



River Stop Landing
Principal Shopping District
Newaygo, MI 49337

MINUTES
PSD Regular Board Meeting
January 13, 2021

CALL TO ORDER

Chair Looman called the meeting to order at 7:30 AM. The meeting was held at City Hall located at 28 N. State Road, Newaygo, MI 49337 and via teleconference due to the COVID-19 Virus.

Roll Call:	Present at City Hall:	Brock, Cooper, Fedell, Friar, Looman, Nelson
	Present via teleconference:	None
	Absent:	Harris, Parsley, Slominski
	Also Present	Jon Schneider: City Manager, Kim Goodin: Recording Secretary

Motion by Fedell, second by Nelson to excuse absent members. AIF/MC

Motion by Fedell, second by Nelson to approve amended agenda adding letter "E" PSD Assessment Fees under New Business. AIF/MC

APPROVAL OF MINUTES

Motion by Fedell, second by Friar to approve 10/19/2020 meeting minutes. AIF/MC

PUBLIC COMMENTS

RESERVED TIME

NEW BUSINESS

Motion by Fedell, second by Friar to reappoint Looman as PSD Chair, Cooper as Vice Chair and Secretary, and Kim Goodin as Recording Secretary. AIF/MC

Motion by Cooper, second by Friar to approve PSD meeting dates for the Year 2021 and January 2022. AIF/MC The dates approved: April 14, 2021, July 14, 2021, October 13, 2021 and January 12, 2022.

Motion by Fedell, second by Cooper to approve sign permit for M-37 Gaming located at 85 State Rd. AIF/MC Looman stated that pictures of sign samples were included in packets and that one sign would be located on the side of the building and one will be a projecting sign in the front of the building.

Schneider discussed PSD budget included in packets and stated that the only non-regular expense was related to sand blasting benches and archways.

Fedell discussed the fund balance of the PSD and stated that some years more expenses occur than other years. He said that last fiscal year the PSD expenses were \$83,600 and that the PSD businesses paid \$45,200 of that amount and that the City contributes the remaining amount. Fedell said that the fund balance in the PSD is \$47,300 and no advertising money was spent in 2020 from the fund balance. He said that due to the impact of COVID-19 that the City Council had approved waiving the 1st quarter PSD fees. Fedell said that the final decision needs to be decided by the PSD Board and he was recommending approval of waiving the 1st quarter PSD fees and sending a letter to all PSD Members instead of a bill. Fedell said that none of this money comes from the taxes paid by residents or businesses, but is entirely from the PSD fees paid by the businesses in the PSD.

Motion by Looman, second by Cooper to approve waiving the 1st quarter of 2021 PSD fees. AIF/MC

OLD BUISNESS

Looman stated that the current banners are approximately 5 years old and they continue to fall down. Board discussed banners and feel like they are a great source of advertising for the City and should be replaced. Schneider stated that the City is currently working on Marketing and Branding for the City and hope to have completed by Memorial Day. Looma said he would get in touch with designers regarding options for new banners and bring back information for the April meeting.

PUBLIC COMMENTS

Schneider thanked businesses for presence in the City and said he hears a lot of positive comments about our downtown.

BOARD MEMBER COMMENTS

Nelson stated that customers coming into the store have been very impressed with the businesses downtown. He discussed potential mural that NWGS would like to do on the side of their building and Schneider discussed application and approval process. Nelson said they are also interested in placing café lights between NWGS and neighboring business and NWGS would pay the costs. Schneider said he should discuss with neighboring business, residents in NWGS apartments, and submit an aerial drawing to the City.

Friar stated that the speaker located next to her business/apartments is too loud when playing music during the Christmas Holidays. She said that the music blares in the upstairs apartment. Schneider stated that the City would look into this before music was turned on for the next holiday.

Motion by Looman, second by Nelson to adjourn the meeting at 8:08 am. AIF/MC