

# Downtown Muskegon Business Improvement District

## Meeting Agenda

Aug. 1, 2016

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

1) Call to Order

2) Consent Agenda

a) Approval of Agenda

3) Public Comment (on an agenda item)

4) Unfinished Business

a) Continuation from the July 25, 2016 meeting of the consideration of a proposal for extension of the BID beyond 2016 with recommendation going to the Muskegon City Commission.

5) Other Business

a) Next meeting is Tuesday Sept. 27, 2016 4 p.m. chamber training room, 380 W. Western Ave. Suite 202, Muskegon, MI or at the call of the chair.

6) Adjournment

To: BID Board

From: Dave Alexander, DMN executive director

Re: Direction of the BID extension proposal

Date: July 28, 2016



After the July 25, 2016 BID Board discussion on extension of the BID beyond 2016, I think some common ground was being established through the dialog.

To continue the conversation and deliberation, I might suggest this is what I was hearing:

**Years:** Three-year extension not five.

**District:** The expansion of the district to the north across Shoreline Drive and to the south downtown Terrace to Apple west to Webster and further west to Third generated plenty of discussion. However, there didn't seem to be an alternative proposal suggested at the meeting. The expanded district would include 13 new assessed properties all in the "A" category.

**Rate:** The strong suggestion was to have no increase in the rate or change in the maximum assessments for the "A" and "B" properties – 8 cents and a \$3,000 maximum and 2 cents and a \$750 maximum.

**Budget:** Based upon the expanded district and the current assessment rate, revenues would be estimated at \$136,159 with no city contribution as was the case in 2016. The current district would generate \$115,223 and the new properties an additional \$20,936. Here is a suggested BID annual budget based upon those expected revenues.

<i>Expenditures</i>	<i>2017 proposed</i>	<i>2016 budgeted</i>
Snow removal	\$70,000	\$72,000
Landscaping	\$16,000	\$16,000
Marketing/events	\$20,000	\$24,000
Streetscape	\$5,000	\$11,500
Administration	\$22,000	none
Contingencies	\$3,159	\$2,442
<b>TOTAL</b>	<b>\$136,159</b>	<b>\$125,942</b>

*Snow removal* is the same as in 2016, sidewalks in the district, an alleyway and two parking lots.

*Landscaping* is the Western Avenue corridor and 27 planters in the district. With a BID expansion, snow removal and landscaping services also would expand to new areas.

*Marketing and events* would continue to be activities such as First Fridays, annual downtown map, website upgrades and electronic newsletter.

*Streetscape* is a general category that could include signs, banners, benches, trash cans, sidewalk repainting/construction, public art, holiday decorations and the like.

*Administration* is a payment to Downtown Muskegon Now to administer the BID in light of DMN budget cuts from the city of Muskegon. DMN provided staff services to the BID in 2016 at no charge.

**Payment:** Assessments to be placed on the winter property tax bills.

