



Downtown Development Authority

LAKE ODESSA

AGENDA

Special Meeting
Tuesday, October 8, 2024 - 7:00 a.m.
Page Memorial Building
Lake Odessa, Michigan

1. Call to Order / Roll Call
2. Approval of Agenda
3. Public Comment on Agenda Items
Under the Open Meetings Act, any citizen may come forward at this time and make comment on items that appear on the agenda. Comments will be limited to three minutes per person. Anyone who would like to speak shall state his/her name and address for the record. Remarks should be confined to the question at hand and addressed to the chair in a courteous tone. No person shall have the right to speak more than once on any particular subject until all other persons wishing to be heard on that subject have had the opportunity to speak.
4. Approval of Minutes
 - a) 9/10/2024 Regular Meeting
5. Finance Report
 - a) Revenue/Expense Report for Period Ending 9/30/2024
 - b) Check Register – September 2024
 - c) Bank Reconciliations – September 2024
6. Action/Discussion Items:
 - a) McKenna – DDA Plan Update
 - b) Gregg Guetschow Memorandum – Sidewalk Obstructions Ordinance Amendment
 - c) Mural Project
7. Board Member Comments
8. Adjournment

Next Regular Meeting: Tuesday, November 12, 2024 - 7:00 a.m.

**VILLAGE OF LAKE ODESSA
DOWNTOWN DEVELOPMENT AUTHORITY**

MINUTES

Regular Meeting - Tuesday, September 10, 2024
Page Memorial Building, Lake Odessa MI

Present: Sarah McGarry, Marilyn Danielson, Karen Banks, Bill Rogers
Absent: Sue Dahms, Darwin Thompson
Staff: Village Manger Gregg Guetschow, Village Clerk/Treasurer Kathy Forman
Guests: McKenna Representatives Danielle Bouchard and Aayush Patel

- I. **Call to Order:** Meeting called to order by McGarry at 7:00 a.m.

- II. **Agenda:** Motion by Banks, supported by McGarry, to approve the amended agenda adding Action/Discussion Items d) Sid’s Flower Shop proposal. All ayes, motion carried, 4-0.

- III. **Public Comment:** None.

- IV. **Approval of Minutes:** Motion by Danielson, supported by Rogers, to approve minutes of 7/9/24 regular meeting. All ayes; motion carried, 4-0. Motion by Banks, supported by McGarry, to approve minutes of 7/25/24 special meeting. All ayes; motion carried, 4-0.

- V. **Finance Report:** The Revenue and Expense report for the period ending 8/31/24 was reviewed. Motion by Banks, supported by McGarry to approve the Accounts Payable from July and August 2024. All ayes; motion carried, 4-0.

- VI. **Action/Discussion Items:**
 - a) **McKenna kick-Off Presentation**
Danielle Bouchard and Aayush Patel discussed the Lake Odessa Development and TIF Plan. There will be several steps in the process. A review of the current plan will be conducted looking for areas to be updated and any new ideas that might arise. Members were asked what they would like to see in the new plan. Many ideas were discussed. A list of community events was started. Several questions were brought up which will be addressed as the plan is developed.

 - b) **Gregg Guetschow Memorandum – Sidewalk Occupancies:**
Several items were presented for the DDA to think about as they evaluate what regulations they would like to see in place for sidewalk occupancies.

 - c) **Mood Media – Sound System Quote and Scope of Work:**
Sarah met with a technician from Mood Media and they completed an inspection of the sound equipment in the Village Lobby as well as a walk down both sides of the street to look and listen to the speakers. The amp is good. There is visible damage to two

speakers. The east side of Fourth Avenue by Carl's has no sound coming from the speakers and will need electrical work.

Motion by Danielson, supported by Rogers to approve the Mood Media quotation in the amount of \$4,934.85. All ayes; motion carried, 4-0

d) Sid's Flower Shop:

Motion by Banks, supported by McGarry to approve the quote for Christmas Garland Pre order for 2024 only in the amount of \$1,890. All ayes; motion carried, 4-0.

VII. Beautification Committee:

None

VIII. Board Member Comments:

None

IX. Adjournment: Without objection, meeting adjourned at 8:35 a.m.

Respectfully submitted,

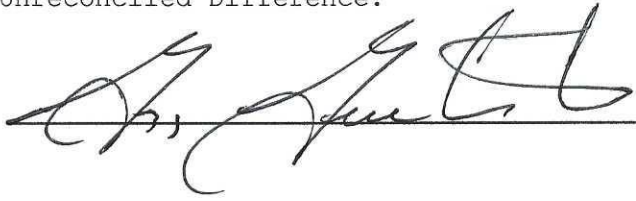
Kathy Forman
Village Clerk/Treasurer

GL NUMBER	DESCRIPTION	2024-25		YTD BALANCE	ACTIVITY FOR		AVAILABLE		% BDGT USED
		AMENDED BUDGET	NORMAL	09/30/2024 (ABNORMAL)	MONTH 09/30/2024 INCREASE (DECREASE)	NORMAL	(ABNORMAL) BALANCE		
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY									
Revenues									
Dept 000 - BALANCE SHEET / GENERAL									
248-000-402.000	CURRENT REAL PROPERTY TAXES	38,000.00		18,684.25		0.00		19,315.75	49.17
248-000-665.000	INTEREST	300.00		513.12		42.92		(213.12)	171.04
248-000-674.000	DONATIONS-PRIVATE SOURCES	900.00		0.00		0.00		900.00	0.00
Total Dept 000 - BALANCE SHEET / GENERAL		39,200.00		19,197.37		42.92		20,002.63	48.97
TOTAL REVENUES		39,200.00		19,197.37		42.92		20,002.63	48.97
Expenditures									
Dept 275 - DDA									
248-275-727.000	OFFICE SUPPLIES	50.00		0.00		0.00		50.00	0.00
248-275-740.000	POSTAGE	20.00		0.00		0.00		20.00	0.00
248-275-750.000	DUES & MEMBERSHIPS	25.00		40.00		0.00		(15.00)	160.00
248-275-752.000	EDUCATION & TRAINING	500.00		0.00		0.00		500.00	0.00
248-275-801.000	CONTRACTED SERVICES	15,000.00		540.00		540.00		14,460.00	3.60
248-275-806.000	AUDIT SERVICES	150.00		142.50		0.00		7.50	95.00
248-275-881.000	ADVERTISING	1,000.00		750.00		0.00		250.00	75.00
248-275-967.000	BEAUTIFICATION	8,300.00		6,228.47		0.00		2,071.53	75.04
248-275-967.002	CHRISTMAS DECORATIONS	1,000.00		39.40		0.00		960.60	3.94
Total Dept 275 - DDA		26,045.00		7,740.37		540.00		18,304.63	29.72
TOTAL EXPENDITURES		26,045.00		7,740.37		540.00		18,304.63	29.72
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:									
TOTAL REVENUES		39,200.00		19,197.37		42.92		20,002.63	48.97
TOTAL EXPENDITURES		26,045.00		7,740.37		540.00		18,304.63	29.72
NET OF REVENUES & EXPENDITURES		13,155.00		11,457.00		(497.08)		1,698.00	87.09

Check Date	Bank	Check	Vendor	Vendor Name	Amount
Bank DDA 6015 DOWNTOWN DEVELOPMENT AUTHORITY					
09/12/2024	DDA	1242	MOOD	MOOD MEDIA	540.00
DDA TOTALS:					
Total of 1 Checks:					540.00
Less 0 Void Checks:					0.00
Total of 1 Disbursements:					540.00

GL Number	Description	Beginning Balance
248-000-001.024	CASH-DDA CHECKING	69,771.03
Beginning GL Balance:		69,771.03
Less: Cash Disbursements		(540.00)
Add: Journal Entries/Other		42.92
Ending GL Balance:		69,273.95

GL Number	Description	Ending Balance
248-000-001.024	CASH-DDA CHECKING	69,273.95
Ending GL Balance:		69,273.95
Ending Bank Balance:		69,273.95
Add: Deposits in Transit		0.00
Less: 0 AP Outstanding Checks		
Less: 0 PR Outstanding Checks		
Adjusted Bank Balance		69,273.95
Unreconciled Difference:		0.00

REVIEWED BY: 

DATE: 10/3/2024



VILLAGE OF LAKE ODESSA
 DOWNTOWN DEVELOPMENT AUTHORITY
 839 FOURTH AVENUE
 LAKE ODESSA MI 48849

Date 9/30/24 Page 1
 Account Number xxxxxxxxxxxx6015
 Enclosures 1

Bank from anywhere with our NEW Virtual Branch!
 Access the Virtual Branch via our website: UBMich.com

CHECKING ACCOUNTS

PUBLIC CHECKING		Number of Enclosures	1
Account Number	XXXXXXXXXXXX6015	Statement Dates	9/03/24 thru 9/30/24
Previous Balance	69,771.03	Days in the statement period	28
Deposits/Credits	.00	Average Ledger	69,616.74
1 Checks/Debits	540.00	Average Collected	69,616.74
Service Charge	.00	Interest Earned	42.92
Interest Paid	42.92	Annual Percentage Yield Earned	0.81%
Ending Balance	69,273.95	2024 Interest Paid	655.48

ACTIVITY IN DATE ORDER

Date	Description	Amount
9/30	Interest Deposit	42.92

CHECKS IN SERIAL NUMBER ORDER

Date	Check No	Amount
9/23	1242	540.00

*Indicates skip in Check Number

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
9/03	69,771.03	9/23	69,231.03	9/30	69,273.95

INTEREST RATE SUMMARY

Date	Interest Rate
9/02	1.000000%
9/09	0.750000%

In case of errors or questions about your electronic transfers please contact
 Union Bank at 670 Cascade W Parkway SE Grand Rapids, MI 49546
 You may also contact us for a full Funds Availability Disclosure.



Memorandum

TO: Village of Lake Odessa DDA

FROM: Danielle Bouchard, AICP
Aayush Patel, Assistant Planner

SUBJECT: Summary of Development Plan Projects

DATE: October 8, 2024

The Village of Lake Odessa is in the process of updating their DDA/TIF Plan, which is due to sunset in 2025. The DDA Plan will be comprised of two major components – the Development Plan and the Tax Increment Financing (TIF) Plan. The Development Plan is intended to describe the intended improvement projects to be spearheaded by the DDA over a 20-30 year timeframe. The priority level for each project is also noted. A TIF Plan includes the financial breakdown and estimates for DDA tax increment revenue over the 20-30 year projection.

The purpose of this memorandum is to gain a consensus understanding of the status of current and past DDA projects and set a preliminary direction and foundation for the future. Remaining pieces of the Development Plan list will be identified through public engagement activities and further analysis.

2005 PROJECT STATUS

2005 Development Plan Projects	Status – Complete/Incomplete	Questions and Notes
Enhanced lighting – public ROW	Complete/ongoing	Ongoing maintenance needed?
Streetscape improvements (streets, curbs, sidewalks)	Complete/ongoing	Does the DDA have any specific streetscape improvements?
Landscape planters	Complete/ongoing maintenance needed	Carry forward into the 2025 Plan
Wayfinding signage	Complete/ongoing maintenance needed	Perhaps include the ongoing maintenance of wayfinding signage into 2025
Encourage private development	Ongoing	Carry forward into the 2025 Plan.
DDA and Village aided acquisition	Ongoing	Does the DDA/Village have specific property(ies) in mind to acquire?
Alteration of facilities within the ROW to improve safety or address parking	Ongoing	Any specific facilities?
Market Analysis/Market Study	Incomplete?	Has this been complete? If so, does the DDA want an update to the study?



Marketing activities (brochures, banners, historical markers, educational plaques, online advertisements)	Complete/ongoing	We should expand on this for more modern advertisement techniques
Façade Improvement Program	Complete/ongoing	How much does the DDA budget each year?
Signage and lighting improvements	Complete/ongoing	Ongoing maintenance and budget item is recommended
Landscape improvements (portable planters, mini pocket parks, planters for seating)	Ongoing	Continue into 2025 the ongoing maintenance of landscape improvements and identify where new improvements may be needed.
Relocation of public facilities (Public Works building relocation, ambulance/water facilities relocation)	Incomplete	Public Works garage relocation is still needed. Does the DDA want to carry this over into the 2025 Plan?

PRELIMINARY RECOMMENDATIONS FOR THE 2025 PLAN

The list below includes preliminary recommendations to include in the 2025 DDA/TIF Plan (*Note: The Plan will include more detail than just a bulleted list and will be subject to change upon public engagement results*):

- Continuation of the façade Improvement Program
- Continuation of ongoing maintenance activities for:
 - Planters
 - Banners
 - Lighting
 - Street furniture/trash receptacles
 - Wayfinding signage
 - Snow removal
- Opportunities for property acquisition
- Public/private partnerships
- Social district
- Outdoor seating and dining
- Rear façade improvements
 - Ongoing maintenance of rear alleys
- Public art
- Ongoing activities for marketing and branding
- Public Works garage relocation
- Housing study or housing needs assessment
- Parking study or parking needs assessment
- Continuation of public events
 - Holiday and seasonal decorations



- Burying overhead utility lines, where applicable
- Mobility improvements:
 - Sidewalk connections
 - Mid-block crossings
- Enhanced public spaces:
 - Public gathering space
 - Public beach area/improvements
 - Pocket parks and mini parks
- Business attraction and retention activities
 - Local business pilot programs? Rotating shopfront space for rent?



MEMORANDUM

TO: DDA Board Members

FROM: Gregg Guetschow, Village Manager

SUBJECT: Sidewalk Obstructions Ordinance Amendment

DATE: October 3, 2024

A discussion occurred during your September meeting about ordinance amendments to address various matters involving obstructions being placed on the sidewalks in front of businesses. I have prepared the ordinance amendment below to offer suggestions for how your concerns might be addressed. The amendments are lengthy, so permit me to summarize what they say:

- I have deleted “articles” from subparagraph 1 to avoid situations in which a property owner could place obstructions on the sidewalk for less than 24 hours and still comply with the letter, if not the spirit, of the ordinance.
- Subparagraph 2 prohibits private property owners and tenants from placing articles of street furniture, broadly defined, on the sidewalk with two exceptions:
 - If the owner/tenant has a sidewalk café permit;
 - If the owner/tenant had the furniture there on October 1, 2024 and they maintain the eight-foot pedestrian area.
- Subparagraph 3 prohibits displaying merchandise on the sidewalk, again with two exceptions:
 - Merchandise delivered to buildings that have no other receiving area for stock-in-trade can remain on the sidewalk for a brief period;
 - Merchandise can be displayed on sidewalks as part of a district-wide event or promotion such as sidewalk sales.

I believe this amendment is responsive to the comments you offered. I am interested in your further input so that we can craft the best possible amendment before presenting it to Council for consideration.

Sec. 28-34. Snow, ice, obstructions and refuse.

(a) *Duty to maintain.*

(1) No person having the care, either as owner or occupant of any house, building or lot, shall permit any snow, ice, dirt, rubbish, including broken bottles and glass, filth, obstruction, ~~or other articles,~~ or any nuisance, to remain upon the sidewalks in front of such house, building or lot for longer than 24 hours; and when ice is formed on any sidewalk, the owner or occupant of the abutting premises shall, within 12 hours after ice has formed, cause such ice to be removed or cause salt, sawdust, sand, or other abrasive material to be strewn thereon.

(2) No person having the care, either as owner or occupant of any house, building or lot located in the area zoned CBD – Central Business District pursuant to Chapter 36 of this Code, shall place or allow to be placed any articles of street furniture, including, but not limited to, tables, chairs, benches, waste receptacles, signs, planters, shelters, bicycle racks, bollards, food service equipment, barbeque grills and similar articles, upon the sidewalk in front of such house, building or lot; provided, however, it shall not be a violation of this subparagraph to place or allow to be placed articles of street furniture when permitted pursuant to the provisions of Section 36.35(f)(9) of this Code; nor shall it be a violation of this subparagraph to allow to remain upon the sidewalk in front of such house, building, or lot articles of street furniture placed upon the sidewalk prior to October 1, 2024 if such articles are placed so as to maintain a clear path not less than eight (8) feet in width along the full length of the sidewalk for general pedestrian use; nor shall it be a violation of this subparagraph for the Village of Lake Odessa or the Lake Odessa Downtown Development Authority to place articles of street furniture upon the sidewalk in front of houses, buildings, or lots in the area zoned CBD – Central Business District if such articles are placed so as to maintain a clear path not less than eight (8) feet in width along the full length of the sidewalk for general pedestrian use.

(3) No person having the care, either as owner or occupant of any house, building or lot located in the area zoned CBD – Central Business District pursuant to Chapter 36 of this Code, shall place or allow to be placed for display upon the sidewalk in front of such house, building, or lot any articles of equipment, merchandise, or materials typically offered for sale to customers; provided, however, that it shall not be a violation of this subparagraph to allow articles of equipment, merchandise, or materials to remain upon the sidewalk in front of such house, building, or lot for brief durations following delivery of such equipment, merchandise, or materials when no other area is available to the owner or occupant of such house, building or lot for the receiving of equipment, merchandise or materials; nor shall it be a violation of this subparagraph to place or allow to be placed for display upon the sidewalk in front of such house, building or lot articles of equipment, merchandise, or materials when

offered for sale in conjunction with an event or promotion in the Central Business District authorized by the Village Council during times approved for such event or promotion.

- (b) *Abatement.* If the owner or occupant of any lot, lots or premises neglects or refuses to comply with the requirements of subsection (a) within the stated time period, then the village manager or his/her designee may remove, or cause to be removed, said snow, ice, dirt, rubbish, filth, obstruction or other articles, or any nuisance, at the expense of the owner or occupant, and the amount of all expenses incurred thereby shall be billed to the owner.
- (1) Charges for abatement shall become a lien upon the premises. Whenever a bill for such charges has been rendered and remains unpaid by May 1 of the following calendar year, the treasurer may add the expense of abatement and the late fee to the next real property tax notice for the premises, which amounts shall become delinquent if unpaid by the due date for payment of such tax and shall then bear interest at the same rate as the tax.
- (c) *Penalty.* A person who violates this section shall be responsible for a municipal civil infraction, punishable by a fine of \$25.00 for the first offense, \$50.00 for the second offense, and \$100.00 for the third and subsequent offenses within a 12-month period.

(Code 1962, § 10-4.3; Code 1993, § 14-34; Ord. No. 2021-1, § 1, 1-20-2021)