

OFFICIAL PROCEEDINGS
OF THE
DOWNTOWN DEVELOPMENT AUTHORITY
OF THE
CITY OF LOWELL

For the Regular Meeting of the Downtown Development Authority on Thursday, March 4, 2010.

The Meeting was called to order at 12:05 p.m. and Secretary Pasquale called the Roll.

Present: Catlin, Doyle, Durkee (left at 12:59 p.p.), Larkin, Lonick, Pasquale, Sprenger and Chairman Reagan.

Absent: Canfield.

Also Present: Betty Morlock, Dan DesJarden, Jeff Altoft, James Hinton, Sue Olin, Cliff Yankovich, Liz Baker and Bill Wheeler.

IT WAS MOVED BY LONICK and supported by LARKIN to approve the minutes of the January 21, 2010 meeting as corrected.

YEA: 8. NAY: 0. ABSENT: 1. MOTION CARRIED.

Item #1. TREASURER'S REPORT. City Treasurer Sue Olin provided the following reports to the Boardmembers.

DOWNTOWN DEVELOPMENT AUTHORITY
ACCOUNTS PAYABLE
March 4, 2010

1/21/2010	Olin, Sue/lunch supplies	\$ 16.10
1/28/2010	Material Testing	6,527.18
2/11/2010	Lowell L & P	2,502.83
2/25/2010	Material Testing	<u>2,254.80</u>
	TOTAL:	\$11,300.91

DOWNTOWN DEVELOPMENT AUTHORITY FUND
FINANCIAL STATEMENT
March 4, 2010

Beginning Balance:	\$272,223.38
Revenue:	
TIFA Revenue	\$490,000.00
Interest	1,389.98
Total Revenues:	\$763,613.36
Expenditures:	
Capital Outlay	\$128,911.79
Maintenance Salaries/FICA	16,941.84
Maintenance Supplies	7,042.77

Utilities	11,944.05
Misc. and Community Promotions	36,663.84
Debt Service	192,015.00
Transfer to General Fund	Ø
TOTAL:	<u>\$393,519.29</u>
Ending Balance:	\$370,094.07

Capital Outlay Paid to Date:

Williams and Works	\$480.00
Davies Water	\$14,930.00 painting light poles
Kenmark	\$ 4,440.00
Material Testing	\$ 2,400.00
Ridgeline	\$30,000.00
Chamber	\$2,000.00 (electric work showboat)
Commercial Title	\$60,830.81
Attorney Fees	\$5,049.00
Materials Testing	<u>\$8781.98</u>
	\$128,911.79

Promotions:

Chamber Marketing	\$25,000.00
Summer Concert	\$6,000.00
Xmas 2009	<u>\$5,000.00</u>
	\$36,663.84

Olin noted the invoices paid to Materials Testing for the parking lot acquisition next to Shell. DesJarden said it is a contaminated site and needs to be left alone with no digging. The lot must be monitored by trained personnel. Wastewater Treatment Plant Superintendent Mark Mundt has the training to do this.

IT WAS MOVED BY LONICK and supported by SPRENGER to approve the Treasurer's Report as submitted.

YEA: 8. NAY: 0. ABSENT: 1. MOTION CARRIED.

Item #2. DOWNTOWN BRIDGE PROJECT – MARKETING REQUEST – LOWELL AREA CHAMBER OF COMMERCE. Cliff Yankovich, on behalf of the Chamber, stated that the downtown merchants have been meeting in response to the upcoming bridge project. He mentioned Jon Jacobs from Lowell Ledger has said towns who make the best of it during a construction project do O.K.

Yankovich noted the merchants considered what to do. The bridge project will affect west side business too. The idea provided was "Trolls to Lowell". There would be 25 to 30 trolls up and down Main Street. There will be a blog link from the Chamber.

Also, "bridge bucks" of \$5 and \$10 would be given away every week. A "troll drop" is planned at the fairgrounds. There will be decorating and naming of the trolls. The Girls Night Out will give safety vests.

Yankovich said 36 businesses are participating in the effort by providing \$50 a month. Several more are interested. A total of \$39,500 is dedicated to the bridge project which would include marketing for

the months of March to October 9. The total marketing plan amounts to \$70,000. There will be opportunity to gather data about customers.

A \$30,000 request for marketing to the DDA is from next year's budget. A total of \$25,000 has already been spent for marketing this fiscal year.

The DDA discussed the request and wanted to defer a decision until the 2010-2011 budget was submitted. But, there is a need to provide start up funds for bridge marketing.

IT WAS MOVED BY SPRENGER and supported by CATLIN to allocate \$5,000 from the 2009-2010 budget for bridge marketing to the Chamber of Commerce.

YEA: 7. NAY: 1. (Lonick) ABSENT: 1. MOTION CARRIED.

Item #3. STREET LIGHTS – CONSIDERATION FOR FUNDING GLOBE REPLACEMENT AND/OR RETROFITTING DECORATIVE STREET LIGHTS TO CFLS. DesJarden submitted two projects for consideration. The first involved light replacements (ballasts, lamps, fan, lamp holder and shell assembly) at the library and the veterans memorial. The work performed by Rickert Electric totalled \$4,140.58.

IT WAS MOVED BY LONICK and supported by DOYLE to allocate \$4,140.58 for outside electric work performed by Rickert Electric at the library and the Veterans Memorial.

YEA: 7. NAY: 0. ABSENT: 2. MOTION CARRIED.

In addition, DesJarden has proposed a pilot project for the Avery Parking lot to retrofit five light poles to new CFL fixtures to receive feedback from the community, City Council and DDA members. The cost is \$1,855.

The Boardmembers discussed the possibility of locating these fixtures along one block of Main Street. After review, it was decided to have DesJarden determine which lights should have the CFLs.

IT WAS MOVED BY SPRENGER and supported by LARKIN to allocate up to \$2,000 for replacement of decorative street lights with locations determined by DPW Director Dan DesJarden.

YEA: 7. NAY: 0. ABSENT: 2. MOTION CARRIED.

Item #4. OTHER BUSINESS. Jim Reagan noted when the Flat River Antique Mall was sold and a handicapped ramp/railing was installed along Riverside Drive the DDA reimbursed the owner for the cost of their ramp and railing. It is one of the few things that DDAs can do to help out building owners, improve access to the handicapped and comply with the Americans with Disabilities Act.

He had a handicapped ramp and railing installed at the rear of 207 West Main performed by Fleet Contracting at a cost of \$2,490 and requested DDA reimbursement for dba Irish Eyes.

IT WAS MOVED BY SPRENGER and supported by CATLIN to reimburse the cost of a handicapped ramp and railing constructed to the rear of 207 West Main at a cost of \$2,490.

YEA: 6. NAY: 0. ABSENT: 2. ABSTAIN: 1. (Reagan) MOTION CARRIED.

DesJarden mentioned he is still waiting on Post Office approval of the widening of the alley by the building. Also, the Williams & Works report on the west river bank should be provided soon.

The next meeting is scheduled for Thursday, April 15, 2010 at 12 noon.

The meeting was adjourned at 1:13 p.m.

DATE:

APPROVED:

James E. Reagan, Chair

David M. Pasquale, Secretary