

## AGENDA

### CITY OF BESSEMER DOWNTOWN DEVELOPMENT AUTHORITY

Regular meeting of the City of Bessemer Downtown Development Authority to be held Remotely and in-person in the Auditorium, on Wednesday, April 14th, 2021, at 5:30 p.m.

Due to the Coronavirus the City of Bessemer will have a virtual meeting.

- All residents may call in and/ or email questions, complaints, and comments to [Charly.loper@bessemermi.org](mailto:Charly.loper@bessemermi.org).
- If you have any issues with attending the meeting virtually due to ADA difficulties, please contact Jennifer Adams at [jennifer.adams@bessemermi.org](mailto:jennifer.adams@bessemermi.org) or 906-667-0333 48 hours before the meeting. Individuals can call 711 for relay support.
- You have the right to participate in a meeting of a public body held electronically includes the right to tape-record, to videotape, to broadcast live on radio, and to telecast live on television the proceedings of the public body at a public meeting. The exercise of this right does not depend on the prior approval of the public body. However, a public body may establish reasonable rules and regulations to minimize the possibility of disrupting the meeting.
- A public body may not require a person as a condition of participating in a meeting of the public body held electronically to register or otherwise provide his or her name or other information or otherwise to fulfill a condition precedent to attendance, other than mechanisms necessary to permit the person to participate in a public comment period of the meeting.
- A person must be permitted to address a meeting of a public body held electronically under rules established and recorded by the public body. A person must not be excluded from a meeting held electronically otherwise open to the public except for a breach of the peace actually committed during the meeting.
- During a meeting of a public body held electronically, members of the public body are urged to take all votes by roll call to avoid any questions about how each member of the public body votes.
- If a public body holding a meeting electronically directly or indirectly maintains an official internet presence, the public body is encouraged to make available to the general public through the public body's website homepage an agenda and other materials relating to the meeting.
- Members of the general public otherwise participating in a meeting of a public body held electronically may be excluded from participation in a closed session of the public body held electronically during that meeting if the closed session is convened and held in compliance with the requirements of the OMA applicable to a closed session.

Link to join the webinar: <https://us02web.zoom.us/j/89455775435>

Or Telephone: +1 312 626 6799

Webinar ID: 894 5577 5435

International numbers available: <https://us02web.zoom.us/u/kdX1psAbWP>

### CALL TO ORDER

**BOARD MEMBERS:** Zak, Osier, Whitburn, Leskoviansky, Filippini, Bucknell, Olsen, Meinke, Bromley

**ROLL CALL**

**APPROVAL OF MINUTES:**

**PRESENTATION: Act 51 required presentation**

**BUSINESS ITEMS:**

- 1) **Training**
- 2) **Financials**
- 3) **PopUp Shop Funding (none)**
- 4) **Façade Funding (none)**

Item	Description	Responsible Individual	Action Steps
Wayfinding on US-2	I've wanted to tackle this to get it off my plate but I really should wait for in case we get new businesses between now and the detour in 2022	Charly	
Christmas lights	Have been ordered. Haven't arrived		
Broadband in Downtown			
Co-working Spaces Downtown/ Expanding PopUp Shop Program			
More Parking	The parking stops are delivered, will look into installing this month		
Ethnic Commons access			
Welcome Signs	I will look into lighting this month. If there are any experts, I would love assistance		
Meetings for state requirements			
2021 Project			
Hotel Project	Resuming discussions		
Flowers			
Banners	Ordered and arrived. I thought we were good with brackets but apparently not. Please see email for quotes	Charly	
Marketing			

**5) Public comment**

**ADJOURN Next Meeting: May 12<sup>th</sup> at 5:30. Will probably be a hybrid meeting again**

**A regular meeting of the Downtown Development Authority for the City of Bessemer  
was held in the DDA meeting room on  
Thursday, February 11th, 2021 at 4:00**

Call to order at 4:00

Present: Filippini, Meinke, Osier, Zak, Bromley, Leskoviansky,  
Absent: Olsen, Bucknell, Whitburn,

A quorum was present

Zak made a motion to approve January's minutes. Osier seconded it. Roll call was taken. Yeses: Filippini, Meinke, Osier, Zak, Bromley, Leskoviansky. Noes: none. It passed unanimously.

Board discussed the training materials

The board discussed the finances. No action was taken.

Zak made a motion to order 40 banners and try to add a school banner. Leskoviansky seconded it. Roll call was taken. Yeses: Filippini, Meinke, Osier, Zak, Bromley, Leskoviansky. Noes: none. It passed unanimously.

Meinke made a motion to spend up to \$10,000 on Christmas lights. Loper is to select an assortment of pole decorations. Zak seconded it. Roll call was taken. Yeses: Filippini, Meinke, Osier, Zak, Bromley, Leskoviansky. Noes: none. It passed unanimously.

Zak made a motion to change the DDA meetings to the 2<sup>nd</sup> Wednesday of the month at 5:30. Bromley seconded it. Roll call was taken. Yeses: Filippini, Meinke, Osier, Zak, Bromley, Leskoviansky. Noes: none. It passed unanimously.

There was no public comment.

Osier made a motion to adjourn. Zak seconded it. Roll call was taken. Yeses: Filippini, Meinke, Osier, Zak, Bromley, Leskoviansky. Noes: none. It passed unanimously.

# 3 signs that your economic development needs a refresh

"Ilana Preuss" [ilana@reicastcity.com]

Sent:

4/1/2021 11:29 AM

To:

""charly loper"" <charly.loper@bessemermi.org>

The economy is much different today than it was 50 years ago.

But you wouldn't necessarily know it based on some communities' approaches to economic development.

In my work I meet with people from across the country who are looking for ways to grow their local economies. Too often, though, people are looking in all the wrong places.

They are using a model left over from the middle of the last century, when big empty plots of land in the middle of nowhere were the answer, gas was cheap, people grew up and stayed in town.

Today things are pretty different. Downtown space is in demand, transportation costs are high, and people often pick a place to live and *then* figure out how to make a living. And then the pandemic hit us.

Every local economic development effort needs to acknowledge this new reality. Not sure whether your community is successfully doing that or not? Here are three common signs your economic model might need an update:

## 1. Missing the micro.

Microbusinesses are defined as having fewer than 20 employees. Depending on your local economic landscape, that could actually be a pretty big company. Helping a microbusiness grow from two employees to five, or from ten employees to twenty might be *the* best way to build good paying jobs in your community. And with the right small business programs you can do it with dozens of small businesses at once.

These businesses are more likely to keep money within your community and put down (or already have) deep roots there. [Small-scale manufacturing](#) in particular pays an average of 50 to 100% better than service or retail jobs. Plus, you'll be creating jobs while also supporting the entrepreneurs who are already at work growing your economy from the ground up.

## 2. Waiting for the cavalry.

Recruiting companies from outside your region *might* be part of a long-term economic development strategy — but you'll have a lot of work to do before that can even possibly succeed. These businesses are looking for great downtowns, skilled workforce, and a place they can feel a part of. Plus focusing on outside companies can be a strategy that simply never pays off. As one local leader I worked with said, "I eventually realized, the cavalry is not coming."

### **3. Feeding the big fish.**

Related to item #2 on this list, some towns give away *\*enormous\** amounts of money to lure big companies. Between tax breaks, grants, and infrastructure giveaways, it can take years or decades for a municipality to break even on a big corporate deal — with no guarantee that the corporation will even still be around by then. Investing even a fraction of that money into local and growing businesses could be transformative for that sector of your economy. At a minimum, make sure any benefit you're offering to big businesses is available to small businesses too.

**The most innovative economic development efforts I've seen recognize that small businesses are important, especially the ones already in your community, and that they're worth investing in.**

They're not waiting for the cavalry — they're getting started with the entrepreneurs and businesses already in their community that just need some support.

They are building their own pipeline for the future.

And they're not giving away the piggy bank to some unknown business from afar.

**They're investing in homegrown companies and getting a huge bang for their buck in return.**

Changing these three things can transform your work and your community. And now is the best time to start! Your small businesses are waiting for you.

We're here to help,

ILANA

P.S. Ready to make it happen? Book a time for us to chat or check out how we work with every community.

ILANA PREUSS  
Founder & CEO

Fund 248 Downtown Development Authority

GL Number	Description	Current Year Beg. Balance	Balance
<b>*** Assets ***</b>			
248-000-001.00	CASH CHECKING - GRB	4,129.11	4,134.08
248-000-002.00	CASH SAVINGS - FNB	4,392.40	21,776.06
248-000-002.02	Cash Money Market	21,945.38	7,558.69
248-000-003.32	CERTIFICATE OF DEPOSIT GRB	50,461.29	50,751.68
248-000-084.00	Due From General Fund	0.00	3,671.00
<b>Total Assets</b>		<b>80,928.18</b>	<b>87,891.51</b>
<b>*** Liabilities ***</b>			
248-000-202.00	Accounts Payable	8,281.85	(1,905.08)
<b>Total Liabilities</b>		<b>8,281.85</b>	<b>(1,905.08)</b>
<b>*** Fund Balance ***</b>			
248-000-390.00	Fund Balance	72,646.33	75,946.33
<b>Total Fund Balance</b>		<b>72,646.33</b>	<b>75,946.33</b>
<b>Beginning Fund Balance</b>			<b>72,646.33</b>
<b>Net of Revenues VS Expenditures</b>			<b>13,850.26</b>
<b>Fund Balance Adjustments</b>			<b>3,300.00</b>
<b>Ending Fund Balance</b>			<b>89,796.59</b>
<b>Total Liabilities And Fund Balance</b>			<b>87,891.51</b>

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
			<b>248-728-963.00 Miscellaneous</b>				
					(Continued)		
03/29/2021	AP	INV	RAPID GRAFIKS CITY BANNERS	1109	2,680.00		3,429.09
			Total for Mar		2,680.00		
04/09/2021			248-728-963.00	END BALANCE	2,680.00	0.00	3,429.09
TOTAL FOR DEPARTMENT 728 Projects and activities					<u>3,080.00</u>	<u>0.00</u>	
TOTAL FOR FUND 248 Downtown Development Authority					<u>3,080.00</u>	<u>3,080.00</u>	<u>0.00</u>

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 248 Downtown Development Authority							
Department 000 General							
03/24/2021			<b>248-000-001.00 CASH CHECKING - GRB</b>				
03/01/2021					BEG. BALANCE		4,097.01
			Total for Mar				
04/09/2021			248-000-001.00		END BALANCE	0.00	4,097.01
03/24/2021			<b>248-000-002.00 CASH SAVINGS - FNB</b>				
03/04/2021					BEG. BALANCE		39,865.04
			Total for Mar				
04/06/2021							
04/06/2021	CD	CHK	KRISTIE STAFF	37297		400.00	39,465.04
04/06/2021	CD	CHK	RAPID GRAFTKS	37300		2,680.00	36,785.04
			Total for Apr			3,080.00	
04/09/2021			248-000-002.00		END BALANCE	0.00	36,785.04
03/24/2021			<b>248-000-002.02 Cash Money Market</b>				
04/09/2021					BEG. BALANCE		7,559.56
04/09/2021			248-000-002.02		END BALANCE	0.00	7,559.56
03/24/2021			<b>248-000-003.32 CERTIFICATE OF DEPOSIT GRB</b>				
04/09/2021					BEG. BALANCE		51,777.17
04/09/2021			248-000-003.32		END BALANCE	0.00	51,777.17
03/24/2021			<b>248-000-084.00 Due From General Fund</b>				
04/09/2021					BEG. BALANCE		3,278.00
04/09/2021			248-000-084.00		END BALANCE	0.00	3,278.00
03/24/2021			<b>248-000-214.00 Due To Other Funds</b>				
04/09/2021					BEG. BALANCE		(3,807.37)
04/09/2021			248-000-214.00		END BALANCE	0.00	(3,807.37)
03/24/2021			<b>248-000-390.00 Fund Balance</b>				
04/09/2021					BEG. BALANCE		(80,243.98)
04/09/2021			248-000-390.00		END BALANCE	0.00	(80,243.98)
03/24/2021			<b>248-000-402.00 Current Tax Revenue</b>				
03/04/2021					BEG. BALANCE		(41,572.23)
			Total for Mar				
04/09/2021			248-000-402.00		END BALANCE	0.00	(41,572.23)
03/24/2021			<b>248-000-664.00 Interest Income</b>				
03/01/2021					BEG. BALANCE		(1,037.29)
			Total for Mar				
04/09/2021			248-000-664.00		END BALANCE	0.00	(1,037.29)
TOTAL FOR DEPARTMENT 000 General					0.00	3,080.00	
Department 728 Projects and activities							
03/24/2021			<b>248-728-880.00 Advertising/Community Promotion</b>				
04/09/2021					BEG. BALANCE		(5,000.00)
04/09/2021			248-728-880.00		END BALANCE	0.00	(5,000.00)
03/24/2021			<b>248-728-881.02 WELCOME SIGNS</b>				
04/09/2021					BEG. BALANCE		19,910.00
04/09/2021			248-728-881.02		END BALANCE	0.00	19,910.00
03/24/2021			<b>248-728-883.00 POP-UP SHOP START-UP EXPENSES</b>				
04/09/2021					BEG. BALANCE		500.00
04/09/2021			248-728-883.00		END BALANCE	0.00	500.00
03/24/2021			<b>248-728-940.00 POP-UP SHOP RENT</b>				
03/29/2021					BEG. BALANCE		3,925.00
03/29/2021	AP	INV	KRISTIE STAFF	02262021	400.00		4,325.00
			POP UP SHOP RENT				
			Total for Mar		400.00		
04/09/2021			248-728-940.00		END BALANCE	400.00	4,325.00
03/24/2021			<b>248-728-963.00 Miscellaneous</b>				
03/01/2021					BEG. BALANCE		749.09

User: JIM

PERIOD ENDING 04/30/2021

DB: Bessemer

% Fiscal Year Completed: 83.29

GL NUMBER	DESCRIPTION	BEG. BALANCE		2020-21 AMENDED BUDGET	YTD BALANCE		% BDDT USED
		07/01/2020 NORMAL (ABNORMAL)			04/30/2021 NORMAL (ABNORMAL)		
Fund 248 - Downtown Development Authority							
Dept 000 - General							
248-000-402.00	Current Tax Revenue			39,900.00		41,572.23	104.19
248-000-664.00	Interest Income			300.00		1,037.29	345.76
Net - Dept 000 - General				40,200.00		42,609.52	
Dept 728 - Projects and activities							
248-728-702.00	Salaries			3,000.00		0.00	0.00
248-728-715.00	Social Security			230.00		0.00	0.00
248-728-880.00	Advertising/Community Promotion			6,000.00		(5,000.00)	(83.33)
248-728-881.00	Flower/Beautification Projects			3,500.00		0.00	0.00
248-728-881.02	WELCOME SIGNS			0.00		19,910.00	100.00
248-728-882.03	SIDEWALK SNOW REMOVAL			3,000.00		0.00	0.00
248-728-883.00	POP-UP SHOP START-UP EXPENSES			0.00		500.00	100.00
248-728-940.00	POP-UP SHOP RENT			10,000.00		4,325.00	43.25
248-728-940.01	FACADE IMPROVEMNT GRANTS			6,000.00		0.00	0.00
248-728-963.00	Miscellaneous			0.00		3,429.09	100.00
Net - Dept 728 - Projects and activities				(31,730.00)		(23,164.09)	
Fund 248 - Downtown Development Authority:							
TOTAL REVENUES				40,200.00		42,609.52	105.99
TOTAL EXPENDITURES				31,730.00		23,164.09	73.00
NET OF REVENUES & EXPENDITURES				8,470.00		19,445.43	229.58