



## **MINUTES**

### **TIFA Regular Board Meeting**

### **April 16, 2021**

#### **CALL TO ORDER**

Chairperson Morgan Heinzman called the TIFA meeting to order at 7:01 AM. The meeting was held at City Hall located at 28 N. State Road, Newaygo, MI 49337 and via teleconference during the COVID-19 Virus.

Presiding officer: Morgan Heinzman

Secretary: Kim Goodin

Present at City Hall: John Buckley Jr., Jake Cooper, Ed Fedell, Morgan Heinzman, Reid Sherwood, Kelly Tinkham, Charles Zeldenrust

Present via teleconference: Julie Burrell, Shelley Staeven

Absent: Bryce Cronk, Joel Phillips, Greg Slominski, Chris Wren

Also Present: Jon Schneider: City Manager/TIFA Director, Kim Goodin: Secretary, Colleen Lynema: Executive Director River Country Chamber of Commerce

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

Motion by Fedell, second by Tinkham to approve the agenda as presented. AIF/MC

Motion by Sherwood, second by Fedell to approve the 01/15/2021 meeting minutes. AIF/MC

#### **PUBLIC COMMENTS**

#### **RESERVED TIME**

Lynema discussed report in packets about Stream Operations. She gave an update on events being planned for the summer of 2021 and said that the Farmers Market will begin in June. Schneider said that an update on the Crime Prevention Officer was included in packets and stated that Officer Dornbos is spending a significant amount of time on the Michigan Law Enforcement Accreditation Program (MLEAC).

#### **UNFINISHED BUSINESS**

#### **NEW BUSINESS**

Schneider went over TIFA/LDFA budgets in packets focusing on original budget, amended budget, and FY 2021-2022 requested budget. He stated that Stream Revenue was amended slightly with an increase in member revenue and day pass usage. Schneider amended Stream expenses with a decrease due to refinancing of Stream bonds. He discussed increase in Special Projects amended budget and FY 2021-2022 requested budget due to the watermain project being done this spring and summer during the M37 Rehab Project. Heinzman emphasized the importance of the watermain project on M37 from River St. to East St. while M37 will be worked on this summer. Board asked questions related to ECDC Position, IFT 198 Revenue, and distribution to Library which Schneider and Heinzman answered.

Motion by Buckley Jr., second by Sherwood to approve \$50,000 to assist with cost of elevator at 41 W. State Rd. (Muskegon River Inn), to be paid out in annual amount of \$5,000 to Guided Life LLC each year in the following

years: 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030. Conditions applying to the motion are: The City of Newaygo Tax Increment Finance Authority (TIFA) shall make the annual payment as described above after February 14<sup>th</sup> if all amounts owing on the property at 41 W. State Rd (and other associated addresses of property parcel #62-18-24-280-043) or owed by Guided Life LLC (a.k.a. Jay and Heather Allen) to the City of Newaygo and its sub-boards or authorities are paid in full by February 14<sup>th</sup> each year. Amounts owed include but are not limited to water/sewer bills, property taxes, PSD fees, penalties, interest, late fees, non-payment charges, fines, etc. If Guided Life LLC sells or transfers the property to another person or entity, ceases the hotel operation, or files for bankruptcy, no further payments by TIFA or other boards or authorities of the City of Newaygo are due to Guided Life LLC. There shall be no proration for partial years. Roll Call: Yeas: Buckley Jr., Burrell, Cooper, Fedell, Heinzman, Sherwood, Staeven, Tinkham, Zeldenrust Absent: Cronk, Phillips, Slominski, Wren Nay: None CARRIED Schneider discussed timeline of Façade Project and TIFA minutes from 2015 that were included in packets. Heinzman said he had been contacted by Jay and Heather Allen, owners of the Muskegon River Inn, stating that in 2015 TIFA had discussed assisting them with their project by contributing to the cost of the elevator. Heinzman said that the elevator had been discussed as it was unique compared to other buildings in town. He said that tax abatements have been given to other businesses in the past, but the Muskegon River Inn did not qualify for tax abatements. Heather Allen, owner of Muskegon River Inn, was present and said that their taxes had increased significantly and 2020 was a hard year for all businesses and this would assist them to pay expenses. Board discussed terms should building ever be sold, options of assisting other business owners in the future, and how this could be monitored.

Motion by Fedell, second by Buckley Jr. to revise approved amount of \$100,000 for baseball field improvements at Henning Park Baseball Fields to \$115,000. Roll Call: Yeas: Buckley Jr., Burrell, Cooper, Fedell, Heinzman, Sherwood, Staeven, Tinkham, Zeldenrust Absent: Cronk, Phillips, Slominski, Wren Nay: None CARRIED Heinzman gave an update on new Baseball Fields at Henning Park and said that the original amount discussed that would be needed for the fields was approximately \$130,000. Heinzman said he was able to secure \$5,000 from Croton Township and \$5,000 from Garfield Township towards the new baseball fields. He said that Brooks Township would be voting on also contributing \$5,000 at their next meeting. Heinzman said with this contribution that Little League would be short about \$15,000 to finish the baseball fields at Henning Park.

Motion by Heinzman, second by Buckley Jr. to contribute \$500 to Newaygo County Tourism Council 2021 marketing campaign. Roll Call: Yeas: Buckley Jr., Cooper, Fedell, Heinzman, Sherwood, Staeven, Tinkham, Zeldenrust Absent: Cronk, Phillips, Slominski, Wren Abstain: Burrell Nay: None CARRIED Burrell discussed the Newaygo County Tourism Council (NCTC) and their aggressive marketing plan campaign for 2021. She stated that according to the Michigan Economic Development Corporation, tourists spend over 12 million dollars on average per month in Newaygo County and the NCTC wants to increase that spend amount. Burrell stated that NCTC advertising initiatives include the City of Newaygo and spoke about businesses, groups and communities that have already invested in the NCTC campaign.

Motion by Heinzman, second by Sherwood to contribute \$500 to Pitch North under TIFA Economic Development Strategy provided the Fremont DDA Matches the amount. Roll Call: Yeas: Buckley Jr., Cooper, Fedell, Heinzman, Sherwood, Staeven, Tinkham, Zeldenrust Absent: Cronk, Phillips, Slominski, Wren Abstain: Burrell Nay: None CARRIED Burrell gave an overview of Pitch North, a Newaygo County Entrepreneurial Pitch Competition, and said that information was included in packets. Board discussed if TIFA criteria allowed contributing to this competition. Schneider stated that one of the winners from last year was at the Newaygo Farmers Market and that the competition has the potential to bring another business to the TIFA District and feels this meets the criteria. Burrell stated that Fremont DDA would match whatever TIFA contributed to the competition.

Motion by Buckley Jr., second by Fedell to approve up to \$15,000 for the branding/logo items listed under Memorial Day Reveal List that was included in packets. Roll Call: Yeas: Buckley Jr., Burrell, Cooper, Fedell, Heinzman, Sherwood, Staeven, Tinkham, Zeldenrust Absent: Cronk, Phillips, Slominski, Wren Nay: None CARRIED Schneider gave an update on the logo and discussed the logo that was approved by City Council. He discussed banner options included in packets stating that the banners would be located uptown and downtown.

Motion by Heinzman, second by Buckley Jr. to approve Resolution T2021-02 to amend 2020-2021 TIFA and LDFA Budgets. Roll Call: Yeas: Buckley Jr., Burrell, Cooper, Fedell, Heinzman, Sherwood, Staeven, Tinkham, Zeldenrust Absent: Cronk, Phillips, Slominski, Wren Nay: None CARRIED Schneider had discussed amendments during budget review at the beginning of the meeting.

Motion by Fedell, second by Buckley Jr. to approve Resolution T2021-03 to approve the 2021-2022 TIFA and LDFA Budgets. Roll Call: Yeas: Buckley Jr., Burrell, Cooper, Fedell, Heinzman, Sherwood, Staeven, Tinkham, Zeldenrust Absent: Cronk, Phillips, Slominski, Wren Nay: None CARRIED

Heinzman discussed creating 2 committees comprised of TIFA & Council Members focusing on near-future projects and legacy type projects. Heinzman will work on guidelines for committees prior to the July TIFA Meeting.

Schneider gave an update on Christian Healthcare Center and stated that the lease agreement between the developer and Christian Healthcare Center had been signed giving the developer the authority to move forward. He gave an update on the Disc Golf Course discussing the Forestry Management Plan and said that 6-9 holes may be completed by the end of summer. Schneider stated that the M37 Rehab Project will begin on June 7<sup>th</sup> and is scheduled to be completed by the end of October. He gave an update on River Hills Estates Phase 2 and River Run Phase 2 Apartments stating that approximately 50 new apartments and 50 new houses will have been built during 2020 and 2021 in the City of Newaygo. Fedell gave an update on the museum project stating that the project will begin soon and should take approximately 13 months.

**PUBLIC COMMENTS**

Bryan Kolk, County Commissioner, said exciting to see renovations in Newaygo and excited about the Disc Golf Course and he gave an update on the Dragon Trail.

Lynema stated that the River Country Chamber, Fremont Area Chamber, and Hesperia Area Chamber were collaborating on advertising of the County.

**BOARD COMMENTS**

Buckley Jr. stated that a national hotel chair had inquired about property in Stanwood area and feels related to the Dragon Trail.

Tinkham stated that the library is hosting more in person events and they plan to stay open unless mandated to close.

Fedell stated that owners of Leppinks had donated space for the museum to temporarily locate in Leppink's Strip Mall during museum construction.

Motion by Burrell, second by Fedell to adjourn the meeting. AIF/MC.

Meeting adjourned at 8:45 AM

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Kim Goodin, TIFA Secretary