



**CITY OF JONESVILLE
DOWNTOWN DEVELOPMENT AUTHORITY AGENDA
NOVEMBER 8, 2016 - 7:30 A.M.
CITY HALL**

1. CALL TO ORDER

2. PRESENTATIONS AND RECOGNITIONS

A. None

3. APPROVAL OF AGENDA

4. APPROVAL OF MINUTES – September 13, 2016

5. PUBLIC COMMENT

6. NEW BUSINESS

A. 2017 Meeting Calendar

[Action]

B. Recommendation for Board Reappointment

[Action]

C. Slogan Contest

[Action]

D. Christmas in Jonesville

[Information]

E. Project Updates

[Information/Discussion]

i. Klein Tool


ii. Others

7. OTHER BUSINESS

8. ADJOURNMENT– Next Scheduled Meeting: January 10, 2016, 7:30 a.m.

(Pending approval of the 2017 Meeting Calendar)



To: Jonesville DDA Board
From: Jeffrey M. Gray, City Manager 
Date: November 4, 2016
Re: Manager Report and Recommendations – November 8, 2016 DDA Meeting

6. A. 2017 Meeting Calendar

[Action]

Consistent with the current meeting calendar, the proposed 2017 calendar proposes meeting every other month on the second Tuesday at 7:30 a.m. at City Hall. The DDA may change the meeting date and/or time if desired. A motion is necessary to adopt the meeting calendar. Please refer to the attached proposed 2017 Meeting Calendar.

6. B. Recommendation for Board Reappointment

[Action]

Ron Gow's appointment to the Downtown Development Authority is due to expire. He is eligible for re-appointment to a four-year term. If he will accept the nomination, I recommend the DDA recommend that the City Council re-appoint him to continue service on the DDA.

6. C. Slogan Contest

[Action]

Chairman Don Toffolo has recommended that the DDA consider hosting a slogan contest. It would give individuals an opportunity to suggest a slogan, motto, or tagline to describe the City of Jonesville. The selected slogan could be used in marketing and promotional materials. A proposed entry form is attached for review.

The contest would launch after the holidays are over with responses due prior to the March DDA meeting. Once the entries are reviewed, the DDA could consider a Facebook vote to select a winner. The goal would be to announce the winning slogan on or around the time of Riverfest. Please review the attached form and offer any thoughts about the campaign or approach. If the DDA is interested in pursuing the contest, a motion to approve would be in order. *Please refer to the proposed entry form.*

6. D. Christmas in Jonesville

[Information]

I have been coordinating with Don Germann and the Jonesville Business Association on some potential additions to the annual Christmas in Jonesville event. On the evening of Friday, December 2nd, we are looking to light the tree at the corner of Carl Fast Park at 6:00 p.m. We hope to have events, including Santa at the pavilion, light refreshments and Christmas carols.

Don and I are working on a "Decorate the Storefront" event to have businesses Downtown decorate for Christmas. We will have people's choice voting throughout Christmas in Jonesville and will present the highest vote getter with a travelling trophy.

We are hopeful that these additions will further the traffic in the Downtown throughout the holiday shopping season and enhance our seasonal appeal. I have offered to assist with marketing through the City's Facebook page. The JBA will meet again on Thursday, November 10th at 11:00 a.m. at the CNB Meeting Room.

6. E. Project Updates

[Information/Discussion]

This item is reserved for to address status updates on a number of projects, as identified on the agenda and any others that members may have questions about.