

**NOTIFICATION OF MEETING
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING**

DATE OF MEETING: Wednesday, July 10, 2024

TIME OF MEETING: 5:30 PM

MISSION STATEMENT

To take the Village of Lexington's history into the future through preservation, restoration and promotion

CALL TO ORDER REGULAR MEETING:

ROLL CALL: Adams, Bender, Bales, Kaatz, VanDyke, Westbrook, Drouillard, McGovern, Zysk

ATTENDANCE:

APPROVAL OF AGENDA

APPROVAL OF MINUTES – Motion to approve the June 12, 2024 minutes as presented.

PUBLIC COMMENT –

REVIEW OF FINANCIAL INFORMATION – Motion to approve the financials as presented.

UNFINISHED BUSINESS:

1. Ice Cream Social Update – McGovern
2. 4th of July Fireworks & Parade Update/Reimbursements – McGovern
3. Village Green Next Steps – McGovern

NEW BUSINESS:

1. Keel Renewal – VanDyke/McGovern
- 2.
- 3.

CORRESPONDENCE

PUBLIC COMMENT

ADJOURNMENT

**VILLAGE OF LEXINGTON
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING
Village of Lexington – 7227 Huron Ave., Lexington, MI
June 12, 2024**

CALL TO ORDER: Chairperson McGovern called the meeting to order at 5:30 pm.

ROLL CALL: by Vicki Scott

PRESENT: Adams, Bales, Westbrook, Drouillard, McGovern, Bender @ 5:38 p.m.

ABSENT: Kaatz, VanDyke, Zysk

OTHERS PRESENT: L. Fisher, P. Muoio, K. DeCoster, L. Jackson, S. Diener

ATTENDANCE: Kaatz, VanDyke, Zysk all excused

APPROVAL OF AGENDA:

MOTION by Bales, seconded by Adams, to approve the agenda as presented.

All Ayes

Motion Carried

APPROVAL OF MINUTES:

MOTION by Adams, seconded by McGovern, to approve the May 8, 2024 minutes as presented.

All Ayes

Motion Carried

PUBLIC COMMENT:

- Liz Jackson (Lexington Arts Council) – thanked the DDA for the sponsorship.
- Doug Drouillard – commented on fixing the speakers that went off line.

REVIEW OF FINANCIAL INFORMATION: - Bales explained the financial reports and answered questions.

MOTION by McGovern, seconded by Drouillard, to approve the financials as presented.

Roll Call:

Ayes: McGovern, Drouillard, Westbrook, Bender, Bales, Adams

Nays: None

Motion Carried

UNFINISHED BUSINESS:

1. **Ice Cream Social Update** – Bender explained Buttercup the cow has been delivered. Daisey will be arriving as well. Sweetwater has taken care of the ice cream, cones, cups, napkins, and supplies. The ice cream flavors offered will be Vanilla, Chocolate, and Superman. June is dairy month and everyone is excited with this event.
2. **4th of July Fireworks & Parade Update** – McGovern explained the DDA is funding this event. The Village has taken on the responsibility of this event. Bales suggested closing the sponsorship gap on the forms to make it easier on the businesses who wish to sponsor. Volunteers are still needed.

NEW BUSINESS:

1. **Social District 1 year Status & Sticker Change** – McGovern explained there has been good feedback with implementing the social district. We currently have 3 establishments participating; Sweetwater/ Village Pub, 3 North Vines, and Windjammer. Lengthy discussion followed about lowering the price of the stickers sold to each establishment.

MOTION by McGovern, seconded by Bender, for the 2024-2025 social district season we charge \$150.00 registration fee for each of the licensees which provides them 5000 stickers free of charge and anything over 5000 stickers will be .10 cents per sticker.

Roll Call:

Ayes: McGovern, Bender, Drouillard Bales, Adams

Abstain: Westbrook

Nays: None

Motion Carried

2. **Village Green Future** – McGovern explained Joe Joachim has graciously allowed the Village to use the Village Green property for a lot of the events in town. He is not interested in selling this property. He is interested in doing a land lease for approximately \$1,260 per month. Lengthy discussion followed.

MOTION by Drouillard, seconded by McGovern, to approve up to \$3,000.00 for legal counsel to draw up a land lease for the Village Green property for a term of 5 years with an option to renew for another 5 years.

Roll Call:

Ayes: Drouillard, McGovern, Adams, Bales, Bender, Westbrook

Nays: None

Motion carried

3. **New Board Member Application** – McGovern explained Sue Diener has applied to be on the DDA Board.

MOTION by Bender, seconded by Bales, to send Sue Diener's application to Council for approval

All Ayes

Motion carried

CORRESPONDENCE:

- McGovern explained Lexington Social District was featured in Blue Water.org.

PUBLIC COMMENT:

- Kathy DeCoster (5203 Main St.) – commented on the social district to go cup stickers.

ADJOURNMENT:

McGovern adjourned the meeting at 6:49 p.m.

Respectfully submitted,
Vicki Scott

07/02/2024 10:53 AM
User: SHELLY
DB: Village Of Lexi

BALANCE SHEET FOR VILLAGE OF LEXINGTON
Period Ending 06/30/2024

Page: 1/1

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Balance
*** Assets ***		
248-000-001.100	EASTERN MICHIGAN BANK	8,520.03
248-000-017.000	INVESTMENTS IN SECURITIES GOV MIC	0.00
248-000-017.100	POOLED INVESTMENT ACCOUNT GOV.MIC	381,520.67
248-000-018.100	ACCOUNTS RECEIVABLE	0.00
248-000-076.001	DUE FROM LEX TOWNSHIP	0.00
248-000-123.000	PREPAID EXPENSES	0.00
Total Assets		390,040.70
*** Liabilities ***		
248-000-202.000	ACCOUNTS PAYABLE	0.00
248-000-257.100	ACCRUED WAGES	0.00
Total Liabilities		0.00
*** Fund Balance ***		
248-000-390.000	FUND BALANCE ACCOUNT	303,543.55
Total Fund Balance		303,543.55
Beginning Fund Balance		303,543.55
Net of Revenues VS Expenditures		86,497.15
Ending Fund Balance		390,040.70
Total Liabilities And Fund Balance		390,040.70

PERIOD ENDING 06/30/2024

G/L NUMBER	DESCRIPTION	2023-24 ORIGINAL BUDGET	2023-24 AMENDED BUDGET	ACTIVITY FOR MONTH 06/30/2024		YTD BALANCE 06/30/2024	% BDDT USED
				INCREASE (DECREASE)	NORMAL (ABNORMAL)		
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 248 - ****DDA EXPENSES****							
248-248-402.500	DDA TAXES FROM VILLAGE	101,124.00	101,124.00	0.00	90,647.25	89.64	
248-248-402.600	DDA TAXES FROM TOWNSHIP	83,750.00	83,750.00	0.00	104,794.17	125.13	
248-248-477.000	INTERNET REVENUE	0.00	0.00	0.00	0.00	0.00	
248-248-642.000	DONATIONS	0.00	0.00	0.00	0.00	0.00	
248-248-642.002	PARADE FEE	0.00	0.00	300.00	425.00	100.00	
248-248-642.003	SPONSORSHIP - JULY 4TH FIRE WORKS	0.00	0.00	10,000.00	11,700.00	100.00	
248-248-665.000	INTEREST EARNED	3,000.00	3,000.00	0.00	12,442.29	414.74	
248-248-686.500	MISC ACCT OF REVENUE	0.00	0.00	0.00	2,300.00	100.00	
248-248-699.000	TRANSFER IN OPEN ACCOUNT	0.00	0.00	0.00	0.00	0.00	
248-248-699.101	TRASFER IN FROM GENERAL FUND FOR CAPITA	0.00	0.00	0.00	0.00	0.00	
Total Dept 248 - ****DDA EXPENSES****		187,874.00	187,874.00	10,300.00	222,308.71	118.33	
TOTAL REVENUES							
		187,874.00	187,874.00	10,300.00	222,308.71	118.33	
Expenditures							
Dept 248 - ****DDA EXPENSES****							
248-248-699.940	ADMINISTRATIVE REIMBURSEMENT	11,001.00	11,001.00	916.74	11,000.88	100.00	
248-248-702.600	DPW WAGES	30,000.00	30,000.00	2,655.06	21,562.49	71.87	
248-248-709.100	MATCH - SOCIAL SECURITY	2,437.00	2,437.00	201.54	1,676.33	68.79	
248-248-710.500	MICH EMP SEC COM	300.00	300.00	19.71	107.54	35.85	
248-248-713.650	DPW-WATER WAGES OVERTIME	0.00	0.00	0.00	546.30	100.00	
248-248-715.400	PENSION	3,600.00	3,600.00	406.78	2,595.11	72.09	
248-248-716.401	AXA EQUITABLE MATCH	1,000.00	1,000.00	63.21	781.94	78.19	
248-248-719.200	BLUE CROSS	7,200.00	7,200.00	454.12	5,473.45	76.02	
248-248-724.300	LIFE INSURANCE	260.00	260.00	21.13	220.82	84.93	
248-248-752.000	SUPPLIES	4,000.00	4,000.00	298.62	2,129.97	53.25	
248-248-779.000	CHRISTMAS SUPPLY	15,000.00	15,000.00	0.00	7,105.84	47.37	
248-248-797.000	COMPUTER-HARDWARE-SOFTWARE	0.00	0.00	0.00	0.00	0.00	
248-248-802.000	AUDIT	0.00	0.00	0.00	0.00	0.00	
248-248-802.200	CONTRACTED SERVICES	25,000.00	25,000.00	11,962.50	15,313.94	61.26	
248-248-811.000	LEGAL	500.00	500.00	0.00	0.00	0.00	
248-248-850.000	PHONE/INTERNET EXPENSE	0.00	0.00	0.00	0.00	0.00	
248-248-852.100	MUSIC	500.00	500.00	0.00	0.00	0.00	
248-248-861.000	MILEAGE	0.00	0.00	0.00	0.00	0.00	
248-248-880.100	ADVERT/PUBLICATIONS	12,000.00	12,000.00	0.00	6,000.00	50.00	
248-248-909.500	EDUCATION AND TRAINING	1,000.00	1,000.00	0.00	425.00	42.50	
248-248-915.000	MEMBERSHIP/DUES	200.00	200.00	0.00	200.00	100.00	
248-248-934.000	LANDSCAPING MAINTENANCE	15,000.00	15,000.00	7,833.00	7,880.00	52.53	
248-248-937.100	DDA SERVICE PROVIDED BY VILLAGE	0.00	0.00	0.00	0.00	0.00	
248-248-940.700	DPW EQUIPMENT	15,000.00	15,000.00	4,020.79	20,990.52	139.94	
248-248-955.000	MISCELLANOUS	0.00	0.00	0.00	0.00	0.00	
248-248-956.200	DONATION	7,500.00	7,500.00	10,000.00	10,000.00	133.33	
248-248-967.000	DDA GRANT	30,000.00	30,000.00	10,000.00	21,801.43	72.67	
248-248-977.000	CAPITAL OUTLAY	5,000.00	5,000.00	0.00	0.00	0.00	
Total Dept 248 - ****DDA EXPENSES****		186,498.00	186,498.00	48,853.20	135,811.56	72.82	
TOTAL EXPENDITURES							
		186,498.00	186,498.00	48,853.20	135,811.56	72.82	

G/L NUMBER	DESCRIPTION	2023-24	2023-24	ACTIVITY FOR	YTD BALANCE	% B/DGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	MONTH 06/30/2024 INCREASE (DECREASE)	06/30/2024 NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		187,874.00	187,874.00	10,300.00	222,308.71	118.33
TOTAL EXPENDITURES		186,498.00	186,498.00	48,853.20	135,811.56	72.82
NET OF REVENUES & EXPENDITURES		1,376.00	1,376.00	(38,553.20)	86,497.15	6,286.13

User: SHELLY

DB: Village Of Lexington

TRANSACTIONS FROM 06/01/2024 TO 06/30/2024

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							
06/01/2024			248-248-699.940 ADMINISTRATIVE REIMBURSEMENT		BEG. BALANCE		10,084.14
06/28/2024	GJ	JE	ADMIN. REIMBURSEMENT JUNE 2024	2994	916.74		11,000.88
06/30/2024			248-248-699.940	END BALANCE	916.74	0.00	11,000.88
06/01/2024			248-248-702.600 DPW WAGES		BEG. BALANCE		18,907.43
06/05/2024	PR	CHK	SUMMARY PR 06/05/2024		1,074.57		19,982.00
06/12/2024	PR	CHK	SUMMARY PR 06/12/2024		328.34		20,310.34
06/18/2024	PR	CHK	SUMMARY PR 06/18/2024		659.27		20,969.61
06/26/2024	PR	CHK	SUMMARY PR 06/26/2024		592.88		21,562.49
06/30/2024			248-248-702.600	END BALANCE	2,655.06	0.00	21,562.49
06/01/2024			248-248-709.100 MATCH - SOCIAL SECURITY		BEG. BALANCE		1,474.79
06/05/2024	PR	CHK	SUMMARY PR 06/05/2024		81.42		1,556.21
06/12/2024	PR	CHK	SUMMARY PR 06/12/2024		25.02		1,581.23
06/18/2024	PR	CHK	SUMMARY PR 06/18/2024		50.04		1,631.27
06/26/2024	PR	CHK	SUMMARY PR 06/26/2024		45.06		1,676.33
06/30/2024			248-248-709.100	END BALANCE	201.54	0.00	1,676.33
06/01/2024			248-248-710.500 MICH EMP SEC COM		BEG. BALANCE		87.83
06/05/2024	PR	CHK	SUMMARY PR 06/05/2024		5.30		93.13
06/12/2024	PR	CHK	SUMMARY PR 06/12/2024		4.35		97.48
06/18/2024	PR	CHK	SUMMARY PR 06/18/2024		4.76		102.24
06/26/2024	PR	CHK	SUMMARY PR 06/26/2024		5.30		107.54
06/30/2024			248-248-710.500	END BALANCE	19.71	0.00	107.54
06/01/2024			248-248-713.650 DPW-WATER WAGES OVERTIME		BEG. BALANCE		546.30
06/30/2024			248-248-713.650	END BALANCE	0.00	0.00	546.30
06/01/2024			248-248-715.400 PENSION		BEG. BALANCE		2,188.33
06/05/2024	PR	CHK	SUMMARY PR 06/05/2024		164.04		2,352.37
06/12/2024	PR	CHK	SUMMARY PR 06/12/2024		9.65		2,362.02
06/18/2024	PR	CHK	SUMMARY PR 06/18/2024		111.48		2,473.50
06/26/2024	PR	CHK	SUMMARY PR 06/26/2024		121.61		2,595.11
06/30/2024			248-248-715.400	END BALANCE	406.78	0.00	2,595.11
06/01/2024			248-248-716.401 AXA EQUITABLE MATCH		BEG. BALANCE		718.73
06/05/2024	PR	CHK	SUMMARY PR 06/05/2024		35.11		753.84
06/12/2024	PR	CHK	SUMMARY PR 06/12/2024		3.47		757.31
06/18/2024	PR	CHK	SUMMARY PR 06/18/2024		17.20		774.51
06/26/2024	PR	CHK	SUMMARY PR 06/26/2024		7.43		781.94
06/30/2024			248-248-716.401	END BALANCE	63.21	0.00	781.94
06/01/2024			248-248-719.200 BLUE CROSS		BEG. BALANCE		5,019.33
06/05/2024	PR	CHK	SUMMARY PR 06/05/2024		225.37		5,244.70
06/12/2024	PR	CHK	SUMMARY PR 06/12/2024		23.83		5,268.53
06/18/2024	PR	CHK	SUMMARY PR 06/18/2024		117.53		5,386.06
06/26/2024	PR	CHK	SUMMARY PR 06/26/2024		87.39		5,473.45
06/30/2024			248-248-719.200	END BALANCE	454.12	0.00	5,473.45
06/01/2024			248-248-724.300 LIFE INSURANCE		BEG. BALANCE		199.69
06/06/2024	AP	INV	LIF INSURANCE	211961131848	21.13		220.82
06/30/2024			248-248-724.300	END BALANCE	21.13	0.00	220.82
06/01/2024			248-248-752.000 SUPPLIES		BEG. BALANCE		1,831.35
06/06/2024	AP	INV	CLEANING SUPPLY PARKS DDA	8018	82.50		1,913.85
06/06/2024	AP	INV	MULTI FUNDS MY 2024	ACCT 192 MY 2024	55.12		1,968.97
06/13/2024	AP	INV	DDA BUSINESS CARDS	1203	51.00		2,019.97
06/26/2024	AP	INV	CLEANING SUPPLY	8083	110.00		2,129.97
06/30/2024			248-248-752.000	END BALANCE	298.62	0.00	2,129.97
06/01/2024			248-248-779.000 CHRISTMAS SUPPLY		BEG. BALANCE		7,105.84
06/30/2024			248-248-779.000	END BALANCE	0.00	0.00	7,105.84
06/01/2024			248-248-802.200 CONTRACTED SERVICES		BEG. BALANCE		3,351.44
06/06/2024	AP	INV	2ND PYMENT OF FIRE WORKS 2024	9035	5,000.00		8,351.44
06/06/2024	AP	INV	PORTA POTTY ICE CREAM SOCIAL	1368	100.00		8,451.44
06/13/2024	AP	INV	REIMBURSEMENT 2024	REIMBURESMENT 24	1,500.00		9,951.44
06/13/2024	AP	INV	DDA MTG 6/12/24	DDA MTG 6/12/24	50.00		10,001.44
06/26/2024	AP	INV	3RD INSTALLMENT FIRE WORKS	8479	5,312.50		15,313.94
06/30/2024			248-248-802.200	END BALANCE	11,962.50	0.00	15,313.94
06/01/2024			248-248-880.100 ADVERT/PUBLICATIONS		BEG. BALANCE		6,000.00
06/30/2024			248-248-880.100	END BALANCE	0.00	0.00	6,000.00
06/01/2024			248-248-909.500 EDUCATION AND TRAINING		BEG. BALANCE		425.00
06/30/2024			248-248-909.500	END BALANCE	0.00	0.00	425.00

07/02/2024 10:53 AM

User: SHELLY

DB: Village Of Lexington

GL ACTIVITY REPORT FOR VILLAGE OF LEXINGTON

Page:

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TRANSACTIONS FROM 06/01/2024 TO 06/30/2024

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
06/01/2024			248-248-915.000 MEMBERSHIP/DUES		BEG. BALANCE		200.00
06/30/2024			248-248-915.000	END BALANCE	0.00	0.00	200.00
06/01/2024			248-248-934.000 LANDSCAPING MAINTENANCE		BEG. BALANCE		47.00
06/13/2024	AP	INV	SUMMER POTS , PLANTS FLOWERS	6352	7,833.00		7,880.00
06/30/2024			248-248-934.000	END BALANCE	7,833.00	0.00	7,880.00
06/01/2024			248-248-940.700 DPW EQUIPMENT		BEG. BALANCE		16,969.73
06/28/2024	GJ	JE	DPW EQUIPMENT REIMBURSEMENT JUNE 202	2997	4,020.79		20,990.52
06/30/2024			248-248-940.700	END BALANCE	4,020.79	0.00	20,990.52
06/01/2024			248-248-956.200 DONATION		BEG. BALANCE		0.00
06/13/2024	AP	INV	DONATION 2024 DDA	DONATION 2024	10,000.00		10,000.00
06/30/2024			248-248-956.200	END BALANCE	10,000.00	0.00	10,000.00
06/01/2024			248-248-967.000 DDA GRANT		BEG. BALANCE		11,801.43
06/26/2024	AP	INV	DDA GRANT FOR ROOF	DDA GRANT ROOF	10,000.00		21,801.43
06/30/2024			248-248-967.000	END BALANCE	10,000.00	0.00	21,801.43
TOTAL FOR FUND 248 DOWNTOWN DEVELOPMENT AUTHORITY					48,853.20		135,811.56

Compose



Inbox 1

Starred

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Important

Sent

Drafts 2

Trash

Categories

Social

Updates 7

Forums

Promotions

More

Labels

Personal

More

From: Brian Boyle <brian@issuemediagroup.com>
Date: Wednesday, June 12, 2024 at 2:45 PM
To: James Van Dyke <jvandyke@roxburygroup.com>
Subject: The Keel Renewal

Hi James;

Here is the Keel renewal program we have discussed. Apologies as I thought I shared this following our most i

Please review. Thoughts are appreciated. Note we have stories in the works.

What The Village of Lexington Receives

- Keel Coalition Member status and underwriting support of Lexington stories.
- A minimum 4 X per year "Focus on Lexington" feature story.
- Lexington branding and advertising in The Keel (logo in footer PLUS ads on newsletter and website) :
- Participation in Keel advisory meetings 4 x per year
- Content reuse rights (IMG can help with content integration into Lexington web site)
- 2X metrics and reporting on Keel + Lexington related story performance.

Annual Program Investment \$ 6,000

**3 year contract intent.*

Dates: June 1, 2024 - May 30, 2025

Thanks for your time and partnership.



Image removed by sender.

Brian Boyle

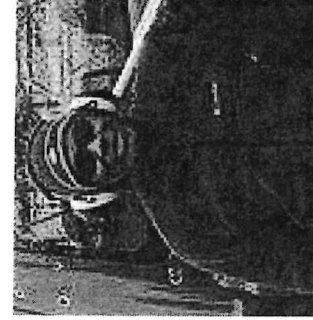
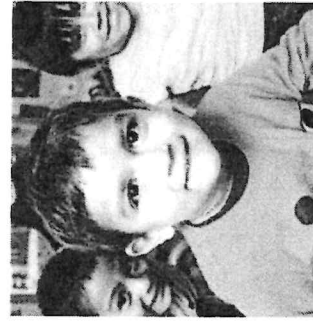
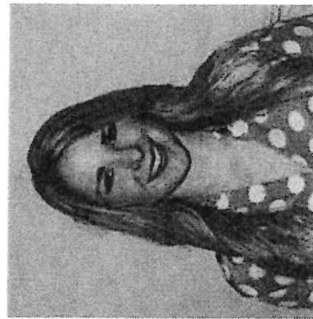
co-Chief Executive Officer

313-587-1151 (mobile)

brian@issuemediagroup.com

One attachment • Scanned by Gmail





the keel

What's next for the Port Huron region

Village of Lexington
Issue Media Group

Village of Lexington implements new social district boosting downtown entertainment offerings

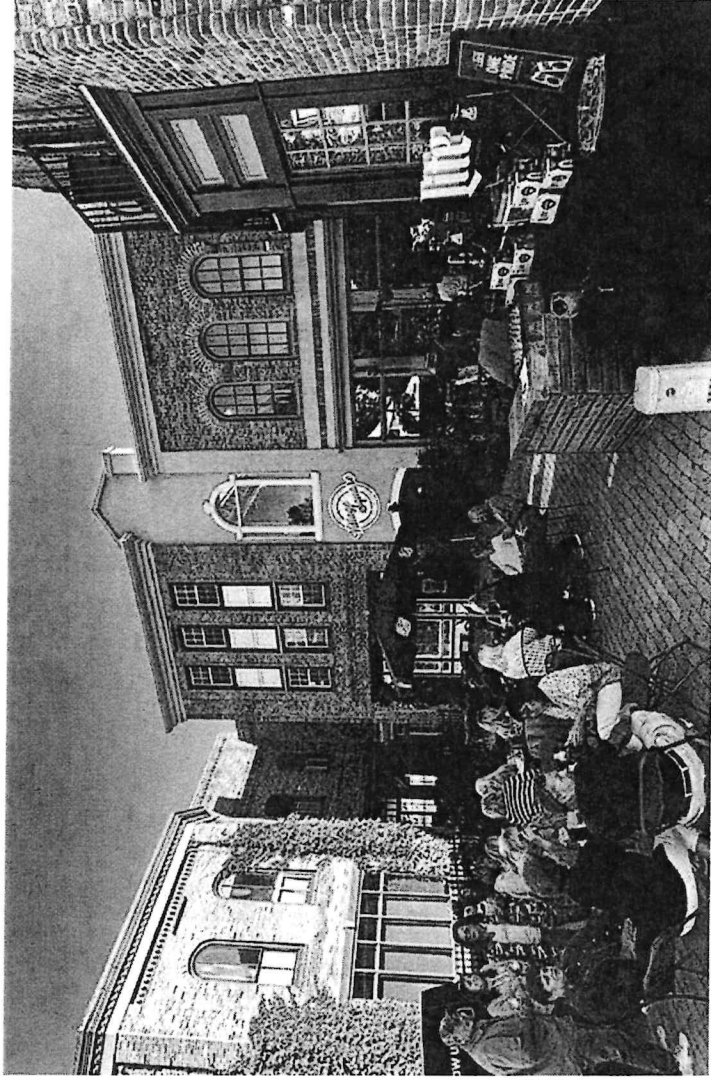
SARAH SPOHN | THURSDAY, DECEMBER 21, 2023

SHARE



Reach: 48,295

Engagement: 818



Village of Lexington embraces the wintry weather with annual Winterfest event

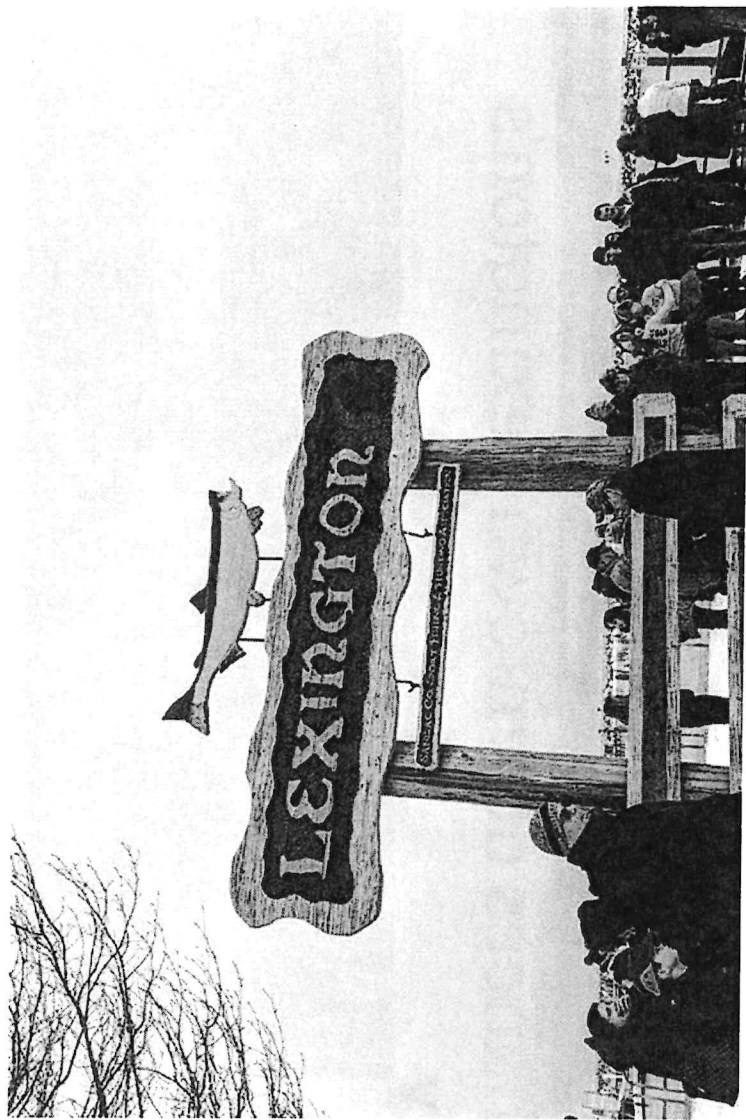
SARAH SPOHN | THURSDAY, JANUARY 25, 2024

SHARE



Reach: 45,453

Engagement: 324



Locally-owned winery enhances downtown Lexington's small business community

SARAH SPOHN | THURSDAY, MARCH 14, 2024

SHARE f t i q



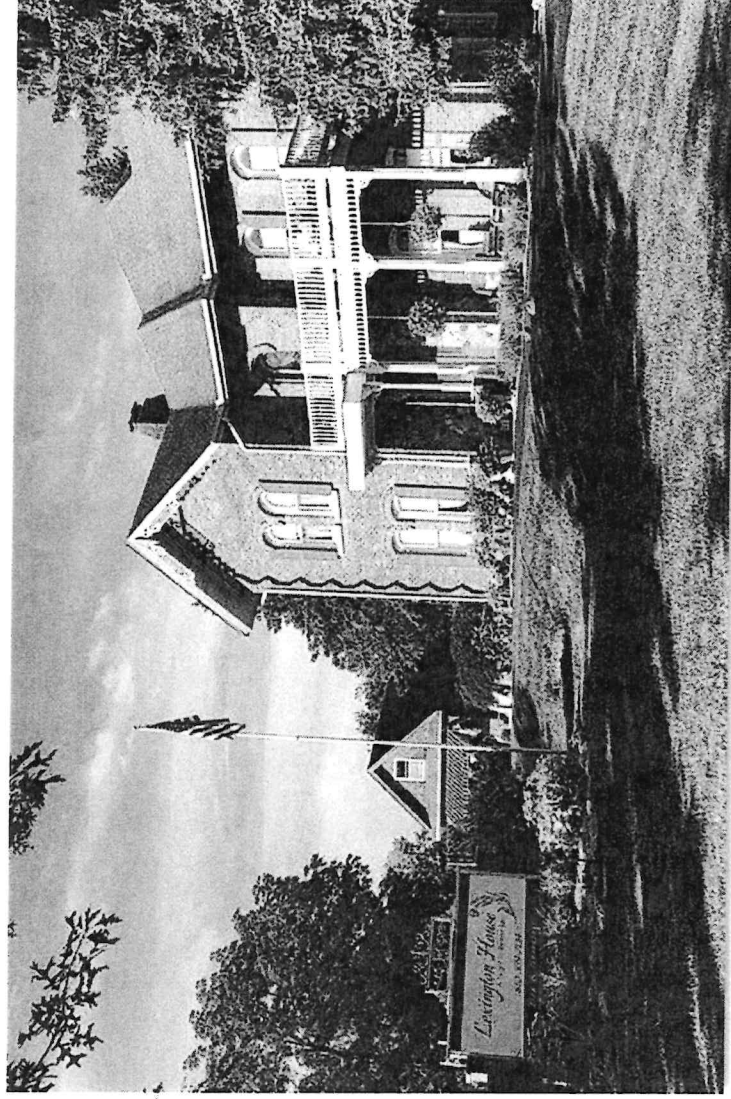
Reach: 19,097

Engagement: 120

Lexington House Bed & Breakfast provides special backdrop for unique stays

SARAH SPOHN | THURSDAY, MARCH 28, 2024

SHARE f t i y l q



Reach: 28,982

Engagement: 206

Audience Geography

Top 5 Michigan Cities

- Port Huron - 30%
- Marysville - 6%
- Fort Gratiot - 6%
- St. Clair - 5%
- Kimball - 3%

the keel

What's next for the Port Huron region



Shares

Lexington Village Theatre
Lexington Michigan "Cottage Country"
Schvitz Health Club
Lexington MI Community Info
Lexington, Crosswell, Port Sanilac, Applegate Fun Times Info
Lexington MI, family! Small business referrals.
St. Clair County Michigan Small Businesses
Heart of the Thumb "Businesses, Great Events, Hidden Gems and More"
Yale Businesses, Events and Community News
Michigan Girl
Experience The Blue: Greater Port Huron & Sarnia-Lambton Areas
Blue Water Creatives

the keel

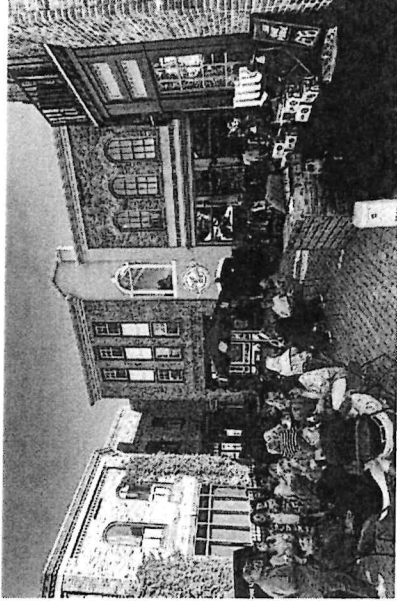
What's next for the Port Huron region

Connecting People to Place Creates Impact

**Village of Lexington implements new social district
boosting downtown entertainment offerings
Colin Westbrook, Village Square**

"I think the article did a great job of informing patrons that Lexington has a social district because it seemed as though many people were unaware. When the article was shared on our social media pages here through the Theatre and Pub, we had a lot of traction and positive feedback!"

-Reached new audiences



Lexington couple launches Your Mom's House, a new food truck specializing in gluten-free fare

RITA MACDONALD | FRIDAY, DECEMBER 22, 2023

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Other story covering
Lexington:

Reach: 21,750

Engagement: 642

Breast cancer survivor's diagnosis sparks creative new venture

RYAN MACDONALD | THURSDAY, JANUARY 18, 2024

SHARE f t i y



Other story covering
Lexington:

Reach: 32,993

Engagement: 214