

MINUTES OF MEETING OF TAX INCREMENT FINANCE AUTHORITY
MAY 11, 2010

The meeting was called to order by Chairman Jungquist at 7:30 a.m. in the Council Chambers of the East Tawas City Hall.

Members Present: Brewer, Elliott, Jungquist, Mooney, O'Connor, Ruster and Council Representative Klenow.
Members Absent: Fountain.
Staff Present: City Manager Leslie, Director Pasakarnis and Clerk/Treasurer Baker.

O'Connor moved, Brewer seconded, CARRIED, to approve the minutes of the April 13, 2010 regular meeting and April 27, 2010 special meeting as presented.

Ruster moved, Elliott seconded, CARRIED, to accept the TIFA and Construction Fund financial reports as presented.

Director Pasakarnis reported that the Authority received a \$65,000 grant from USDA Rural Development for the Sawyer Street parking lot. Paperwork still needs to be signed and the bid documents need to be given to USDA Rural Development for review and approval before the bid process can begin. Director Pasakarnis reported that this project does not require that Davis-Bacon wages be paid and that Rural Development has already started the Environmental and Historical reviews. Director Pasakarnis met with Russo Engineering to discuss alternatives to be included within the bid specifications. These alternatives may include the conduit work, asphalt and the four remaining ADA ramps. She has challenged Russo Engineering to determine what items can be eliminated or delayed to try to lower the cost so that next year the State Street parking lot can also be completed. Discussion was held concerning the previous recommendation that two additional decorative lights are installed in the Sawyer Street parking lot. Russo Engineering has indicated that the two lights that were included in the original plan should be sufficient.

Ruster moved, Mooney seconded, CARRIED, to enter closed session to discuss information from Attorney Ed Lennon in regard to the M.C. Smith Associates lawsuit because discussion in open session could be financially detrimental to the Authority. Yes: Brewer, Elliott, Jungquist, Mooney, O'Connor and Ruster.

Entered closed session at 8:00 a.m.
Returned to open session at 8:10 a.m.

Elliott moved, Brewer seconded, CARRIED, to authorize Director Pasakarnis to proceed as discussed in closed session.

Discussion was held concerning whether or not the Authority should correct the ramps at four corners that were not constructed according to MDOT ADA guidelines. It was the consensus of the members to have Director Pasakarnis work with Bruce Buchinger from R.C. Hendrick and Son to prepare paperwork for the construction file to indicate why these four ramps were not reconstructed to meet MDOT ADA guidelines. Director Pasakarnis indicated that although MDOT will not give a waiver of the requirements, having the proper information in the construction file that shows that the City made a reasonable attempt to make the ramps at these corners ADA compliant should help to protect the City if a complaint is made at some time in the future.

Director Pasakarnis reported that Tri-Valley has been in town to restart the irrigation system and repair problem areas. They will be meeting with the Department of Public Works personnel to train them on using the system. She also reported that the final five Wayfinding signs will be installed soon. R. C. Hendrick and Son will be doing the core drilling for one of the signs and the Department of Public Works will install the rest of the signs. Director Pasakarnis further reported that the new Cool City banners are in and that the cost was shared with the East Tawas Business Association. The Department of Public Works will put up the banners when they switch the seasonal banners.

Director Pasakarnis reported that the lease agreement with the Department of Natural Resources and Environment for docking the Charity Island Tours cruise boat at the East Tawas Harbor has been received by Bob Wiltse.

Director Pasakarnis reported on the Sunrise Coast Travel Michigan Partnership kickoff celebration that was held at the Tawas Bay Beach Resort. Approximately 70 people attended. She also reported that she attended the Governor's Tourism Conference on Mackinac Island and George Zimmerman from Travel Michigan complimented the Sunrise Coast campaign and the coalition of 41 members that financed the campaign. She noted that they are currently working on the Fall 2010 campaign.

Director Pasakarnis reported that the Tall Ships will be holding a race about five miles off Tawas Point in July but will not be coming into the Harbor.

Director Pasakarnis reported that she would like the authorization from the Board to begin working on some items for the City web site that would be more in line with information that would be available on a Downtown Development Authority web site. This would include a guide for businesses and showcasing various business opportunities within the City. It was the consensus of the members to give her this authorization. She also noted that the growing popularity of social networking such as Facebook and Twitter for promoting businesses was mentioned at the Tourism Conference. She related the story of a flash mob solely publicized on Facebook that resulted in approximately 30,000 people congregating in downtown Grand Rapids where thousands of paper airplanes were released from a high-rise building. She noted that Facebook is being used more and more to create these types of events.

Director Pasakarnis also reported on the idea of Culinary Tourism that was promoted at the conference. This occurred in the Traverse City area where self-guided tours were promoted as "Tasty Traverse" where the specialties of local restaurants were highlighted. She indicated that she would like to work on a campaign like this for East Tawas.

Director Pasakarnis indicated that many local businesses are not taking advantage of their ability to include their business information on the Travel Michigan web site. This is free advertising for tourist-related businesses. Diane Brewer noted that it would be beneficial to host a seminar for local businesses giving them the tools to use this advertising method. Mike Mooney indicated that a seminar would be helpful but it would be even more helpful if an individual was found who would do this work for the businesses. Director Pasakarnis indicated that she would prepare a packet for businesses and would try to find someone who might be interested in actually doing the work.

The next regular meeting will be held on Tuesday, June 8, 2010 at 7:30 a.m.

Meeting adjourned at 8:40 a.m.

Blinda A. Baker
Clerk/Treasurer