



## Stockbridge Downtown Development Authority

### MEETING AGENDA

305 W Elizabeth Street, Room #112

Thursday, August 24, 2023, 6:15pm

#### **CALL TO ORDER**

- Roll Call
- Pledge of Allegiance
- Approval of Meeting Agenda August 24, 2023
- Approval of Meeting Minutes for July 27, 2023.

#### **PUBLIC COMMENT**

#### **FINANCIALS:**

- Check registers for July 2023- August 2023

#### **UNFINISHED BUSINESS:**

Business survey

Total Local proposal for Business advertisement

Interview with Beckey Pena for Pump track update on how it went.

Update: Last payment to M-52 made as of today August 15, 2023 all bills related to pump track to the best of my knowledge are paid.

#### **NEW BUSINESS**

- Harvest Festival BMX bike race and helmet and bike giveaway
- Future Ideas for Park
- Future Ideas for bringing business to town.
- Verify Jennifer ordered a child's seat for swing.
- Update our brochure to show all the new items in veterans park etc. See proposal by total local.

#### **PUBLIC COMMENT**

Board members Concerns, Suggestions or Recommendations.

#### **NEXT MEETING**

Next meeting be held on September 28, 2023.

#### **ADJOURNMENT**



Stockbridge Downtown Development Authority  
Meeting Minutes  
305 West Elizabeth Street Room 1112  
Thursday, July 27, 2023 6:15 p.m.

**CALL TO ORDER:**

Roll Call:

Present: Powers-Taylor, Fillmore, Lega, Ogden, Anderson

Absent: Dzurka, Stevens, Conant

Also present: SDDA Attorney Gormley, Teresa Miller (Total Local)

Pledge of Allegiance was led by Chair Anderson.

Motion by Powers-Taylor with support by Ogden to approve the agenda of July 27, 2023 as amended. All in favor. Motion passed.

Motion by Powers-Taylor with support by Ogden to approve the meeting minutes of June 22, 2023. All in favor. Motion passed.

**PUBLIC COMMENT:** None.

**FINANCIALS:**

Motion by Powers-Taylor with support by Ogden to accept the financial statements as presented.

Roll Call:

Aye: Fillmore, Lega, Ogden Anderson, Powers-Taylor.

Nay: None.

Absent: Stevens, Dzurka, Conant.

Motion passed.

**UNFINISHED BUSINESS:**

1. Pump Track construction is complete. Motion by Anderson with support by Ogden to pay American Ramp Company the balance due when the final bill is received.

Roll Call:

Aye: Fillmore, Lega, Ogden, Powers-Taylor, Anderson.

Nay: None.

Absent: Stevens, Dzurka, Conant.

2. The Eaton Community Bank account is closed.

**NEW BUSINESS:**

1. Powers-Taylor informed the Authority that several complaints have been made about the irrigation at the pump track (7:00-9:00 am and 7:00-9:00 pm). Complaints have also been made that people and chairs have been on the entrance to the pump track preventing riders from entering the track and preventing them from riding through the entrance area. Chief Bartus will be notified and asked to remind spectators to stay off the track area.
2. Teresa Miller (Total Local) spoke to SDDA about updating the brochure and the Facebook page.
3. Future ideas for Veterans' Park: suggestions for marketing via YouTube; an information board/kiosk at the entrance to the park; include improvements in the brochure.

Motion by Anderson with support by Ogden to contact Becky Pena for advertising the Pump Track on WILX at a cost of \$700.

Roll Call:

Aye: Fillmore, Lega, Ogden, Anderson, Powers-Taylor.

Nay: None.

Absent: Conant, Stevens, Dzurka.

Motion passed.

4. Attorney Gormley explained the marketing policy allowed to the DDA for businesses. Discussion followed including advertising on SDDA internet site and SDDA Facebook for businesses; revitalizing the downtown should be stressed; survey businesses to find out if events bring additional traffic into their stores.

Motion by Anderson with support by Powers-Taylor to get a proposal from Total Local for drafting a marketing program stressing commercial/retail businesses which will be brought to the August meeting. All in favor. Motion passed.

**PUBLIC COMMENT:** None.

**BOARD MEMBERSS' CONCERNS, SUGGESTIONS, RECOMMENDATIONS:** None.

**NEXT MEETING:** August 24, 2023.

**ADJOURNMENT:** Motion by Anderson with support from Fillmore to adjourn. All in favor. Motion passed.

Respectfully submitted,

Molly Howlett



Teresa Miller  
tmiller@totallocal.com

## STOCKBRIDGE DDA

### Sold To

STOCKBRIDGE DDA  
305 W Elizabeth St  
Stockbridge, MI 49285

### Bill To

STOCKBRIDGE DDA  
305 W Elizabeth St  
Stockbridge, MI 49285

**Proposal #:** 28858

**Date:** Aug 04, 2023

**Account Rep:** Teresa Miller

### Billing Email

danderson@stockbridgedda.org

Product	Rate	Discount	Taxable	Net
<b>Marketing Projects Additional Marketing Services</b>				
Update Existing Brochure, Look at Feel Remain the Same, Potentially Add Two Panels	\$1,100.00	\$660.00		\$440.00
8.5 x 14 Brochure, printed, folded and delivered, Quantity 500	\$500.00	\$0.00		\$500.00
Deliver Date: Sep 30, 2023				
<b>Sub Total:</b>				\$940.00
<b>Marketing Projects Website Design and Development</b>				
Website Refresh Adding Business Profile Section and Profiles	\$900.00	\$0.00		\$900.00
<b>Sub Total:</b>				\$900.00
<b>Social Media Post Social Media Management</b>				
September Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
October Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
November Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
December Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
January Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
February Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
March Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
April Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
May Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
June Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
July Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
August Limited Facebook Page Management	\$100.00	\$0.00		\$100.00
<b>Sub Total:</b>				\$1,200.00

Sub Total	\$3,040.00
Discount	\$0.00
Tax	\$0.00
<b>Total</b>	<b>\$3,040.00</b>

#### NOTES/AMENDMENTS

Brochure design could be improved by adding two panels highlighting Veterans Park. We also recommend adding a business profile page and business profiles to the Stockbridge DDA website, similar to what Total Local has done for the Leslie Area Chamber of Commerce Website. Regarding Facebook page management we recommend limited management of at least 3-4 post per week, as you potentially have board members still wanting to post to the Facebook page. Full Facebook page management would be 5-6 post per week, plus additional audience building. Full Facebook page management is \$200 per month and you may upgrade at any time. Facebook page management is for a one year terms, after which the client may renew or transfer services with 30 days notice.

#### PHONE NUMBER(S) TO BE PUBLISHED

#### ENHANCED WEB LISTING KEYWORDS

#### Schedule of Payments

Due On	Notes	Status	Amount	Balance
Sep 01, 2023		Pending	\$900.00	\$900.00
Oct 01, 2023		Pending	\$1,140.00	\$1,140.00
Nov 01, 2023		Pending	\$100.00	\$100.00
Dec 01, 2023		Pending	\$100.00	\$100.00
Jan 01, 2024		Pending	\$100.00	\$100.00
Feb 01, 2024		Pending	\$100.00	\$100.00
Mar 01, 2024		Pending	\$100.00	\$100.00
Apr 01, 2024		Pending	\$100.00	\$100.00
May 01, 2024		Pending	\$100.00	\$100.00
Jun 01, 2024		Pending	\$100.00	\$100.00
Jul 01, 2024		Pending	\$100.00	\$100.00
Aug 01, 2024		Pending	\$100.00	\$100.00

#### Terms and Conditions

BY SIGNING THIS CONTRACT, I agree that the amount shown in the "Total Balance" field will be paid as outlined above.

ALL INVOICES ARE NET 15. Past due accounts will lose any discounts previously offered and will be subject to a monthly finance charge of 1.5% of the outstanding balance.

I UNDERSTAND that if my invoice is not paid within 30 Days from signing the contract, Total Local will send an UPDATED INVOICE with a notification that 1.5% of my balance, after removing any and all discounts, is being charged as a monthly late fee.

I UNDERSTAND that at 60 Days from signing the contract, if I have not paid my invoice, Total Local will send a second UPDATED INVOICE with a notification that 1.5% of my balance is being charged as a monthly late fee.

I UNDERSTAND that at 90 Days from signing the contract, if my invoice is still unpaid, Total Local will send a third and FINAL INVOICE with a notification that 1.5% of my balance is being charged as a monthly late fee, with an in house collection letter stating that at 100 days past the signing of my contract, Total Local will be sending my account to a collection agency and that I will be liable for all costs associated with this process.

I UNDERSTAND that, if I have requested Proof Approval for my advertising, I will be provided with three (3) opportunities to approve my ad(s). If I have not approved the advertising or am not currently working with the production department to resolve

any issues, by the deadline, I understand that my ad(s) will run "as is" with no credits or adjustments made on future contracts.

BY EXECUTION OF THIS AGREEMENT, the parties consent to venue in Eaton County, Michigan of any action brought to enforce the terms of this agreement or to collect any monies due under it. This advertising agreement may be canceled by either party within 10 days of the date signed. After 10 days, all ad space becomes non-cancelable and no refunds will be offered.

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**STOCKBRIDGE DDA Representative**