



**Marquette Downtown Development Authority
Meeting Minutes for July 13, 2023**

Call to Order

A meeting of the Marquette Downtown Development Authority (MDDA) Board of Directors was held on Thursday July 13, 2023, at the Marquette Commons. The meeting was called to order by Board President N. Durley-Rust at 8:00 a.m. with Directors A. Adan, P. Sala, R. Caron, R. Stern, L. Rowland, K. Kovacs, and M. Weinrick present.

Others in attendance were Sean Hobbins-Marquette Assistant City Manager, Tara Laase-McKinney-DDA Executive Director, Michael Bradford-DDA Business Outreach & Promotions Director, Jodi Lanciani-DDA Operations Director, and Sara Johnson, Farmers Market Manager.

L. Rowland, made a motion to approve the agenda. R. Stern seconded; motion passed.

Excused: M. Morrison could not attend and gave appropriate notice. A motion was made to excuse her absence by R. Stern, K. Kovacs seconded; motion passed.

Public Comment: Bruce Heikkala said he attended a master plan meeting and is concerned about building parking lots/structures along the lake, and he expressed concerns about revenue from these areas. FM Vendor, Karina Evans from Forest Island Creations commented that it has been a huge game changer having the Wednesday Farmers Market on the street. She has received good feedback from the community. She feels business is busy and this is a community building experience. Fred Rodriguez FM vendor with Deli Dash commented that they are now doing the Wednesday Farmers Market and business has taken off. He is very happy that Marquette puts on something like this for small businesses and feels it is a great advertising opportunity. Sean Fitzpatrick is not a Farmer Market vendor, but he commented that he is grateful for the Wednesday Farmers Market and expressed his appreciation.

Consent Agenda

K. Kovacs made a motion to approve the consent agenda with the minutes from 6/8/2023, bills for approval 6/01/2023 – 6/30/2023, and financial reports as of 6/30/2023. L. Rowland seconded; motion passed.

#9 Farms	\$39.00	Kiwanis Club of Marquette	\$500.00
A Place To Land	\$200.00	Lake Superior Press	\$2,903.00
American Welding & Gas Inc	\$37.33	Lakeshore Depot L3C	\$23.00
Aramark	\$339.32	Lamar Advertising	\$535.00
Audrey Seilheimer	\$1,000.00	Little Parsley Farm	\$76.00
Baraga Telephone Company	\$19.74	Lowe's	\$740.63
Barton, Colin	\$100.00	Mares-Z-Doats Feed Supply	\$428.67
Blue Cross Blue Shield	\$2,497.32	Marquette Fourth of July Committee	\$2,000.00
Board of Light & Power	\$2,401.10	Marquette Maple Company	\$22.00
Borealis Baking Company	\$26.00	Marquette Monthly	\$795.00

Buried Stone Farms	\$3.00	Midway Rentals	\$259.27
C. Pesola LLC	\$1,700.00	Misery Bay Coffee	\$27.00
Capodilupe, Olivia	\$300.00	Native Sister Soap	\$10.00
Card Connect	\$188.85	New Dalton Farm	\$93.00
Cardmember Service	\$10,804.46	Noah Bauer	\$175.00
Carquest	\$35.65	North Country Disposal	\$455.00
Case Country Farm	\$55.00	OK Rental	\$202.88
Charter Communications	\$59.98	Ore Dock Brewing Co.	\$25,000.00
Chesla & Associates PC	\$280.00	Peninsula Fiber Network LLC	\$342.30
City of Marquette	\$733.25	Pileated Farms	\$28.00
Cook Sign Service	\$144.46	Pitney Bowes	\$91.29
Curran & Company	\$620.00	Premeau Construction Inc	\$13,463.63
Dalco	\$230.96	Rock River Farm	\$99.00
Dancing Crane Farm LLC	\$16.00	Seeds and Spores Family Farm	\$832.00
Doozers	\$25.00	SEMCO	\$298.92
Erik Granger	\$100.00	Shady Grove Farm	\$18.00
Fairest Promises	\$52.00	Staples	\$84.30
Farmer Lake Hydroponic	\$20.00	Superior Culture	\$29.00
Flagstar Bank, Washington Branch	\$5,000.00	Superior Line Striping	\$2,675.00
Foxy Flowers	\$5.00	Swampy Acres LLC	\$58.00
French-tastic	\$12.00	T2 Systems Canada Inc.	\$1,900.00
Freshwind Farms	\$77.00	Tonella Farms	\$106.00
		Traffic & Safety Control Systems Inc	\$950.00
Full Plate Farm	\$398.00	Treasa's Treasures	\$86.00
Gladstone Berry Farm	\$200.00	UP Gourmet	\$265.00
GT'S BEES	\$14.00	Valenti, Chris	\$100.00
Guindon Farms	\$21.00	Xerox Corporation	\$461.05
Heartland Services	\$1,595.79		
Independent Landscape Solutions, LLC	\$292.30	Yoopers Country Farms	\$81.00
Integriss	\$79.00	Yoopers Mama, LLC	\$21.00
Jesse Wright	\$170.00	Payroll	\$40,752.03
Kelly, Barb	\$25.00	Total Expenditures	\$126,904.48

Farmers Market Update

Sara Johnson, Farmers Market Manager, gave a presentation. The Farmers Market is not quite halfway through the Wednesday market season and about a quarter of the way through the Saturday market season. There is music at every market, yoga at the Saturday market, and a food navigator program at the Saturday market. The Marquette Food Co-op does food demos 3-4 times per year at the Saturday market and they filmed a commercial at the market. Unfortunately, the Power of Produce program was canceled this year due to a funding issue. New offerings this year include free wi-fi, gift cards, streamlined vendor fee process, and reimbursements via direct deposit rather than checks. The Summer Event Sponsorship brought in \$17K. The sponsorship funds allocated to the Farmers Market are mostly going toward street closure fees. The market

has two dedicated sponsors for music and received in-kind sponsorships from TV 6 and other marketing agencies. The market has a new brand/logo, new tents, signage, tokens – all grant funded. The Saturday market layout added 6 new booths in parking spots as the market is outgrowing its space on the plaza. A free community table was added in the entryway, and this is exclusively for food and art organizations. The Wednesday market last year had an average of 12 vendors. This year, on the street, there is room for 48 booths, and the highest week had 46 vendors and the average is 43. Vendors are reporting great sales.

Saturday market budgeted for \$33,435 vendor fees, and thus far invoiced \$43,660.

Wednesday market budgeted for \$6563 vendor fees, and thus far invoiced \$11,780.

Community table budgeted \$3500 fees, and thus far invoiced \$2000.

Indoor market invoices are not available yet.

Customer statistics – Customer counts for Saturday are up about 40% compared to 2019, and Wednesday market is up about 700%. Travel Marquette provided some data based on cell phone tracking –many people are going to local businesses before and after the market.

Summary – The Wednesday market seems to be a success for vendors and customers. The street closure does require additional staffing. Street closure cost was predicted to be \$9000 for 11 markets, but the first market bill was only \$220.

Planning – The DDA wants to continue the event sponsorship package. The Saturday market is outgrowing the Commons location and long-term planning for expansion is underway, but likely next year, the market will remain on the plaza. A survey about the Wednesday market was sent to businesses, but only 14 businesses filled it out. Staff parking is a concern. A second survey will be going out in a few weeks.

Old Business

Pay Station Software Upgrade Postponed: J. Lanciani provided an update. Based on the experience of Traverse City, the software upgrade is not ready to be deployed, and it has been recommended by our pay station representative that the DDA postpone this upgrade. The DDA will be purchasing internal modems at a discounted price, to improve our pay station communication.

New Business - None

Committee Reports - None

Director's Report: - The RAP 2.0 grant was submitted. Grant recipients will be notified in the fall. A walkabout of the downtown is scheduled for July 20th at 8 a.m. to talk about plans for next year and identify priority areas. This will be a special meeting and nothing official will be discussed. The personnel committee will need to meet this month to discuss health insurance options and make recommendations to the board for next year's budget. The DDA has an intern from MI Works, Bodhi White. He is here until mid-August. He is working with Ivan, Mike, and Sara on a variety of projects. MI Works covers his cost. The personnel policy is under review with Laura Reilly, an employment law lawyer. Changes will be presented to the board for approval likely at the August meeting. Tara has been meeting with Cindy Noble from NMPSA. They are organizing a downtown-focused seminar for the U.P. to discuss downtown best practices and opportunities.

Jodi reported the budget worksheets are being prepared for August meeting. The Farmers Market budget is looking better than expected. There is increased net revenue from the Wednesday vendors and the lower-than-expected cost of the street closure.

Mike – Music on 3rd is next week. Blueberry Fest is in 2 weeks and board members are welcome to volunteer at the info tent, which allows Mike to MC and check in with vendors. He will reach out to see if people are available.

The last Downtown Connect Business meeting focused on homelessness. K. Kovacs and Police Chief Grimm attended. Businesses were able to express their concerns to the city. The city was able to explain what enforcement can do and what resources the city has. The city representatives expressed that there is a commitment to work on the problem, but there is not an immediate fix. They encourage businesses to report any issues. Next Thursday, the Downtown Connect meeting will again address the homelessness issue.

Public Comment: None

Board Member Comment: A. Adan commented that it is fantastic to hear about the farmers market doing well. He wants to continue the conversation on homelessness. P. Sala reported that Flagstar volunteers really enjoyed the farmer's market. Music on 3rd will have a Flagstar location this year with a band and a food truck. The History Museum is doing a fundraising event at the Washington St. bank next Thursday. M. Weinrick had no comment. N. Durley-Rust is excited that the Wednesday market is going well, and she is glad to see the farmers market budget is in the black. Her business hasn't seen a change in sales. Parking from 2:30-4:30 pm during the staff change is an issue, and she suggests sending out a map of all the downtown parking and highlighting underutilized areas. R. Stern had no comment. L. Rowland said the Wednesday FM has been a success, and she loves going to it. She commented that people with good experiences are less likely to share via surveys, but negative experiences will respond/comment. She suggests the non-responses are probably a good thing.

The meeting was adjourned at 9:16 a.m.

Respectfully submitted,



Jodi Lanciani, Operations Director