

**VILLAGE OF LAKE ODESSA  
DOWNTOWN DEVELOPMENT AUTHORITY**

**Draft**

**MINUTES**

Special Meeting - Friday, May 29, 2020  
Page Memorial Building, Lake Odessa MI

NOTE: THIS MEETING WAS HELD ELECTRONICALLY DUE TO THE  
COVID-19 PANDEMIC AND IN ACCORDANCE WITH GOV. WHITMER'S  
EXECUTIVE ORDER NO. 2020-75

PRESENT: Karen Banks, Sue Dahms, Sandy Guthrie, Sarah McGarry, Bill Rogers

ABSENT: Daryl Hartzler, Darwin Thompson

STAFF: Village Manager Patrick Reagan

VISITORS: None

- I. **Call to Order:** Meeting called to order by McGarry at 12:00 noon.
- II. **Approval of Agenda:** Motion by McGarry, support by Guthrie, to approve agenda as presented. All ayes; motion carried with Rogers absent.
- III. **Public Comment:** None.

Rogers joined meeting at 12:09 p.m.

IV. **Action Items/Discussion Items:**

- a) **Overview of Worksheets Received from DDA Businesses for the "Match on Main" grant from the Michigan Economic Development Corporation:**

The meeting held by the scoring committee (Banks, Dahms, McGarry and Lakewood Chamber Director Marnie Thomas) was described. It was reported that there were a total of ten applications received. Board members received a copy of the scoring matrix tabulated by the scoring committee (see Attachment A).

The board was given an overview of how the applications were evaluated and scored, and how dollar amounts were allocated. It was explained that businesses that were totally closed due to the pandemic received more weight than businesses that were able to operate on a limited basis. It was also explained that the scoring committee gave extra consideration to businesses that were able to explain the amount of lost revenue in their application.

The scoring committee explained that even though Lincoln's Law Office was deemed eligible, the applicant's claim of lost revenue is actually more of an issue of accounts

receivable; i.e., outstanding client invoices will eventually be paid. The Barbery was disqualified from consideration because their application was incomplete.

Following discussion, motion by Dahms, support by McGarry, to modify the allocations as recommended by the scoring committee, and request grant funds for the following businesses as part of the DDA's grant application to the Michigan Economic Development Corporation:

- 4th Avenue Sweets: \$5,000
- The Consignment Shop: \$3,000
- Delectable Delights: \$5,000
- Friends Quilting Basket: \$8,000
- The Hair Port: \$7,000
- The Main Floor: \$8,000
- Tabby's Chop Shop: \$7,000
- Tan It Up: \$7,000

Ayes: Dahms, Banks, McGarry. Abstain: Rogers, Guthrie. Motion carried.

Dahms requested that businesses receiving an award sign a grant contract, including a non-disclosure agreement.

Following discussion, it was determined that there should be a sole point of contact for inquiries from businesses, the public and the media. Reagan was designated as the spokesperson.

V. **Adjournment:** Without objection, meeting adjourned at 12:35 p.m.

Respectfully submitted,

Karen Banks, Recording Secretary

## **Appendix D: BUSINESS SCORING MATRIX, EXAMPLE**

**PLEASE NOTE: THIS BUSINESS SCORING MATRIX IS AVAILABLE AS A RESOURCE, IT IS NOT REQUIRED FOR APPLICATION SUBMISSION.**

**Local entities can rank and prioritize eligible businesses within their districts using whatever transparent process they see fit.**

How to use this tool:

1. Determine if/how you want to prioritize your business applicants locally (examples below).
2. Once you've decided which supplemental factors will be used for your local evaluation, update the Local Business Worksheet document.
3. Finalize, distribute and then collect the [Local Business Worksheet](#) from interested businesses.
4. Use the Business Scoring Matrix (below) OR your own scoring document to determine if a business is eligible for funding.
5. Use the Business Scoring Matrix (below) OR your own scoring document to determine if a business meets your local priorities for funding.
6. Select the businesses for inclusion with your application.

Local consideration:

1. Years in business (Example: Has been in business between 1 – 3 years)
2. Number of employees (Example: Has under 5 employees)
3. Industry sector (Example: Will only consider restaurants for our local application)
4. Business is considered a district “anchor”
5. Business industry aligns with the Community’s Transformation Strategy, market data, or other recruitment priorities
6. The business has received a local incentive in the past (Example: The business has received a DDA Façade grant in the previous three years)
7. The business actively participates and is open during downtown events
8. The business has utilized resources through the Michigan Small Business Development Center or other small business resource provider in the last 12 months
9. The business had annual revenue (company-wide) of under a certain amount (Example: The business had an annual revenue in 2019 of under \$500,000)
10. Or other considerations as identified by the community.

**Business Scoring Matrix**

Business Name	Step 1: Business Eligibility Verification							Step 2: Local Consideration				Step 3: Selected for Funding		
	MEDC Eligibility Criteria							Local Eligibility Criteria				Meets MEDC Eligibility	Meets Local Eligibility	Recommended for funding
	Brick & Mortar Business within the district	For-profit	Headquartered in Michigan	25 Employees or less	Owner reports meeting Low-Mod Income Threshold	Financial Hardship related to COVID-19	No MSF SBRP or MEDC Match on Main Support in the last 24 months	Has the business been closed completely, partially, or has it remained open?	Does the business plan to resume regular hours upon reopening?	Does the business plan to reopen their business? If so, do they plan to stay in the DDA district?	Comments	Put an X if the business qualifies	Put an X if business meets local eligibility	Recommending Business for Funding
4 <sup>th</sup> Avenue Sweets	X	X	X	X	X	X	X	Partial	Yes	Yes	Business's plans for use of grant funds are legitimate. Supports community events.	X	X	3,000
The Consignment Shop	X	X	X	X		X	X	Complete	Yes	Yes	Revenue losses relatively low. Plans to add safety measures and more PPE upon reopening.	X	X	3,000
Delectable Delights	X	X	X	X	X	X	X	Partial	Yes	Yes	Unique downtown business. Supports community events.	X	X	3,000
Friends Quilting Basket	X	X	X	X	X	X	X	Complete	Yes	Yes	Anchor store. Applicant gave good explanation of significant lost revenues. Supports community events.	X	X	10,000
The Hairport	X	X	X	X	X	X	X	Complete	Yes	Yes	Plans to add extra PPE. May be last to re-open. Heavily involved in community & events. May increase operation to 6 days per week after re-opening.	X	X	6,000

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Lincoln Law Office	X	X	X	X		X	Unsure	Partial ?	Continue limited hours until demand picks up	Limited hours until demand picks up	Clients not paying is an accounts receivable issue. Applicant is still able to conduct business via phone or electronic means. Little to no involvement in community events.	X		0
The Main Floor	X	X	X	X	X	X	X	Complete	Yes	Yes	Unique downtown business. Good addition to community.	X	X	10,000
Tabby's Chop Shop	X	X	X	X	X	X	X	Complete	Yes	Yes (at new location)	Will offer more services upon reopening.	X	X	6,000
Tan it Up	X	X	X	X	X	X	Answered "yes" to Match on Main (?)	Complete	Yes	Yes	Claims \$30,000 loss since shutdown.	X	X	6,000
The Barbery	X	X	X	X	X	X	Unsure re: Match on Main	Complete	Will reduce hours	Yes	Applicant disqualified due to incomplete application	X		0