
MINUTES

THE Downtown Development Authority OF THE CITY OF BUCHANAN, in compliance with Michigan's Open Meetings Act, hereby gives notice of a regular meeting to be held in the Chamber of City Hall.

** Comments may be submitted in writing at least 4 hours in advance to the City Clerk at Clerk@cityofbuchanan.com*

I. Call to Order

Terry called to order at 5:00 pm.

II. Swearing in of new board members

Administrative Assistant Lysy swore Haley Jones, Tracy Mast, Libby Hein, and Michelle Fletcher in as new DDA Board Members.

III. Pledge of Allegiance

Terry led in the Pledge of Allegiance.

IV. Roll Call

Present: Capron, Terry, Weedon, Reed, Finan, Jones, Mast, Hein, Fletcher, Williams (arrived at 5:08pm)

Absent: None.

City Staff Present: City Manager Tony McGhee, Administrative Assistant Emma Lysy

V. Appoint Officers: Chair and Secretary

Motion made by Capron, seconded by Weedon, to nominate Mast as DDA Chair. Roll call vote carried unanimously.

Motion made by Terry, seconded by Weedon, to nominate Reed as DDA Secretary. Roll call vote carried unanimously.

VI. Approve Agenda

Motion made by Capron, seconded by Weedon, to nominate Mast as DDA Chair. Voice vote carried unanimously.

VII. Public Comments - Agenda Items Only (3-minute limit)

None.

VIII. Approve Minutes

- A. 1) September 10, 2025 Regular Meeting Minutes
- 2) October 8th, 2025 Regular Meeting Minutes
- 3) October 24th, 2025 Special Meeting Minutes
- 4) November 12, 2025 Regular Meeting Minutes

Motion made by Reed, seconded by Terry, to approve minutes from the September 10, October 8, October 24, and November 12 meetings. Voice vote carried unanimously.

IX. Unfinished Business

A. TIF Plan- Dan Fette

Fette introduced himself to the new members of the DDA, including his background with DDAs and TIFs. Now that the DDA knows what its revenue will look like, it can begin to plan based on its shortlist of priorities. It will include less infrastructure and physical development than the 2008 plan and will look at transitioning previous DDA entities like the Tin Shop and Farmer's Market back under the DDA. From the survey of the DDA, it will include downtown marketing, events, signage/wayfinding, the Tin Shop/Farmer's Market/Pears Mill, Façade programs, and the Concert Series.

Fette presented a 15 year cash flow analysis, explained the potential numbers and what comparable communities do. Signage is expensive but there's a wide range of possible spending to consider. The Mill, Farmer's Market, and Tin Shop numbers are based on current City expenses. Most façade granting programs are for \$10-20k. City auditors confirmed they could remove the liabilities in place, meaning the DDA has the \$500k the City had maintained from the previous DDA as part of their funds.

There was discussion about what to prioritize. Terry and Capron agree that marketing is important for driving people downtown. Finan spoke to people desiring more special events, which Mast agrees will give people a reason to come to town. Williams feels wayfinding is not a top priority and could be postponed, with events being higher.

McGhee asked if marketing and events could be one category for maximum flexibility for planning, and suggested getting quotes from a marketing firm to get a better idea of the costs. Budget amendments can also be made if priorities change. Fette clarified that the categories important to the DDA are what he needs to create a draft TIF plan, since budgets can be changed. Buchanan will be the best funded DDA in the county.

Fette can have a draft TIF plan ready by the January meeting.

X. New Business

None.

XI. Public Comment - Non-Agenda Items Only (3-minute limit)

Randy Hendrixson – Thanked new members and reiterated what he had commented at previous meetings: he advises the DDA be careful about putting a lot of money into marketing without having anything to market. He recommends putting together a comprehensive event calendar for the City. He also emphasized the importance of a full-time, paid director. If the DDA doesn't take on Thrill on the Hill, it won't happen. Hendrixson would take part in a Thrill or Event subcommittee.

XII. Staff/Committee Comments

McGhee spoke about the downtown fire pits. The total cost is \$450, and the City will supply wood.

Motion made by Capron, seconded by Reed to rent fire pits from the City for the Holiday parade, not to exceed \$450.

Aye: Capron, Fletcher, Hein, Jones, Mast, Reed, Terry, Weedon, Williams

Nay: Finan

Motion carried.

There was discussion on holding a special meeting to discuss priorities for the draft TIF plan. It was decided to hold a special meeting Thursday, December 18th at 2pm.

Capron: None.

Terry: Thanked new members of the DDA.

Williams: None.

Weedon: Thanked new members and welcomed them to the DDA.

Reed: The marketing RFP should go out sooner rather than later and believes too much money is currently allocated to wayfinding. He agreed an event subcommittee is important. He is also a member of the Niles DDA and could act as a liaison.

Finan: Thanked new members of the DDA.

Jones: Thanked the Board for letting her be a part of it.

Mast: Thanked the Board, agreed that less should be allocated to wayfinding and events should be a priority. she would like to stay united as a board and work with other entities like the Chamber of Commerce.

Hein: Thanked the Board, and is excited for events, agreeing they should be a priority. The Common Concert Series would benefit from broadening the ages they're targeting.

Fletcher: Wanted to echo Hein's comments. She is happy to be here.

XIII. Adjournment

Meeting adjourned at 6:09pm.