



Kingsley Downtown Development Meeting

Special Meeting

207 South Brownson Ave, Kingsley, MI 49649

9.16.2024 6:00pm

Meeting called to order at 6:06p by DDA President / Chair Max Anderson

Roll Call: Allman X, Anderson X, Ascione_X, Ashmore X, G. Bogart_AB, Burke_AB, McKellar_X, Lajko X, Steele X.

Today's Agenda Items to be discussed:

1. Farmer's Market Sponsorship Request 2024
2. RFP Discussion and Vote
3. Marketing Update

Motion by ALLMAN seconded by LAJKO to accept agenda as presented. All Approved.

1. Farmer's Market Update:

Proposal and Breakdown, attached. Provided to the board by Sierra Larose. It was suggested by Marc that the DDA comes up with a 5-10 question survey to help quantify the impact on DDA's contributions. Sierra has a small list of questions that she would like to add to this. Marc will create this document and send it over to her. Aiming to issue it to vendors near the end of season.

Motion for \$7500 to be paid for market management, entertainment and organization of Kingsley Night Out for the 2024 season to Sierra Larose. To be paid in full by check by October 2, 2024. Payment will be routed through The Village.

Motion by MCKELLAR seconded by STEELE.

Roll Call: Allman Y, Anderson Y, Ascione Y, Ashmore Y, McKellar Y, Lajko Y, Steele Y. **All approved**

To be added to next month's agenda: Signage Topic for 2025 Market.

2. RFP Selection:

(3) Finalists are Double Haul/Placecraft, CIB/Advanced Development Solutions, ECT. Side-by-Side comparison drawn up and provided. See attached.

Motion to engage with CIB/Advanced Development Solutions to enter into a consultant agreement for an amount up to, and not to exceed \$57,689 as outlined in the proposal. Pending a positive reference check with Chris and Kaitlin to assist. Should they not satisfy, the second choice would be Double Haul Solutions/Placecraft to enter into a consultant agreement for an amount up to, and not to exceed \$76,350 as outlined in the proposal, pending positive reference checks; authorizing the DDA Chair to execute this agreement on behalf of the DDA, subject to attorney approval.

Motion by MCKELLAR seconded by ALLMAN.

Roll Call: Allman Y, Anderson Y, Ascione Y, Ashmore Y, McKellar Y, Lajko Y, Steele Y. **All approved.**

Motion to authorize the DDA Chair to engage and contract for legal services with Joe Quandt of Kuhn Rogers for the purposes of reviewing the consultant agreement.

Marc McKellar disclosed his employment with Kuhn Rogers, and it was determined to be a conflict of interest, therefore he will abstain from this vote.

Jess Ashmore and Max Anderson disclosed their ties with Joe Quandt; that being he services on the board at both of their place on employment. It was determined by the board that this was not a conflict of interest.

Motion by ALLMAN seconded by LAJKO.

Roll Call: Allman Y, Anderson Y, Ascione Y, Ashmore Y, McKellar_Abstained, Lajko Y, Steele Y. **Approved.**

Note: Stacy Allman exited after voting at 7:10pm.

3. Marketing Update:

Business Coffee Update. It asked that DDA members take turn alternating attendance. It is asked if we could potentially host in terms of food or snacks. It was determined that the DDA is not allowed to pay for those specific things, but that Northland Food Center will be donating instead. Jess and Mary have committed to helping Kaitlin submit reminders, going door-to-door prior to Business Coffee's to encourage participation. DDA will not be sending Christmas Cards this year. Update: New Ice Cream/Coffee Shop coming soon in old Hairmony location. Newsletter to be published soon.

Motion by MCKELLAR seconded by LAJKO to adjourn at 7:20p. All approved.

Double Haul/Placecraft Proposal

Team Members:

Elise Crafts of Placecraft

Teresa Gilotti-DHS

Mitch Foster-DHS

Peter Chapman-DHS

Nate Geinzer-DHS

Broken Down into three Phases:

PHASE I: Community Alignment and Due Diligence (***Proposal/cost provided only outlines this portion***)

PHASE II: Developer Engagement

PHASE III: Development Coordination and Support

Phase I Timeline: October 2024-June 2025

Some experience working with Progressive A/E

Cost: \$76,350 not to exceed amount for Phase I. When asked for projected total of Phase II and Phase III, they could not provide at this time.

Does have local presence - and 1 of the team members visited the site to understand what they would be working with.

Expected time commitment for "Point of Contact" unknown

CIB/Advanced Development Solutions

Team Members:

Carmine Avantini-CIB

Justin Sprague-CIB

Elaine Moeller-Younger-CIB

John Peckham-ARS

J. Peckham/K. Perkowski-ARS

Broken Down into two Phases:

PHASE I: Kick-Off and Planning Activities

PHASE II: Community Engagement

Phase I & II Timeline: October 2024-May 2025

Phase III - Oct 2025

Phase 4&5 - early 2026

Great working relationship with Progressive A/E

Cost: \$57,689 not to exceed amount for Phase I & II.

Does not have strong local presence - but wants to tell the KINGSLEY 'INVESTMENT STORY' and the ROI for this investment.

Expected time commitment from "Point of Contact" is 2-3 times a month over the course of the year.

- 1 team member asked specific questions to help him understand the bigger picture and he was very well versed in TIF and the Eagle grant

ECT

Team Members:

Tonya Lewandowski

Anne-Jamieson-Urena

Dirk Mammen

Lindsey Mason

Broken Down:

PHASE I: Planning Activities, Engagement Activities

Project Management

Marketing

Development

Phase I Timeline: (One Year) October 2024-October 2025

Great working relationship with Progressive A/E

Cost: \$98,775 but could be less depending on scope of work . Total all-in costs including Project Management, Marketing, and Development estimated at \$195,735.

Has strong local presence

Expected time commitment from "Point of Contact" is 1X month for about an hour

*Rolls Royce of services and mentioned that we may have overlapping and could dial back certain price points.

MARKET SPONSORSHIP REQUEST 2024

- Vendor Participation – 47 (up from 44 in 2022 market vendors throughout the year, with consistently 25-30 participating weekly).
 - Many are based in Kingsley
 - 8 were first time market vendors
 - 20 were returning Kingsley farmers market vendors
- Community Turnout – Each week we roughly count attendance with a clicker. We have counted an average of 249 adult customers per week so far in 2024 (5% growth from 2023). Many of the attendees were local residents that came back each week and others traveled from nearby regions for the shopping, food and entertainment.
- Financial Summary 2023
 - Started 2023 with \$6,143.99
 - Spent \$5,962.05 on entertainment, market merch, materials and radio advertising
 - Brought in \$8,471.96 in sponsorships, merch sales and booth fees
 - Ended 2023 with a balance of \$8,653.90
- Compensation Request: \$7,500 for market management, entertainment organization and management of Kingsley Night Out for the 2024 season. To be paid in full by check at the end of the 2024 market season (last day is Oct. 2).