



Downtown Development Authority

City of Gladstone
1100 Delta Ave
Gladstone, MI 49837

Staff Report

Agenda Date: July 18, 2023
Department: DDA
Presenter: Patricia West

AGENDA ITEM TITLE:

Old-Fashioned Christmas

BACKGROUND:

Shelly Claycomb has served as the Old-Fashioned Christmas (OFC) event planner in a contractor role for the last several years. She has notified Patricia West that she would like to take a step back from the role as she will not be in town for the event this year.

The DDA has allocated \$2000 towards payment to this event planner contractor role.

With the DDA Coordinator, Patricia West, out on parental leave during the event, **the DDA needs to set the direction for what they want the 2023 Old-Fashioned Christmas to be this year.**

Questions to Consider:

- Does that DDA grant the OFC Subcommittee authority to replace the event coordinator, oversee the application and interview process should this be required, and recommend a candidate for hire to the broader board?
- Should we explore the idea of Shelly Claycomb training in new event coordinator?
- Should we replace the DDA Coordinator's spot on the OFC Subcommittee this year?
- Should we scale back this year, and what does that mean?

FISCAL EFFECT:

\$5500 has been budgeted for the OFC
- \$2000 of that was allocated for the event planner

SUPPORTING DOCUMENTATION:

- 2022 OFC Flyer
- 2023 Suggested Map of Event
- 2023 OFC What's Important Survey

RECOMMENDATION:

Event Coordinator:

Motion to grant the OFC Subcommittee authority to replace the event coordinator, overseeing the outreach or application/interview process should this be required, and recommend a candidate for hire to the broader board.

OFC Subcommittee

Consensus among the DDA to appoint another member of the DDA Board to the OFC Subcommittee due to the DDA Coordinator's absence.

Scale of the Event

Provide the OFC Subcommittee clear direction on expectations of event offerings.