



Downtown Development Authority

Board of Directors Meeting Minutes – May 2025

Tussey called the regular meeting of the Gaylord Downtown Development Authority to order at 8:00AM on Tuesday, May 6, 2025, in the Council Chambers located in the Gaylord City Hall Classroom at 305 E. Main Street, Gaylord, MI 49735.

Members Present: Barresi, Catt, Durant, Kennedy, Kosch, McNamara, Muellenberg, Muzyl, Sharrard, Tussey, Wahl

Staff Present: Lisa Marie Tobin, DDA Executive Director, Kim Awrey, City Manager

Motion by McNamara, support by Kosch to accept the meeting agenda. Ayes: Unanimous. Motion carried.

Motion by Kosch, support by McNamara to excuse Lancaster from the meeting. Ayes: Unanimous. Motion carried.

Motion by Muellenberg, support by Catt to excuse Buckleinter from the meeting. Ayes: Unanimous. Motion carried.

Motion by Muellenberg, support by Kennedy to accept the March 2025 meeting minutes. Ayes: Unanimous. Motion carried.

Motion by Kosch, support by McNamara to accept the Finance report. Ayes: Unanimous. Motion carried.

Motion by Muellenberg, support by Kennedy to approve the DDA bills in the following amounts:

DDA

Pay to	Description	Amount
Otsego County	Work Camp Snow Removal	\$720.00
Carrot-Top Industries, Inc.	6' Alum. Spinning Outrigger for flagpole	\$358.87
Mid-North Printing, Inc.	Business Cards – LM	\$66.50
Michigan Downtown Association	Annual Membership	\$250.00
Total		\$1,394.37

Ayes: Unanimous. Motion carried.

Motion by McNamara, support by Muellenberg to approve the DMA bills in the following amounts:

DMA

Pay to	Description	Amount
Renegade Creative	Downtown Gaylord Website Work	\$41.50
Snowbelt Brewery	St. Patrick's Day	\$400.00
Renegade Creative	Website Work	\$40.00
Crave	Easter Hop	\$686.53



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Compass Star Quilt Shop	St Paddy Day, Due Refund	\$91.94
Gaylord Area Council for the Arts	Easter Hop	\$43.18
Wooly Buggers	Dues Refund	\$50.00
Total		\$1,353.15

Ayes: Unanimous. Motion carried.

Muellenberg provided an update on the Marketing Committee. The Downtown Easter Hop celebration was held on April 12, 2025. In spite of the Ice Storm, there was a good participation with 3,000+ in attendance. The upcoming events are the Friday Night Concert Series beginning in May and Farmer's Market opening Memorial Day Weekend.

The Pavilion on Court application for the Friday Night Concert Series was reviewed. Motion by Barresi supported by Durant to approve Pavilion on Court application for the Friday Night Concert Series. Ayes: Unanimous. Motion carried.

The Pavilion on Court application for the Police Memorial Celebration was reviewed. Motion by McNamara, support by Catt to approve the application. Ayes: Unanimous. Motion carried.

Agenda Item Public Comment: None

The DDA Bylaws Article VI, Section 1. "committees" draft revision was reviewed and discussed. Motion by Kennedy, support by Muellenberg to accept the DDA Bylaws Article VI, Section 1. "committees" draft revision as written and to submit to the Gaylord City Council for final approval. Ayes: Unanimous. Motion carried.

The proposed Pavilion on Court Fee structure and documents were reviewed. Motion by Lancaster, support by McNamara to immediately adopt the new fee structure and Liability Waiver, Hold Harmless Agreement & Insurance Requirements as written. Ayes: Unanimous. Motion carried.

Tobin presented the Main Street Four Point Approach and Framework, and proposed DDA organizational chart incorporating the Four Point framework. Discussion was held and a proposed written resolution was reviewed. Motion by Kosch, support by Catt to adopt the Michigan Main Street – Four Point Approach as an additional Framework to support Downtown Revitalization. Ayes: Unanimous. Motion carried.

Motion by Durant, support by McNamara to establish the Main Street Organization Committee and accept the commission and description as written with Eileen Tussey appointed as Chair. Ayes: Unanimous. Motion carried.

Motion by Kennedy, support by Catt to establish the Main Street Promotion Committee and to adopt the commission and description as written with Muellenberg appointed as chair. Ayes: Unanimous. Motion carried.

Motion by Durant, support by McNamara to establish the Main Street Economic Vitality Committee and adopt the commission and description as written with Tanner Catt appointed as Chair. Ayes: Unanimous. Motion carried.



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Motion by Muellenberg, support by Kennedy to appoint Gary Kosch, Tyler Pischel, Troy Gahm, Dan Smith, Tim Hall, Lisa McComb and Paul Gunderson to the Main Street Economic Vitality Committee. Ayes: Unanimous. Motion carried.

Motion by Durant, support by Barresi to establish the Main Street Design Committee and adopt the commission and description as written with Ryan Kennedy appointed as interim Chair. Ayes: Unanimous. Motion carried.

Motion by Kosch Muellenberg, support by Durant that the Capital Planning Committee be dissolved and its responsibilities and current members be transferred to and formally approved as members of the Design Committee.

Motion by Kosch, support by Kennedy that the Downtown Merchants Association Advisory Board be dissolved and the current DMA funds be reallocated for the Promotion Committee's use to fulfill its commission. Discussion held. Ayes: Unanimous. Motion carried.

Audra Leininger from Gaylord Area Council for the Arts sought support for a mural Sign Permit and installation on an existing structure located in the 300-city block's north alley median. Motion by Catt, support by Muellenberg. Ayes: Unanimous. Motion carried.

Motion by Muzyl, support by Muellenberg to recommend to the Gaylord City Council to adopt the 2025 Master Plan as written.

Betsy Yusko from the Gaylord Area Council for the Arts presented a 3D Art Design created by local youth ages 13 to 17 who participated in the Gaylord Arts L.E.A.D. program who are seeking approval to install the 3D metal art piece in the north alley near the currently established Youth outdoor exhibit. Motion by Muzyl, support by Kosch to approve the installation of the art piece in the median located east of the McNamara Insurance building. Discussion was held. Ayes: Unanimous. Motion carried.

Public Comment: None.

There being no further business to discuss, motion by Muellenberg, support by Durant to adjourn. Ayes: Unanimous. Motion carries. Meeting adjourned at 9:05 AM

Next meeting Tuesday, June 3, 2025 @ 8:00 AM

Respectfully submitted,

Lisa Marie Tobin