



**Downtown Development Authority**  
**Regular Meeting February 1, 2023 5:30 PM at Village Hall**  
**Meeting Minutes**

Call to Order - 5:32 PM - Present: Bierwirth, Chavarry, Pauly, Derucki, Welter, Hinman  
Absent: Schuttler, Zarantenello, Drier

1. Additions/Deletions to Agenda - None
2. Approval of Agenda - Motion: Bierwirth, Second: Welter - Motion Carries
3. Approval of December 2022 minutes - Motion: Bierwirth, Second: Welter - Motion Carries
4. Financial Report - Beginning Balance: \$125,880.07  
End Balance: \$124,024.78  
Checks written - \$417 for orange string lights, \$1,437.50 for Patellie's facade improvement grant.
5. **Public Comment** - None
6. **2023 Market Discussion** - Market Manager Cathi Rogers was in attendance to begin planning the 2023 Three Oaks Market. Items discussed were:
  - a. Vendor response - Vendor response has been positive with most vendors returning from last season and those who have confirmed cover a good range of food and other goods.
  - b. Sponsorships - Due to some confusion last season, a shared spreadsheet will be made to keep track of who has been approached for sponsorships and what their respective status is. Last season, a certain number of sponsors were sought at each sponsorship tier, but this year it was decided to not limit each tier and decide any caps on an as-needed basis to allow more flexibility in fundraising and spending.
    - i. Market bags need to be ordered ASAP, it was decided to seek one bag sponsor for now and add more if needed at a later point.
  - c. Marketing - Rogers suggested marketing and advertising at more strategic times this season based on responses from last season. Board member Chavarry, with support of the rest of the board, suggested more partnership with River Valley to involve community families, as well as using the music sponsorship to cover family-focused events throughout the season such as a petting zoo. Chairperson Bierwirth requested adding small signs at the village limits on the East, West and North, which will be taken to council for approval. Along with that, the market sign in Carver Park will be updated.
    - i. A motion was made to take out a ¼ page ad in the Harbor Country Guide with a budget up to \$1,500 - **Motion: Pauly,**

**Second: Bierwirth - Motion Carries**

- d. Market improvements - Responding to notes from last season, the board would like to see more options for seating and shade. Chairperson Bierwirth suggested using Oktoberfest-style benches which are durable and economical. Shade provided by umbrellas or tents is more difficult due to wind, so board members will continue to brainstorm solutions. Rogers will make an inquiry about using a nearby garage for storage.
- 7. Social District - The next step in the Social District discussion is to take the idea to council and request a public question and answer to gauge public interest. The board agreed to do so as this item is worth taking further. The DDA cannot move forward on its own as establishing the social district requires the Village Council and public input.
- 8. Village Staff - Village Manager Faulkner indicated that the village is and has been short staffed and is working on correcting that issue. He asked that if anyone has any leads on help to send them his way. An informal offer was made to a candidate for an open Maintenance Operator position but more help is needed beyond that. The board is looking for around 20 hours/week in labor for landscaping maintenance in the downtown district, which money is budgeted for.
- 9. Public Comment - None

Adjourn - 6:35 PM - Next Meeting: March 1 @5:30 PM at Village Hall

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Term Expires - April 2023

Suzanna Bierwirth, Chair

Carolyn Drier

Ron Zarantenello

Term Expires - April 2024

Janet Schuttler, Vice Chair

Cristina Derucki

Term Expires - April 2025

Thomas Pauly

Marco Chavarry

Term Expires - April 2026

Johanna Welter

*Joseph Hinman - Village Council Liaison*