



**CITY OF WILLIAMSTON
Downtown Development Authority**

Tuesday, August 15, 2023, at 7:00 p.m.

Regular Meeting Agenda

To be held in the City Hall Council Chambers:
161 E. Grand River Ave. Williamston, MI 48895
(517) 655-2774; www.williamston-mi.us

1. Call To Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of Agenda
5. Public Response
6. DDA Regular Meeting Minutes of July 18, 2023
7. Accounts Payable
8. Downtown Development Director Report
9. Treasurer- Budget Printout
10. Action Items
 - a. Façade Grant Szechaun Garden – 154 W. Grand River Avenue (Tentative)
 - b.
 - c.
 - d.
 - e.
11. Discussion Items
 - a. Maintenance Update – Cans, Benches and Parking Lots
 - b. Survey Results
 - c. WLNS Advertising
 - d. Social District
 - e.
12. Correspondence Received/Information Only
 - a.
13. Outstanding Issues- **No Action or Discussion**
 - a.
 - b.
14. Public Response
15. DDA Member Comments
16. Adjournment

Individuals with disabilities requiring special assistance who are planning to attend a DDA meeting should contact the City Clerk by writing or calling in advance of the date of the meeting that will be attended.

THE NEXT REGULAR MEETING OF THE WILLIAMSTON DDA WILL BE HELD ON SEPTEMBER 19, 2023 IN THE CITY HALL COUNCIL CHAMBERS.

CITY OF WILLIAMSTON
DOWNTOWN DEVELOPMENT AUTHORITY
JULY 18, 2023
REGULAR MEETING MINUTES

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1. Call To Order:

The meeting was called to order at 7:00 p.m. in the Williamston City Hall Council Chambers by Vice Chair Emily Sutton-Smith and the Pledge of Allegiance was recited.

3. Roll Call:

Vice Chair Emily Sutton-Smith, Authority Members Jessica Modert, Brooke Donnelly-Grzelak, Tammy Gilroy, and Narda Murphy. Absent: Wendy Carrol-Parry.

Also Present: City Manager/DDA Director John Hanifan, City Clerk Holly Thompson, and citizen Joe Winkowski.

Motion by **Gilroy**, second by **Modert**, to excuse Carrol-Parry. **Motion passed by voice vote.**

4. Approval of Agenda:

Motion by **Gilroy**, second by **Donnelly-Grzelak**, to approve the DDA agenda as presented. **Motion passed by voice vote.**

5. Public Response:

Vice Chair Sutton-Smith called for public comments at this time and there were none.

6. DDA Regular Meeting Minutes of June 20, 2023:

Motion by **Gilroy**, second by **Murphy**, to approve the DDA regular meeting minutes of June 20, 2023 as presented. **Motion passed by voice vote.**

7. Accounts Payable:

None.

8. Downtown Development Director Report:

Nothing additional beyond agenda items.

9. Treasurer- Budget Printout:

A budget printout was submitted for DDA review.

10. Action Items

10a. Appointment of Chair and Vice Chair:

Motion by **Gilroy**, second by **Murphy**, to appoint Sutton-Smith as Chair. Yes: Modert, Gilroy, Sutton-Smith, Murphy, Donnelly-Grzelak. No: None. **Motion passed.**

Motion by **Murphy**, second by **Gilroy**, to appoint Donnelly-Grzelak as Vice Chair. Yes: Modert, Gilroy, Sutton-Smith, Murphy, Donnelly-Grzelak. No: None. **Motion passed.**

10b. Façade Grant Application- 115 West Grand River Avenue:

Motion by **Murphy**, second by **Gilroy**, to approve David Bigos' façade grant application for 115 West Grand River Avenue for the not to exceed amount of \$6,250. Yes: Gilroy, Modert, Donnelly-Grzelak, Murphy, Sutton-Smith. No: None. **Motion passed.**

11. Discussion Items

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11a. Road Diet:

Manager/Director Hanifan reported the public open house went well and people were overwhelmingly in support of the project. He has received no formal complaints or comments. Council will consider a resolution in support of the road diet at their next meeting.

11b. Marketing and Community Promotion:

Manager/Director Hanifan stated the DDA needs to work on a new logo and meaning. He will be working to find someone to create the logo. This logo and branding will be DDA focused.

11c. City Web Page Overhaul:

Manager/Director Hanifan is working with three web designers for proposals for a new DDA webpage.

11d. Christmas Decorations:

Manager/Director Hanifan is getting quotes to find out how much it would be to outline the downtown businesses with holiday lights.

14. Public Response:

Chair Sutton-Smith called for public comments at this time and there were none.

15. DDA Member Comments:

Chair Sutton-Smith commented it would be nice to have a restaurant person and artist on the DDA.

16. Adjournment:

Chair Sutton-Smith adjourned the meeting at 7:35 p.m.


***Meeting adjourned at 7:35 p.m.**

Respectfully Submitted by: _____
Holly M. Thompson, City Clerk

Date Approved: _____



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To: DDA Board
From: John P. Hanifan, City Manager 
Date: Meeting of August 15, 2023
Subject: Façade Grant Application from 154 W. Grand River (Szechuan Garden)

Requested Action

Approve the Façade grant application for 154 W. Grand River Avenue:

The applicant estimated \$9,807.75 total project cost:

\$3,000 Grant eligible

(Per the program guidelines the lesser of 50% or \$100 per linear foot for a one-story building to a maximum of \$3,000 per façade)

Background

Easement Purchase Amounts Subject to Fiscal Budget Year

1. For buildings under common ownership with one use inside, depending on the height of the building as follows:
 - 1.1 If the building is one story, then the lesser of: (a) fifty (50%) percent of the cost of the eligible facade improvements (see paragraph 3.1); or (b) \$100.00 per linear foot as measured in a straight line at the base of the building, without accounting for any bump-outs or bump-ins of less than two (2) feet, to a maximum of \$3,000 per facade side (up to four (4) sides) for a maximum of \$12,000 per building of total eligible expense upon approval of the WmDDA;

The DDA updated its program in 2019. There was \$10,000 budgeted for the current fiscal year (23-24) for façade grants.

Recommendation

Staff recommends approving the requested motion:

Motion by _____ second by _____ to approve 154 W. Grand River façade grant application for the not to exceed amount of \$3,000.

Attachments

The application is attached.

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(Approved March 19, 2019)
FACADE IMPROVEMENT PROGRAM APPLICATION
please print clearly

Application Date: 7.27.2023

Name of Applicant: Yan Xin Liu

Mailing Address: 830 Blacksmith trl., Williamston MI 48895

Telephone Numbers: 517 899-1492

Project Address: 154 W. Grand River Ave. Williamston, MI 48895

Building Owner (if different): _____

Owner Address: 830 Blacksmith trl., Williamston MI 48895

Project Information:

- Provide a detailed description and include cost breakdowns by major categories such as architectural fees, engineering fees, signs, awning, repair, carpentry, electrical, plumbing, etc., as an attachment to this Application.
- Include all project bids with complete cost estimates when submitting Application for review.
- Attach at a minimum of one (1) color photocopy image of the existing facade(s) to improve.
- Attach one (1) copy of the project design for exterior improvements for each side.

Proposed project start date: 8.15.2023

Proposed completion date: 8.22.2023

Estimated total dollar amount of the improvement project: \$ 9,807.75

Project will involve the building's facade sides as follows: (check all that apply)

North Side of building:

Linear Feet 1st floor _____

Linear Feet 2nd floor* _____

Linear Feet 3rd floor _____

Proposed Work _____

and cost for North side _____

* Provided the particular side of the building consists of multiple floors. For those building facade sides that are single story, please indicate, non-applicable (n/a) under the 2nd and 3rd floor Linear Measurements.

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Number of stories _____
Estimated Easement
purchase amount _____

South Side of building:

Linear Feet 1st floor _____
Linear Feet 2nd floor _____
Linear Feet 3rd floor _____
Proposed Work
and cost for South side _____

Number of stories _____
Estimated Easement
purchase amount _____

East Side of building:

Linear Feet 1st floor ADA slope & turns ramp with double rail
Linear Feet 2nd floor n/a
Linear Feet 3rd floor n/a
Proposed Work
and cost for East side 9807.75

Number of stories 1
Estimated Easement
purchase amount n/a

West Side of building:

Linear Feet 1st floor _____
Linear Feet 2nd floor _____
Linear Feet 3rd floor _____
Proposed Work
and cost for West side _____

Number of stories _____
Estimated Easement
purchase amount _____

The undersigned Applicant(s) affirms that:

1. The information submitted herein is true and accurate to the best of my (our) knowledge.
2. I (we) have read and understand the conditions of the WmDDA Facade Improvement Program and agree to abide by its conditions and guidelines.

Signature of Applicant(s)

x Yan Pin Lin



LaFollette Custom Homes, Ltd.
Design/Build

Szechuan Garden Restaurant
154 W. Grand River Avenue
Williamston, Michigan 48895

July 26, 2023

Cost to construct new ADA Ramp into restaurant: \$9,807.75

SCOPE OF WORK:

- Plans with Architect's Seal (value 1,000.00)
- Permit
- Saw cut concrete.
- Remove concrete and truck to landfill
- Excavate area of new ramp and install structural posts to frost depth
- Construct new ramp with treated lumber
- Install handrails both sides of ramp
- Replace existing door with new 36", ½ lite outswing door.

STUDIO:

145 W. Grand River Avenue, Williamston, MI 48895
Cell: 517-881-5664 email: steve@steveeeyke.com

www.lafollettecustomhomes.com

COMING SOON

MID-MICHIGAN'S NEW DAYTIME LIFESTYLE SEGMENT
THAT AIRS WEEKDAYS IN THE NOON NEWS ON WLNS & WLAJ TV!



11c.
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6 IN THE CITY

LOCAL LIFESTYLE

6 in the City is a brand-new Lifestyle segment airing in the Noon News weekdays on WLNS TV! 6 in the City will put a fun spin on all things Mid-Michigan while turning the spotlight on local businesses who make the region what it is today. The WLNS Noon News is one of the most viewed newscasts in all of Mid-Michigan! Monday-Thursday are open for local business spotlights in a range of categories. Friday will feature a local restaurant as part of our Foodie Friday initiative. As a partner, your business will be highlighted in 2-minute segments, which will also be posted on WLNS.com!



Monday

Business Spotlight (Paid Segment)

This segment is available to all kinds of local businesses! Whether your business is looking to tell their story, promote something unique, get the word out about an event, or share your expertise—this is a great opportunity for exposure in Mid-Michigan's only Noon News!

Tuesday

Business Spotlight (Paid Segment)

This segment is available to all kinds of local businesses! Whether your business is looking to tell their story, promote something unique, get the word out about an event, or share your expertise—this is a great opportunity for exposure in Mid-Michigan's only Noon News!

Wednesday

Business Spotlight (Paid Segment)

This segment is available to all kinds of local businesses! Whether your business is looking to tell their story, promote something unique, get the word out about an event, or share your expertise—this is a great opportunity for exposure in Mid-Michigan's only Noon News!

Thursday

Business Spotlight (Paid Segment)

This segment is available to all kinds of local businesses! Whether your business is looking to tell their story, promote something unique, get the word out about an event, or share your expertise—this is a great opportunity for exposure in Mid-Michigan's only Noon News!

Friday

Foodie Friday (Restaurant Exclusive)

This is a weekly segment reserved for local restaurants. The segment is produced and aired in exchange for gift certificates, which are then sold at a discount to viewers to purchase!

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6 IN THE CITY

PRICING

BUSINESS SPOTLIGHT SPONSORSHIP

- 2-Minute segment Noon News (6 in the City Segment) on BOTH WLNS & WLAJ
- Segment posted online on WLNS.com
- Promoted Facebook Post from the WLNS Facebook Page (147k followers) for each segment
- Includes production and posting of segment on WLNS.com
- Segments available following airing for use on social media and digital platforms
- You also have the option to re-air your segment in a shortened form.

INVESTMENT: \$900



pg 3/1c

6 IN THE CITY

PRICING

BULK PRICING

- \$900 per segment if purchasing 1 – 5 segments
- \$750 per segment if purchasing 6 – 12 segments
- \$700 per segment if purchasing 13–24 segments

Includes All Elements of Segment Sponsorship.



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LIFESTYLE AUDIENCE COMPARISON

WILX Studio 10

WSYM Morning Blend

WLNS/WLAJ 6 in the City

HH	25-54	35+
2,800	1,400	2,300
1,700	900	1,400
22,900	11,600	18,700

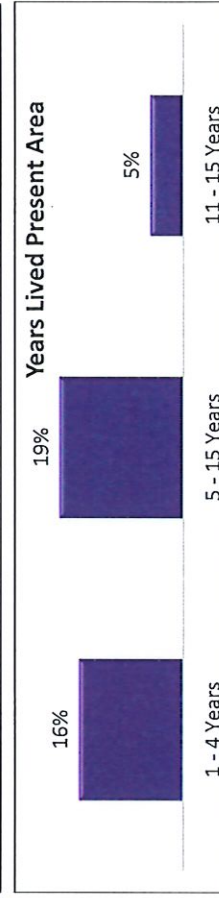
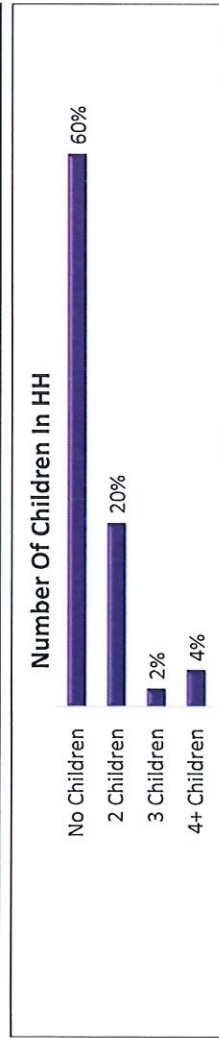
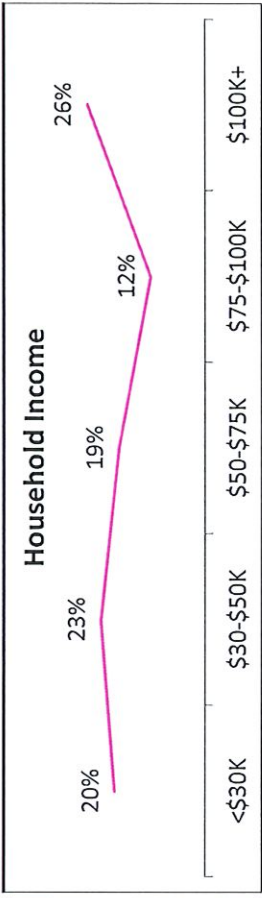
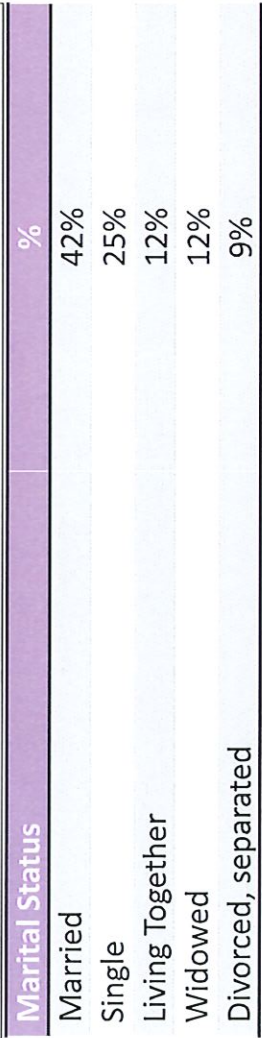
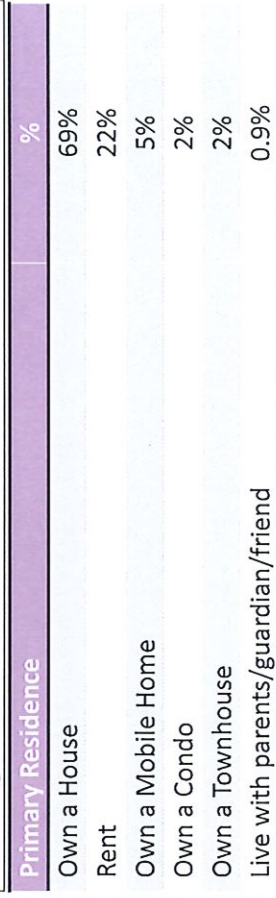
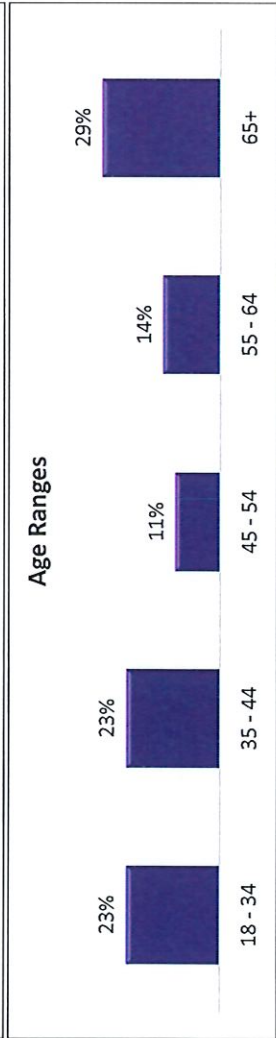
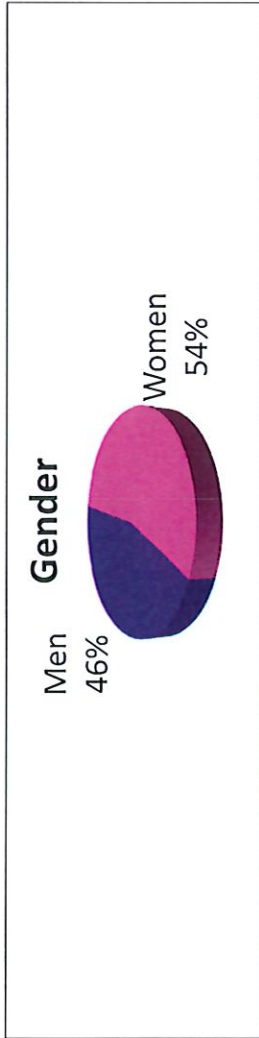
The Difference Is STAGGERING!

Data from Comscore April 2023

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6 News At Noon | Noon-12:30p | Viewer Profile

Source: Marshall Marketing Lansing Survey 2023



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6 IN THE CITY

DETAILS AND GUIDELINES

- Production will take place in the second Tuesday of each month. Production time may only be reserved with a signed contract.
- There are limited production time slots at 30 minutes each.
- In order to preserve a "live-feel" segments will not be edited, and should be done in 1-2 takes.
- There is only one person per segment from your company on screen, along with the 6 In The City Host.
- 2-weeks prior the production date, a Google questionnaire link will be sent, and must be returned 1-week prior to the production date.
- If a production day is full, we will begin scheduling for the following month.
- A final version of your segment will be sent to you on the day of airing for use on your website and social media.
- Some days will not be available due to special programming (Holidays, March Madness, Etc)
- If a segment is preempted due to breaking news, we will contact you for a plan to reschedule your airing.



pg 1/c

6 IN THE CITY

NEXT STEPS

- Sign the agreement, including the number of segments you would like to air.
- Choose your top 3 preferred air dates- based on availability.
- Choose your top 3 times for the next production shoot (2nd Tuesday of each month)
- You will receive your segment questionnaire 2 weeks prior to the production shoot.
- Return your segment questionnaire, and any production elements (logos, video, etc) 1 week prior to the shoot.
- If you are unable to attend your production day, you will need to reschedule for the following month. It is imperative that you make every attempt to attend at your scheduled time.
- Arrive on production day for your shoot 30-minutes before your scheduled time.
- Segments will be produced following the production day based on air date.
- Segment airs in Noon News, and digital elements are executed.



B&C

6 IN THE CITY

AGREEMENT

Business Name:	Date:
Month which your segment will begin airing:	Number of Segments:
Number of months for agreement:	Investment per Segment:
Top 3 preferred Air Dates:	Total Investment:
Production Date:	Top 3 preferred Production Times: (Circle)
Interviewee Name:	8:00AM 8:30AM 9:00AM 9:30AM 10:00AM 10:30AM
Interviewee Phone:	11:00AM 12:30PM 1:00PM 1:30PM 2:00PM 2:30PM
Interviewee Email:	3:00PM 3:30PM 4:00PM
Notes	
Signature	



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THANK YOU



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6 IN THE CITY AGREEMENT

Business Name:	Date:
Month which your segment will begin airing:	Number of Segments:
Number of months for agreement:	Investment per Segment:
Top 3 preferred Air Dates:	Total Investment:
Production Date:	Top 3 preferred Production Times: (Circle)
Interviewee Name:	8:00AM 8:30AM 9:00AM 9:30AM 10:00AM 10:30AM
Interviewee Phone:	11:00AM 12:30PM 1:00PM 1:30PM 2:00PM 2:30PM
Interviewee Email:	3:00PM 3:30PM 4:00PM
Notes	
Signature	



11/11/11