

1. CALL TO ORDER

Pat Mecham

Adam Barden

Pamela Stefan

Christine Jobson

Corey Haubenstricker

Jennifer Miller

Andrea McArthur

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

Documents:

[DDA MINUTES FROM AUGUST 10.PDF](#)

4. PUBLIC COMMENT (Persons May Speak For Five Minutes About An Item That Is NOT Listed As A Public Hearing On This Agenda. Please State Your Name And Address For The Record.)

5. ONGOING PROJECTS

- Downtown lighting project
 - Still struggling to find a contractor to complete the install
 - Other ideas?
 - Potential to complete the Christmas Tree project introduced by P. Stefan?
- Gov. for Tomorrow
 - The school is on board. They will be contacting Liam and requesting that he present to the Student Council

6. BUSINESS ITEMS

- **Support for Frankenmuth Sports Complex**
- **Facade Grant Application for Norm's Heating and Cooling LLC**
- ***Buy Nearby and the Michigan Retailers Association downtown grant program (\$7,500):*** Thank you to Adam Barden for bringing this one to us! Our project was selected and the process begins in the Spring (ish) of 2023. Todd Pride, a representative from Nexstar reps will be joining us in October (via ZOOM) month to review your submission, goals and needs and will discuss some of the things they've done with the other recipients and the opportunities available to help us and our retailers.

[HTTPS://WWW.RETAILERS.COM/NEWS/2022/05/MRA-ANNOUNCES-WINNERS-OF-BUY-NEARBY-DOWNTOWN-GRANT-PROGRAM/?FBCLID=IWAR3QTDMO1JY_LLG2U9Y4JGXXGVK-IF8_8P6H24RINHAE6ANHZ6ZNDDLNLNLY](https://www.retailers.com/news/2022/05/mra-announces-winners-of-buy-nearby-downtown-grant-program/?fbclid=IWAR3QTDMO1JY_LLG2U9Y4JGXXGVK-IF8_8P6H24RINHAE6ANHZ6ZNDDLNLNLY)

Documents:

SPORTS COMPLEX LETTER OF SUPPORT (5) (2) (1).PDF
MRA GRANT OVERVIEW.PDF
CITY OF VASSAR PUZZLE PIECE PROJECT.PDF

7. COMMISSION MEMBER COMMENTS
8. CITY MANAGER ANNOUNCEMENTS & STATEMENTS
9. ADJOURNMENT

DDA Minutes from August 10, 2022

8/10/2022 - Minutes

CALL TO ORDER

Meeting called to order at 8:00 am by P. Mecham

Present: A. Barden (at 8:23 am), P. Stefan, J. Miller, C. Haubenstricker, A. McArthur

Absent: A. Niedzinski

APPROVAL OF AGENDA

Motion to approve the agenda by C. Haubenstricker, 2nd by P. Mecham, all in favor

APPROVAL OF MINUTES

Motion to approve the July 2022 Minutes by P. Stefan, J. Miller 2nd, all in favor

PUBLIC COMMENT (Persons may speak for five minutes about an item that is NOT listed as a Public hearing on this agenda. Please state your name and address for the record.)

NO PUBLIC COMMENT

ONGOING PROJECTS

Holiday lights: Pam Stefan introduced a new idea of rebar-type Christmas trees that can be placed downtown, around the Love Lock, etc. Discussion about ease and potential cost. A. McArthur proposed covering cost by offering businesses/organizations/or even families a 'tree sponsorship'. Regarding LED lights downtown: difficulty reaching a contractor that can do it. P Stefan to contact *Russell's Tree Service*. A. McArthur to contact City of Rochester for insight. P. Mecham to travel to Rochester for insight.

BUSINESS ITEMS

- Welcome to new member **Christine Jobson** of *Norm's Heating & Cooling!!*
- Teleconference with Liam Dreyer of *Government for Tomorrow*. Liam shared an overview of the program that brings local students into local government and allows the voice of the youth to be represented in the Community. Members asked questions and expressed interest.

P. Stefan motioned to create, in a partnership with *Government for Tomorrow*, a non-voting, student position on the Vassar DDA. More specifically, a Vassar Public Schools sophomore or junior student. Motion 2nd by J. Miller. All in favor. Motion passes.

A. McArthur to email Vassar High Admin. to introduce Liam and *Government for tomorrow*.

COMMISSION MEMBER COMMENTS

CITY MANAGER ANNOUNCEMENTS & STATEMENTS

ADJOURNMENT

Adjourned at 8:40 am-Motioned by P. Stefan, 2nd by J. Miller



TO: Honorable Members of the Legislature and Governor Gretchen Whitmer

FROM: The Undersigned

RE: \$15 million Supplemental Budget Support for Regional Sports Complex

DATE: August 1, 2022

We write to you today, on behalf of our residents and regional businesses to seek your support for \$15 million in state investment for a regional sports complex that will be located in Frankenmuth. The total cost for the project is estimated at \$40 million and our local Convention and Visitors Bureau and private donors are able to secure the funding and financing for the remaining \$25 million investment.

The project, once complete, will create an operational regional sports complex complete with basketball courts, volleyball courts, soccer fields, and baseball/softball fields. Our feasibility study and attached prospectus indicates that this project will bring thousands of new visitors to the region and generate over \$6 million in direct economic activity annually. The overall economic impact is expected to increase demand for the hospitality industry in not just Frankenmuth and Saginaw County, but for the entire region from Midland to Flint to Bay City and the Thumb. In fact, our estimates indicate that this project will increase the demand for room rentals in the region by 15,000 per year allowing for the expansion of existing facilities and building of new hotels across the area.

While we are seeking help from the state in one-time capital costs, we are positive the ongoing maintenance of the facility is sustainable. Regional champions have begun stepping up to support a \$10 million capital campaign and the Frankenmuth Convention and Visitors Bureau, with the support of their local board, is preparing to finance up to an additional \$15 million for the project, which will be paid back through the revenue generated from the local Frankenmuth hotel bed tax (without increasing taxes).

The positive impact of this local project will be felt regionally for decades, but we need your help to make it a reality. We humbly ask for your support in including \$15 million in the upcoming budget supplemental for this facility.

If you have any questions, comments, or concerns please feel free to contact Jamie Furbush President/CEO of the Frankenmuth Chamber of Commerce and Convention and Visitors Bureau at ceo@frankenmuth.org or (989) 652-6106, ext.21

Sincerely,

Wendy Winkle, Chairwoman, Frankenmuth CVB

Wayne Bronner, Chairman, Frankenmuth DDA
Chris Rittmueller, Chairman, Frankenmuth EDC
Mary Anne Ackerman, Mayor, City of Frankenmuth



Vassar



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