

**DELHI CHARTER TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD
MINUTES OF REGULAR MEETING HELD ON FEBRUARY 16, 2016**

The Downtown Development Authority met Tuesday, February 16, 2016 in a regular meeting at the DDA Offices, 2045 Cedar Street, Holt, Michigan. Chairperson Leighton called the meeting to order at 6:30 p.m. The Pledge of Allegiance was recited.

MEMBERS PRESENT: Kim Cosgrove, Tim Fauser, Brian Houser, David Leighton, Steven L. Marvin, Tonia Olson

MEMBERS ABSENT: Harry Ammon, C.J. Davis, Nanette Miller

OTHERS PRESENT: C. Howard Haas, DDA Executive Director; Lori Underhill, Secretary

PUBLIC COMMENT: None

SET/ADJUST AGENDA

There were no adjustments to the agenda.

APPROVAL OF MINUTES

Olson moved, Cosgrove supported, to approve the regular meeting minutes of January 26, 2016.

A Voice Poll Vote was recorded as follows: All Ayes

Absent: Ammon, Davis, Miller

MOTION CARRIED

BUSINESS

APPROVE PURCHASE OF PROPERTY LOCATED AT 2230 CEDAR STREET

Executive Director Haas reviewed his memorandum dated February 11, 2016 and offered background on the potential purchase.

Olson moved, Marvin supported, to approve the purchase of property located at 2230 Cedar Street in the amount of \$140,000.00, contingent upon the review of all current leases and the results of the Environmental Assessment. It was further moved to authorize Executive Director Haas to execute the deed for the same.

A Roll Call Vote was recorded as:

Ayes: Cosgrove, Fauser, Houser, Leighton, Marvin, Olson

Absent: Ammon, Davis, Miller

MOTION CARRIED

SUBJECT TO APPROVAL

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FARMERS MARKET 2015 REPORT

Farmers Market Manager Chuck Grinnell delivered the 2015 Annual Report to the Board (Attachment A). There was a discussion on ways in which to make the Market self-sustainable financially.

REPORTS

Executive Director

Mr. Haas reported on his meeting with the developer of the Willoughby Road property and the Cedar Street Corridor meetings.

Advertising & Marketing Committee

Mr. Leighton reported that Holt Public Schools is working with Blohm Creative Partners to bring the printed version of its RAM Quarterly publication to an end in August of this year. This publication will be combined with DDA and Township publications in electronic format in the future. The lights, solar panels, and batteries for the Township entry signs have been removed for servicing.

Planning Commission

Ms. Olson reported that the Planning Commission has approved the site plans for the gas station/convenience store located at the corner of Holt and Aurelius Roads and the O'Reilly Auto Parts store.

Supervisor

In the absence of the Supervisor, there was no report.

Treasurer

None.

Members

None.

Limited Comments

None.

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ADJOURNMENT

The meeting was adjourned at 7:12 p.m.

Nanette Miller, Secretary

/lau

SUBJECT TO APPROVAL

2015 HOLT FARMERS MARKET ANNUAL REPORT

The market officially went year 'round in 2015 and was open every Saturday, with the exception of two holiday closures on November 28th and December 26th. Market visitor attendance ranged from 500 to 800 during peak produce season. Outdoor musical entertainment was provided from May through October, weather permitting. The market participated in the Holt Hometown Festival with kid's activities and special entertainment, in addition to a pumpkin decorating contest in October.

Debit/credit token sales totaled \$32,337, up approximately 63% from 2014. EBT/SNAP token sales reached \$5,690, an increase of approximately 16% from 2014. Vendors reported an average increase in sales of 21% from their previous year.

Holt Farmers Market participated in the "Double Up" program (DUFEB) again in 2015. This program allows EBT/SNAP customers to double their fruit and vegetable purchasing power, and allows those customers to spend their regular EBT/SNAP dollars on other products not covered by the DUFEB program. This program is administered by the Fair Food Network and provides the funding for these token sales. Our initial grant was in the amount of \$1,500. In October, several markets were invited to pilot an extended DUFEB season. (The regular season is typically over the end of October.) Our market participated in this extended season and received an additional \$1,500 for these token sales to finish out the year. Our total DUFEB token sales for 2015 reached \$3,154, up approximately 30% from the previous year.

Returning anchor vendors included Aggie Mae's Bakery, Crisp Country Acres, Greenman Produce, Lonesome Pines Beef, Otto's Poultry, and Rowes Farm Market. Our vendor lineup also included a variety of cottage food vendors, artisan/crafters and ready-to-eat food vendors.

The market continued weekly email outreach to approximately 150 subscribers. Three vendor volunteers assisted in keeping Facebook current and updated through the year.

The market again served as a Delhi Township Voting Precinct for 2015 elections. The Lions Club also utilized the market for their annual Easter Lily fundraising. The Boy Scouts and Girl Scouts also sold popcorn and cookies on various Saturdays throughout the year.

New in 2015

- Holt High School students painted two wall murals, one of vegetables and one of a farm scene. The murals were installed at the market.
- Six security cameras and monitor were installed, providing indoor and outdoor surveillance.
- Flat screen television and BrightSign (media player) equipment was donated by Leightronix of Mason. The television was installed and the BrightSign message board operates during every market and features products, events, entertainment and more.
- Magic shows for the children have occurred on numerous Saturdays, featuring "Mystic Willow" – the daughter of our honey vendor, Willow Blossom Farms. These have been very popular with children and adults alike.

2015 HOLT FARMERS MARKET ANNUAL REPORT

New in 2015 (continued)

- Kitchen Demonstrations continued throughout the year. These demos were provided by HFM volunteers and vendors and featured instructions, sampling and recipes.

2015 Inventory

An inventory of items located at the HFM is attached part of this summary, and are considered the property of the Delhi Township Downtown Development Authority. This inventory does not include decorative items, farmer-owned tables, and coolers. See Pages 3 and 4 for detailed inventory. Note: The basement of the building is being used as additional storage for the Senior Center.

Focus on 2016

- Collect debit/credit card processing fees from vendors.
- Develop and implement market fundraising initiatives to ensure the market's longevity and sustainability. These initiatives may include sponsor advertising banners for display in the market, monetary and equipment donations, community dinners, etc.
- Identify possible partnership opportunities with food bank.
- Expand outreach to seniors and EBT customers.
- Continue to work on enhancements for the website, i.e., vendor information, sponsor listings, cooking demonstration videos, recipes, etc.
- Develop and implement initiatives promoting winter markets to increase SNAP sales, vendors, customer appreciation and attendance, etc.

As Your Market Manager

The market continues to develop a life of its own and is definitely a "fixture" in our community. It is becoming easier each Saturday to spot the "first time" market visitors since we have such a devoted and regular customer base. Our vendor roster is strong and offers an impressive and dependable variety of core products including produce, poultry, beef, breads and more. We have also become home to some great ready-to-eat vendors offering everything from gourmet hotdogs, authentic Mexican and Chinese, to French pastries and more. The sights and sounds inside and outside the Holt Farmers Market on any given Saturday is a great example of our community's health, happiness and well being.

2015 HOLT FARMERS MARKET ANNUAL REPORT

INVENTORY

<u>Quantity</u>	<u>Item</u>
1	NEW Security System (6 cameras and monitor)
1	NEW Flat screen television
1	NEW BrightSign module
1	NEW Lighted Open Sign
1	NEW Large Beverage Cooler
1	NEW Small Beverage Cooler
2	NEW Metal Display Shelving
1	Wooden Display Cart
3	Decorative Milk Cans
1	Beverage Cooler
1	Lot miscellaneous items for sale (market booth)
1	Modular Demonstration Kitchen: (1) Stove/oven unit; (1) Sink/water unit; and (1) Prep unit
1	Lot pots, pans, utensils
2	Composting units
4	33 gallon Recycling containers
1	Small Used PA System w/microphone
2	White Tents 20 x 30 complete w/poles
1	Brother 7460 Copier/Printer
1	Credit Card Processing Machine
2	Patio Umbrellas
2	Patio Umbrella Stands
6	33-gallon Brute Trash Cans w/Lids
1	Snow Shovel
1	Ice Melt
5	Picnic Tables
1	RCA Stereo System
1	Dolly
2	100' Rubber Hose
1	Eureka Vacuum Cleaner
1	Mop Bucket/Squeegee
1	14' Stepladder
1	12' Stepladder
2	Large Floor Pedestal Fans
1	American Flags w/Poles
9	Clamp-on Lights
2	25' Extension Cords
Asst	Brooms & Mops
1	Desk, Desk Lamp & Chair
Asst	Cleaning Supplies
Asst	Paper Products
1	Carton Market Bags
12	Market Aprons
1	2 x 5 "OPEN" Banner
1	Business Showcase Sign
1	A-Frame Crafts & Farm Market Sign
10	Wet Floor/Safety Signs
16	4-foot Folding Tables
32	8-foot Folding Tables
24	Metal Folding Chairs
9	Large Black Door/Floor Mats
2	Wall clocks
2	Fire Extinguishers
3	74 oz. Coffee Holder
1	12.5 gallon Shop Vac Pro

2015 HOLT FARMERS MARKET ANNUAL REPORT

INVENTORY (continued)

<u>Quantity</u>	<u>Item</u>
1	5-gallon Ace Floor Wax
1	V-Tech Answering Machine & Phones System
4	Outdoor Large Flower Pots
3	Power strips
1	Toolbox
2	100-foot Food Service White Hose
1	Heart Defibrillator
2	Swoofer Flags and Stands

STORED IN BASEMENT

Asst Round banquet tables, chairs, miscellaneous from Senior Center

Delhi Township Downtown Development Authority Meeting
 February 2016



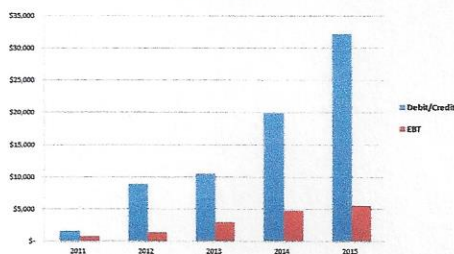
Chuck Grinnell, Market Director

Then and Now

	<u>2009</u>	<u>2015</u>
• Number of Markets	36	51
• Number of Vendors	25	43*
• Vendor Rent Collected	\$3,200	\$11,074

* Includes 6 anchor vendors who started in 2009

TOKEN SALES 2011-2015



Note: Some of the increase in token sales from 2014 to 2015 is due to the fact that there were only 4 winter markets in 2014 (one per month from January through April) compared to 17 winter markets in 2015.

Looking Forward...

- Identify possible partnership opportunities with food bank
- Expand outreach to seniors and EBT customers
- Develop and implement market fundraising initiatives
- Develop and implement initiatives promoting winter markets to increase SNAP sales, vendors, customer appreciation and attendance, etc.