

**A regular meeting of the Downtown Development Authority for the City of Bessemer
was held in the DDA meeting room on
Thursday, November 14th, 2019 at 4:00**

Call to order at 4:00

Present: Osier, Filippini, Zak, Bjorkquist, Olsen, Meinke

Absent: Whitburn, Leskoviansky

A quorum was present

Osier made motion to approve October's minutes, Olsen seconded, passed unanimously

Board discussed the training materials regarding Ironwood's First Impression Tourism grant.

The board discussed the finances. Osier made a motion to accept the financials. Meinke seconded it and it passed unanimously.

The commission discussed the FIT grant coloseout, the installation of the Christmas lights, exploring continuing the social media contract. The commission supports the possible library grant and would like to see if we could pay for classes in building websites and google analytics.

The commission brainstormed expanding the PopUp Shop program. They discussed having a PopUp Christmas and 4th of July Bizarre, providing marketing assistance for PopUps maybe work with Bessemer Schools or GCC on building websites, paying the first 3 months of rent and then 50% for remainder of funds, helping businesses who purchase a building repay some of their loan, having a requirement for follow-up with the board at the 3 month mark, offering to have businesses come in and discuss any issues they are having.

The group brainstormed requiring before and after photographs for façade grants.

Zak made a motion to approve the year end report after changing some 2018's to 2019's. Meinke seconded it and it passed unanimously.

The group brainstormed what they want to do in 2020 and discussed the following: replacing Christmas lights, replacing banners, exploring PopUp Shop changes, replacing entrance signs, exploring continuing social media marketing, continuing with wayfinding, continuing with façade program, creating a park behind city hall.

The board asked staff to reach out to Doug Kikkebusch to see how the signs are coming closer to spring.

Zak made a motion to adjourn, Osier seconded. Passed unanimously. Adjourned at 5:12 PM