

**Downtown Development Authority**  
Minutes of  
January 15, 2020

**Roll Call:** S. Tinti, B. Thorne, S. Ortman, C. Brew, and B. Anderson

**Absent:** M. Skog, M. Ebeling, P. Hayes, and J. Muraro

**Others Present:** Ray Anderson, DDA Director; Terry Spence DDA Director Asst., and Lee Meneghini, Council Member

**Election of Officers:**

**Approve:** A motion was made by Member C. Brew, supported by Member B. Thorne and unanimously approved to appoint Member S. Tinti as Chairperson; Member S. Ortman as Vice Chairperson; and Member M. Skog as Secretary/Treasurer.

**Approve Agenda:** A motion was made by Member C. Brew, supported by Member B. Thorne and unanimously approved January 15, 2020 agenda.

**Approve Minutes:** A motion was made by Member S.Ortman, supported by Member B. Thorne and unanimously approved minutes of Regular Meeting December 18, 2019.

**Approve Treasurer's Report & Financials:** A motion was made by Member C. Brew, supported by Member B. Thorne and unanimously approved the treasurer's report and financials.

**Approve Budget Amendment:** A motion was made by Member S. Ortman, supported by Member C. Brew and unanimously approved to amend the Community Projects portion of the budget to \$15,000.

**Approve Payment of Bills:** A motion was made by Member C. Brew, supported by Member S. Tinti and unanimously approved payment of the following bills;

- Terry Spence, Contract Services – December 2019      \$    100.00

**Transfer of Funds:** None

**Old Business:**

Marketing/Advertising Proposals – Seth Anderson from Mountain Media provided a proposal to develop marketing videos of the community. The videos would be available for various mediums such as of the City Community Channel 7, Web Page, and Facebook. The proposal was for a full year (4 seasons) of content for a price of \$20,000. There was also a smaller package at \$18,000 and larger package for \$25,000. The DDA board decided to support \$5,000

(1/4 quarter) and have Mountain Media develop a video proposal to then show the DDA and the City Council what could be produced.

**Approve Budget Amendment:** A motion was made by Member S. Ortman, supported by Member S. Tinti and unanimously approved to increase the Community Projects budget to \$20,000.

**Approve:** A motion was made by Member C. Brew, supported by Member B. Anderson and unanimously approved to pay Mountain Media, not to exceed \$5,000 for marketing proposal.

Main Street Parks (Update) – Looks like we have two contractors interested. Need information by February.

Salt Shed Project - Engineering – Norway Area Planning Commission reviewed the site plan and tabled a decision for more information. They had concerns with potential impacts from the project on the two properties located on the project block.

EV Charging Stations Grant (Update) – The City Manager working on the grant application for MiEGLE.

**New Business:** None

**Other Business:** A request was made to look into having a billboard along US 141 in Wisconsin especially. Other directional sign locations were also discussed.

**Citizen Comment:** None

**Board Member Privilege:**

**Next Meeting Date:** February 19, 2020

**Adjournment:** A motion was made by Member S. Ortman, supported by Member C. Brew and unanimously approved to adjourn the meeting.

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Mary Skog, Secretary  
Submitted by Ray Anderson and Terry Spence