



CITY OF LESLIE

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DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING

TUESDAY, OCTOBER 12, 2020 9:00 A.M.
LESLIE CITY HALL, 602 W. BELLEVUE STREET

Meeting to be held as a Virtual Meeting due to the COVID-19 pandemic, under the authority of Executive Order No. 2020-154 of the Office of the Governor of the State of Michigan.

AGENDA

1. Meeting Called to Order
Roll Call
Pledge of Allegiance
2. Approval of the Agenda.
3. Approval of the August 11, 2020 DDA minutes.
4. Approval of September 2020 Financials.
5. Public Comment.
6. Items of Business.
 - A. Downtown Flowerbeds. Discuss cleaning, planting, tending to flowerbeds in the downtown.
 - B. Welcoming of New Businesses. Discuss DDA's role participating in welcoming new businesses into Leslie.
 - C. Set Business Owners' Virtual Meeting. Determine a date to hold a virtual Business Owners' Meeting for the purpose of discussing impacts of COVID-19 and for building relationships.
7. Motion to adjourn the meeting.

LESLIE DOWNTOWN DEVELOPMENT AUTHORITY

Minutes of the July 13th, 2020 meeting, held virtually Leslie City Hall, 602 W Bellevue Street,
Leslie, Michigan 49251

Meeting to be held as a Virtual Meeting due to the COVID-19 pandemic, under the authority of Executive Order No. 2020-154 of the Office of the Governor of the State of Michigan.

Meeting called to order at 9:20 AM. Roll call. Pledge of Allegiance.

AGENDA

1. Meeting Called to Order Roll Call Pledge of Allegiance

ROLL CALL:

Hooker- EXCUSED
Pitmon- EXCUSED
Beegle- PRESENT
Sinicropi-PRESENT
Teague- PRESENT
Baker-EXCUSED
Winslow-PRESENT
Floyd-PRESENT
VanAndel-EXCUSED

2. Approval of the Agenda.
Motion Sinicropi, second Teague to approve agenda as amended.

ALL AYES

MOTION CARRIED

3. Approval of the July 13, 2020 DDA minutes.
Motion Teague, second Beegle to approve DDA minutes.

ALL AYES

MOTION CARRIED

4. Approval of July 2020 Financials.
Motion Teague, second Sinicropi to approve July financials.

ALL AYES

MOTION CARRIED

5. Public Comment. --None--

6. Items of Business.

- A. Reliable Auto Sales request for funding in the amount of \$2,155 to install parking lot lighting at 206 Mill Street.

Motion Teague, second Sinicropi to grant request.

ALL AYES

MOTION CARRIED

B. City Manager Approval for Façade Grants under \$5,000 if there is not DDA quorum.

Motion by Teague, second Sinicropi, providing a consensus would be obtained by email.

ROLL CALL VOTE

Winslow-Yes

Teague-Yes

Sinicropi-Yes

Beegle-Yes

Floyd-Yes

VanAndel-Excused

Baker-Excused

Hooker-Excused

Pitmon-Excused

MOTION CARRIED

7. Motion to adjourn the meeting.

Teague, Sinicropi 9:26am

ALL AYES

MOTION CARRIED

Respectfully Submitted,

Chelsea Cox
Leslie City Clerk

Fund 248 DDA Fund

GL Number	Description	Balance
*** Assets ***		
248-000-001.000	CASH ACCOUNT	219,769.11
248-000-017.000	MBIA-CLASS INVESTMENTS	1,464.14
248-000-060.101	NOTE RECEIVABLE FROM GEN FUND	150,000.00
Total Assets		371,233.25
*** Liabilities ***		
248-000-214.101	DUE TO GENERAL FUND	350.00
Total Liabilities		350.00
*** Fund Balance ***		
248-000-390.000	FUND BALANCE	239,682.19
Total Fund Balance		239,682.19
Beginning Fund Balance - 19-20		239,682.19
Net of Revenues VS Expenditures - 19-20		134,099.57
*19-20 End FB/20-21 Beg FB		373,781.76
Net of Revenues VS Expenditures - Current Year		(2,898.51)
Ending Fund Balance		370,883.25
Total Liabilities And Fund Balance		371,233.25

* Year Not Closed

REVENUE AND EXPENDITURE REPORT FOR CITY OF LESLIE

PERIOD ENDING 09/30/2020

% Fiscal Year Completed: 25.21

GL NUMBER	DESCRIPTION	2020-21	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	09/30/2020 NORM (ABNORM)	MONTH 09/30/20 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 248 - DDA Fund							
Revenues							
Dept 000							
248-000-405.000	TIF CAPTURE	5,586.00	5,586.00	0.00	0.00	5,586.00	0.00
248-000-664.000	INTEREST EARNED	2,000.00	2,000.00	57.33	0.28	1,942.67	2.87
248-000-696.000	MERCHANT BANNER SALES	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
Total Dept 000		8,586.00	8,586.00	57.33	0.28	8,528.67	0.67
TOTAL REVENUES		8,586.00	8,586.00	57.33	0.28	8,528.67	0.67
Expenditures							
Dept 898 - DDA ACTIVITY							
248-898-703.000	SALARIES/WAGES DDA	0.00	0.00	350.00	0.00	(350.00)	100.00
248-898-714.000	FICA EXPENSE	0.00	0.00	185.19	40.16	(185.19)	100.00
248-898-944.000	PUBLIC RELATIONS	10,000.00	10,000.00	0.00	0.00	10,000.00	0.00
248-898-946.000	CHRISTMAS DECORATIONS	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
248-898-947.000	DOWNTOWN MAINTENANCE	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
248-898-949.000	FACADE GRANTS	4,000.00	4,000.00	0.00	0.00	4,000.00	0.00
248-898-959.010	SPECIAL PROJECTS CONTINGENCY	23,175.00	23,175.00	0.00	0.00	23,175.00	0.00
248-898-959.030	BANNER EXPENSE	500.00	500.00	0.00	0.00	500.00	0.00
248-898-965.010	ADMIN SUPPORT	13,250.00	13,250.00	2,420.65	525.02	10,829.35	18.27
Total Dept 898 - DDA ACTIVITY		56,925.00	56,925.00	2,955.84	565.18	53,969.16	5.19
TOTAL EXPENDITURES		56,925.00	56,925.00	2,955.84	565.18	53,969.16	5.19
Fund 248 - DDA Fund:							
TOTAL REVENUES		8,586.00	8,586.00	57.33	0.28	8,528.67	0.67
TOTAL EXPENDITURES		56,925.00	56,925.00	2,955.84	565.18	53,969.16	5.19
NET OF REVENUES & EXPENDITURES		(48,339.00)	(48,339.00)	(2,898.51)	(564.90)	(45,440.49)	6.00

5 Tips for Main Street Marketing

October 17, 2017 | Main Spotlight | 5 Tips for Main Street Marketing | By Tourism Currents



Photo Credit: Sheila Scarborough

We have Main Street on the brain. Who wouldn't be excited about something that helps towns and city neighborhoods thrive?

The big, annual Main Street Now Conference in Pittsburgh finished a few months ago, and we're so excited about [March 2018 in Kansas City](#). After lurking on the conference hashtag for a few years (a great way to network and pick up info nuggets) and then attending #NOW17 in person, we began to think....

What if someone asked us for some quick marketing ideas that any Main Street town could use for more visibility, especially online? ***Here is what we'd say:***

1. Make it easier to cross-promote your partners on social media

Figure out ways to organize how you check and interact with Main Street partner Facebook Pages, Twitter accounts, and Instagram accounts, so that you can group their activities into one place.

It's a lot more efficient if you do not have to go from Page to Page, for example, to see what's going on, leave a Like or comment, and share posts with your social media followers.

Twitter

It's easy to organize Twitter – [set up a Twitter list](#) of all your partner accounts. Then, you can go to one place to see partner tweets, interact with them, and share them with your own Twitter followers.

[Here is a link to the Visit Lake Charles and Southwest Louisiana Twitter list](#) of local partners, businesses, and events.

Here is a screen shot of what it looks like....

Local Businesses

A public list by Visit Lake Charles



MEMBERS
75

SUBSCRIBERS
0

Subscribe

Tweets >

List members >

List subscribers >

More lists by

[@LakeCharlesCVB](#) · View all

[Local Businesses](#)
[travelwriters](#)
[Tourism Junkies!](#)

List members



Blue Iguana Cantina @BlueIguanaLC

723 Ryan Street~337-491-1847~BEST Home Made Mexican Food In Town! Come join us for great food, great drinks & great company!



+ Follow



Golden Nugget LC @GoldenNuggetLC

The Golden Nugget Hotel & Casino Lake Charles, NOW OPEN



+ Follow



Children's Theatre @ctcstage

The Children's Theatre Company (CTC) exists to create extraordinary theatre experiences that educate, challenge and inspire young people ages 5 to 18.



+ Follow



L.C. Film Festival @LCFilmFest

Independent Film Festival in Southwest Louisiana!



+ Follow



C.P.P.L. @cpplibrary



+ Follow

Once the list is created, you can set it up as a column to monitor in a dashboard like TweetDeck or Hootsuite, or you can find it at the top of your own web-based Twitter account, under the big header photo, where it says "Lists."

Facebook

Unfortunately, it's not so easy anymore to set up one-stop lists on Facebook. They did away with their Interest Lists, where you used to be able to group all of your partner Pages in one place.

We've had some success with hacking a [Facebook Friend List](#) (meant to help you sort people, not really brands) into a single spot to check multiple Pages. It seems to work as long as some personal profiles are included, but it does act wonky sometimes about adding brand Pages.

That means that for Facebook, you may need to keep your own organizational list of partner Facebook Page URLs so you don't forget any when you're ready to "make the rounds." If this list is kept as a [Google Doc](#), you can easily share it with others. The more interaction with Facebook posts, the more visible they are in follower News Feeds.

Suggestion: group Pages by type in your document—restaurants, museums, retailers, hotels, etc. That way, if your editorial calendar has you highlighting your local eateries every Tuesday, or sharing #TBT (Throwback Thursday) historic facts on Thursday, it's easier to go straight to the relevant partner Pages to see what's new and share-able.

Instagram

Instagram is not really set up for easy sharing. You have to use a third party app like [InstaRepost](#), but as with Facebook, those Likes, comments, and shares help with Instagram visibility for your partners. It's not a surprise that sorting algorithms drive everything, since Instagram is owned by Facebook.

There is not an Instagram list function, but within the IG app itself (not on desktop) you can go to a profile and turn on Post Notifications.

If you do that for each of your partner IG accounts, you'll be notified each time they post, so you can interact then, rather than having to hunt and scroll through your IG feed looking for those good partner photos.

2. Think about bike tourism

As bike tourism experts Russ and Laura with The Path Less Pedaled say, [bicycling and bike tourism can save small towns](#) that might struggle to attract visitors in other ways.

Cyclists move at a slower pace, off the main freeways, through rural destinations, and they stop more frequently to eat and sleep (and go to the local bike shops.)



Russ and Laura from The Path Less Pedaled; Photo Credit Sheila Scarborough

The Path Less Pedaled got everyone fired up as speakers during the last Heartland Byways conference for scenic byways and heritage highways, and they can do content marketing packages to help you attract cyclists.

Use your social media to get in front of cyclists, too.

Pay attention to and interact on the social accounts for big bike rides near you; towns in Iowa pay close attention to the route for the annual RAGBRAI ride, for example. Consider Facebook Sponsored posts with terrific photos of your local roads, that are shown to cycling enthusiasts (you can target Facebook ads by interests, location, and more.)

Many cyclists also pay attention to hashtags like #cycling, #cyclinglife, #roadslikethese, and #fromwhereiride, particularly on Instagram.

3. Think about culinary tourism

We covered this in our post about how [culinary tourism is boiling hot](#), with examples from Europe, Australia, and Africa.

It's simple; visitors these days want to know where their food comes from.



They want to see your farms. They love to try your cooking classes. They want to eat fresh, imaginatively-prepared food (which does NOT have to be “gourmet”) that is not served in the same chain restaurant that they can go to back home.

They want to try your craft beer (are your Main Street brewpubs active on the [Untappd](#) app?) plus your [#craftspirits](#), cider, and/or wine that are made right there in town, or at least in your region, state, or province.

Everyone needs to eat. Your downtown might as well be the one that serves up the best food and drink in the area.

4. Take a hard look at your wayfinding, including offline signage and online local search

When it is your own comfy, familiar town or big city neighborhood, you must work at seeing it through a visitor’s eyes.

It is hard to remember that just because you know the name of that street or building or park, or you know that a certain area is considered “midtown,” your visitor does not.

Make sure that navigating your town’s streets and attractions is as easy and crystal-clear as possible.



Signage showing walking distances and local attractions; Photo Credit: Sheila Scarborough

Also remember that visitors are Googling for information and using map apps on their phone. One of the best things your Main Street partners can do to be more find-able online is to claim their free listing in [Google My Business](#).

Fill the listing out completely, taking care that your organization or business Name/Address/Phone number plus operating hours are accurate. Upload some attractive photos, and respond promptly to reviews.

Also make sure that your online presence is supported with offline signage in as many places as possible.

Use signs to tell people how to find you on Facebook, on Twitter, on Instagram, and which hashtag you use to identify your town or downtown on social media. Then, of course, monitor the hashtag and respond to people using it to share their experiences.

Don't simply post a sign with a social media logo—spell out your Instagram or Twitter handle, or title/URL of your Facebook Page. Don't make people search for it on their phones.

Can your Main Street and local Visitor Center volunteers and staff tell people how to find you on social media accounts? Do they know your hashtag? They should.

5. Know your top local bloggers, Instagrammers, & other online media

Too many Main Street and economic development pros know their local print, radio, and TV journalists, but they haven't a clue about digital media and online publishers who live in the area.

This is a big missed opportunity for content and coverage that can tell your downtown's story online in a way that has tremendous reach and impact.

Plug into your local online media. Host an [InstaMeet photo event](#), or attend/sponsor/start a gathering like the [North Iowa Social Media Breakfast Club](#).

Those are our five ways to get your Main Street and downtown some more visibility. Bonus: You can find more in [this chat transcript from the May 2017 #tourismchat](#) on Twitter. The topic was social media for Main Street.

A version of this post [originally appeared on Tourism Currents](#).

About the authors: Tourism Currents specializes in social media and digital destination marketing training for the tourism industry. They offer an online course, in-person workshops, webinars, and a biweekly newsletter. Team members are Leslie McLellan in Lake Arrowhead, California, and Sheila Scarborough in Round Rock, Texas. They want YOU to become a #SocialTown

Ten Ideas to Make Your Small Business Saturday a Success

October 29, 2019 | Ten Ideas to Make Your Small Business Saturday® a Success |



Residents of Woodland Park Main Street in Colorado pose with their Small Business Saturday tote bags, compliments of American Express, at the welcome station they set up to pass out swag on Small Business Saturday. Credit: Gail Wingerd

Main Street America has been a proud supporter of Small Business Saturday® since the beginning and is thrilled to team up with American Express as they celebrate the 10th annual Small Business Saturday. In honor of the 10th Small Business Saturday, we've gathered a list of 10 ideas to make this Small Business Saturday your best yet. As you develop your plans, be sure to create a plan that authentically celebrates your local community and complies with local laws and regulations.

1. Serve as an American Express® Neighborhood Champion

Neighborhood Champions rally their community, help host an event on Nov. 30, and distribute fun (and complimentary) Shop Small® merchandise. Thanks to our sponsor American Express, all Main Street America organization members have been pre-qualified to serve as American Express® Neighborhood Champions on a first come, first served basis. All you have to do is fill out the brief application here: shopsmall.com/nmsc and indicate you were referred by the National Main Street Center (NMSC) in the drop-down box. Be sure to use your NMSC contact information when filling out the application (i.e. local NMSC organization name, email, etc.).

2. Partner with other community organizations for maximum impact

Working with other local community organizations can help you make a greater impact with shoppers. At [Woodland Park Main Street](#) in Colorado, a collaboration between the Main Street program, the Greater Woodland Park Chamber of Commerce, the City, and local businesses resulted in one of their most successful Small Business Saturdays. The community set up a Welcome Station tent downtown, where shoppers could pick up tote bags, a list of shopping specials, and a map of businesses and restaurants. Customers and businesses alike were thrilled with the outcome, with a few businesses reporting sales that were up by 50 percent from previous years.

3. Take your Small Business Saturday contests to the next level

From filling out a shopping passport or bingo card to creating a small business scavenger hunt, there are plenty of ways to make Small Business Saturday fun and interactive. For example, the [Luray Downtown Initiative](#) in Virginia created a Buy Local card with fun prizes for winners, as well as a "Shop & Stay" package, where shoppers could show \$50 in receipts from local businesses to receive a special rate at an independent local hotel.

4. Tie Small Business Saturday to other community events



Photo credit: Michael Murphy

From tree-lighting ceremonies to holiday parades, tying Small Business Saturday to another Main Street event is a great way to boost community involvement. Last year, the [Charlevoix Main Street DDA](#) partnered with a local clothing store, The Clothing Company, to create a Shop Small float for their Holiday Parade and Tree Lighting event. The Clothing Company staff and Main Street volunteers who marched in the parade wore Small Business Saturday sweatshirts and handed out Shop Small goodie bags to the crowd. According to Jacqueline Dipert, President of the Clothing Company, the Main Street program's presence at the parade was a great reminder for attendees to Shop Small the following day. It also helped participating Clothing Company staff and Main Street volunteers get excited for Small Business Saturday.

5. Get social

There's no better way to promote how your neighborhood is celebrating Small Business Saturday than by encouraging community members to post about their Shop Small experience on social media. In [Downtown Kearney](#) in Nebraska, community members could post a selfie from participating local business on their Main Street for the chance to win a Main Street shopping spree.

6. Partner with other Main Street communities



Photo credit: Downtown Lee's Summit Main Street

Often working with other Main Street communities can help create a more engaging experience for both neighborhoods! Take [Downtown Lee's Summit](#) and [Downtown Washington](#) in Missouri for example. Downtown Washington conducted a passport contest, where shoppers received passport stamps at participating businesses on Small Business Saturday. Participants with

completed passports were entered to win downtown gift cards or a trip to Downtown Lee's Summit. In Downtown Lee's Summit, shoppers could pick up "scratch-off" cards at downtown businesses for the chance to win Main Street gift cards. Their scratch-off card would also enter them into a drawing to receive a free trip to Downtown Washington. Washington and Lee's Summit exchanged stays at independent hotels in their communities, and train tickets were donated to and from both towns for the winners.

7. Get buy-in from Main Street businesses

Consider hosting a Small Business Saturday kick-off meeting with your Main Street businesses to get everyone on board and ready to participate in the big day. Encourage merchants to offer special services like free gift wrapping, free delivery, shipping services, and refreshments, as well as longer store hours.

8. Experiential retail is key

Encourage your small businesses to host in-store shopping experiences to make Small Business Saturday fun for all ages. From wreath-making workshops to creating custom wrapping paper, hosting interactive and festive activities will be sure to bring shoppers downtown. In Benicia, California, for example, the Main Street program hosted a Wine Walk last year, where 30 businesses set up wine tasting stations for shoppers to sip as they shopped. [Benicia Main Street](#) sold 400 wine tasting tickets last year.

9. Make it easy for community members to participate

We know that there can be a lot going on in towns across the country during the main shopping weekends, so where possible, try to make it easier for members of the community to access your shopping areas. For example, The [Downtown Allentown Business Alliance](#) in Pennsylvania offered free parking on Small Business Saturday last year to make it simple for customers to come to Main Street small businesses. Get in touch with your local city departments to see if this is possible!

10. Make the Shop Small movement last all year long

Be sure to provide customers with the opportunity to sign up to be on your mailing list so that you can engage with these community members and make them downtown customers all-year round. You can even ask willing businesses to provide coupons or other incentives to encourage customers to return long after Small Business Saturday ends.

For even more ideas about how to make this year's Small Business Saturday a success, check out [last year's webinar on Making the Most of Small Business Saturday](#) and posts from our blog:

- [Local Impact: Small Business Saturday](#), October 2018
- [Small Business Saturday 2018: Neighborhood Champions of Main Street America](#), December 2018
- [Small Business Saturday is Almost Here!](#), November 2017

**CITY OF LESLIE NOTICE OF ELECTRONIC MEETING
LESLIE DOWNTOWN DEVELOPMENT AUTHORITY MEETING
MONDAY, OCTOBER 12, 2020 AT 9:00 AM**

Purpose of Meeting

Leslie Downtown Development Authority (DDA) will hold its regularly scheduled meeting.

Reason for Electronic Meeting

Governor Whitmer signed Executive Order 2020-154 extending “Temporary authorization of remote participation in public meetings and hearings and temporary relief from monthly meeting requirements for school boards”. The City of Leslie 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:

<https://cityofleslie.webex.com/cityofleslie/onstage/g.php?MTID=e7c62f06e38fa59f6114522431cf69861>

Or Dial In: 1-415-655-0001 and press # when prompted for an access code.

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 manager@cityofleslie.org 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 within eight business days on the City of Leslie website at www.cityofleslie.org.

Public Input and Questions on Business before the DDA Meeting

Members of the public may contact the City Manager to provide input or ask questions regarding the DDA meeting by e-mail at manager@cityofleslie.org.

Persons with Disabilities Participation Instructions

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