VILLAGE OF HOLLY

DOWNTOWN DEVELOPMENT AUTHORITY

Minutes of July 14, 2025

The Village of Holly Downtown Development Authority meeting was called to order at 6:00pm by Chair Linda Stouffer.

Board Members Present	Board Members Absent	Staff Present	Others Present
Linda Stouffer		Cristina Sheppard-Decius	Laurie Lacey
Jerome Raska		Tim Price	Sandy Stiles
April Brandon			Marta Lewis
Hilary Allgeyer			Jenny Stilwell
Cari Cuskey			Amy Hillman
Holly Herrick			
Terina Greenway			
Dave Elliott			
John Winglemire			

ROLL CALL

Hilary Allgeyer called the roll

Absent: None

AGENDA APPROVAL

Motion by Raska, Support by Elliott. All ayes. Motion approved.

APPROVAL OF THE MINUTES

Meeting on June 9, 2025, motion by Raska, Support by Herrick. All Ayes. Motion approved.

Meeting on June 18, 2025, motion by Raska, Support by Elliott. All Ayes. Motion approved.

FINANCIAL REPORT

The board reviewed DPW fees, a year-end financial summary, and utility billing concerns, clarifying charges such as a chair purchase, an $800 brochure ad, and police parking signs. Ongoing payroll charges were discussed, with focus on verifying DPW hours billed to the DDA. Members were advised to review financial reports, especially payroll details.

Financial report received and filed.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

Anna Matson (read by Linda Stouffer) added comments to the bylaw updates.

NEW BUSINESS

1. BYLAW AMENDMENT: The board reviewed and updated its bylaws, including changes to Michigan law references, the creation of an executive committee, and clarification on conflict-of-interest provisions. Legal counsel was recommended before adoption, and members were urged to carefully review the amendments for consistency with guiding principles. No additional action was taken.

2. SPEAKER SYSTEM: The board discussed the speaker system contract, noting funding from a $10,000 tech grant and favoring a local vendor. The project is to be completed by August, with proposals available for review. The speaker system will include remote app control. The board also touched on downtown public internet, clarifying it's not needed for the speakers but maybe for future security cameras.

3. FYE2026 BUDGET ADOPTION: The FY25-26 budget, already approved by council, was reviewed and formally adopted. Motion by Winglemire, Support by Cucksey. Roll call vote. All Ayes. Motion Passed.

   Budget amendments including increasing the Dickens Festival sponsorship from $10,000 to $12,000. Motion by Allgeyer, Support by Cucksey. Roll call vote. All Ayes. Motion Passed.

   Funds were also reallocated from full-time wages (line items 248-691-702.000, 713.000, 714.000, 716.000) to contracted services (line 248-691-818.000), with $100,000 transferred to support operations until the director position is filled. Motion by Raska, Support by Elliott. Roll call vote. All Ayes. Motion Passed.

4. CONTRACT EXTENSION: The extension of POW! Strategies contract for services through August was discussed, focusing on necessary reporting and compliance work. Board members debated the cost-benefit and scope of contracted tasks. Alternative solutions and potential candidates were considered, with consensus emerging on the need for a transition plan. The board resolved to extend POW! Strategies' contract through August 31 for $15,500, recognizing the importance of meeting immediate deadlines while searching for longer-term solutions. Motion by Raska, Support by Elliott. Roll Call vote. Aye - Stouffer, Raska, Herrick, Elliott, Winglemire, Cucksey; Nay – Brandon, Greenway, Allgeyer. Motion Passed.

5. DICKENS FESTIVAL: Dickens Festival Title Sponsorship in the amount of $12,000. Motion by Allgeyer, Support by Cucksey. Roll call vote. All Ayes. Motion Passed.

6. FAÇADE GRANT APPLICATION: Balcony Row Books was presented and approved in the amount of $1,793.50, pending historical commission approval. Board members were reminded that facade grants are available as matching funds to all business owners. Motion by Brandon, Support by Elliott. Roll Call vote. All Ayes. Motion Passed.

OLD BUSINESS

1. The purchasing policy was introduced by Brandon, aligning with village procedures. Board members discussed bid requirements, electronic notices, and the need for policy review before final adoption. Members of the board will review the policy and discuss next month.
2. Legal Counsel Policy is a work in progress with the Organization Team for the Board to review and discuss next month.
3. Bank and CD options were reviewed, and a motion was approved to open a 20-month CD with ELGA Credit Union for $75,000 at 4.55% APR. Motion by Allgeyer, Support Cucksey. Roll Call vote. All Ayes. Motion Passed.

COMMITTEE REPORTS

Design Committee - Jerome reported on the banner program, facade grants, and grant compliance for the depot, mural, and Battle Alley arches. He highlighted the success of the adopted garden program and the condition of Battle Alley's flowers. Mechanical challenges with the watering cart were being addressed.

Economic Vitality - Dave reported on reviewing work plans and business directory updates. Efforts with Chief Watson were underway to create a business start-up guide tailored to the Village.

Promotions - A meeting was to be scheduled to discuss Ladies Night Out for the fall, with plans to collaborate with Oakland Thrive.

Organization - Hilary discussed completion of bylaw updates and scheduled a meeting to discuss work plans and legal policy/council.

VILLAGE MANAGER REPORT

Updates were provided on downtown cameras, depot project challenges, and the need for collaborative discussion on the combined director position. The idea originated from council, aiming for cost savings and shared responsibilities. Comparisons to other communities were underway, and further meetings were to be scheduled with the executive committee.

DIRECTOR REPORT

New camper brochure has been updated and are available. Business directory on website has been updated for campsites and are continuing to be updated. Seeking information for CRM.

BOARD COMMENTS

Additional board comments reflected concern over communication, board-council relations, and a desire to move forward in a collaborative and transparent manner. Plans were discussed to ensure inclusion of Midtown and Uptown businesses in future initiatives.

PUBLIC COMMENT

Amy Hillman (6053 Great Lakes Drive) expressed her disappointment at the handling of the recent director hiring process and reflected on her years of service and dedication to the community.

Meeting adjourned at 8:22pm

DDA Board Approved August 11, 2025

Hilary J. Allgeyer

Hilary Allgeyer, Secretary