farmers. They are also addressing COVID regulations. She presented three proposed vendor location layouts and will submit the Special Event Permit Application to the village office this week.

**\*Motion** by **Wills** seconded by **Amori** to approve the request for the 2021 Special Event Permit for the farmers market beginning Saturday, June 19<sup>th</sup> running from 9am to 2pm.

**Roll call vote:**

**Aye:** Wills, Amori, Hill, Rumball, McClerren

**Nay:** None

**Absent:** Brice, Quisenberry

**Motion carried 5/0**

**B. Recognition of Outgoing Board Member**

**President McClerren** noted that ED Jenkins needs a new laptop, suggested increasing the Transfer from Fund Balance from \$15,500 to \$17,000, budgeting \$1500 in the Capital Improvement fund for a DDA laptop.

**\*Motion by McClerren** seconded by **Wills** to approve the resolution recognizing Allison Brauer and thanking her for her service.

**Roll call vote:**

**Aye:** Amori, Hill, Rumball, Wills, McClerren

**Nay:** None

**Absent:** Brice, Quisenberry

**Motion carried 5/0**

**Additional Business & Board Member Comments:**

**Wills** stated he discussed the current vacancies with an interested party, David Wilson, and will email President McClerren.

**Amori** noted the need for a policy for the downtown dollars to avoid potential abuse.

**Adjournment**

**\*Motion by Amori**, seconded by **Rumball** to adjourn the meeting at 9:25 a.m.

**All in favor, motion carried**

Respectfully submitted,

Jenna Palmer  
Acting Recording Secretary