

Regular Meeting of the Gaylord Downtown Development Authority, January 3, 2017, Council Chambers.

McNamara called the meeting to order at 6:06 p.m.

**Members Present:** Burns, Church, Hofweber, Jenkins, McNamara, Platte, Reynolds and Shafto.

**Members Excused:** Burt

**City Staff Present:** City Clerk Awrey, City Human Resources Manager Franckowiak

**Minutes:** Motion by Shafto, support by Reynolds, to approve minutes of the December 6, 2016 regular meeting. Motion approved unanimously.

**Correspondence:** The board acknowledged the correspondences received. Motion by Hofweber, support by Platte to accept John Burt's letter of resignation effective February 7, 2017 from the Gaylord Downtown Development Authority Board. Motion approved unanimously. The board discussed the need to fill Burt's vacancy prior to the February 7, 2017 DDA Meeting.

**Financial Report:** Reynolds presented the financials.

**Payment of Bills:** None.

**Personnel/Policy Committee:** No report.

**Marketing Committee:** Shafto gave a report on behalf of the Downtown Merchants Association, stating that the New Year's Eve event went great and that the DMA is also working on other events. McNamara clarified that the DMA is not part of the DDA and is its own private association.

**Special Events:** Pavilion Event Request: Gaylord Antiques and Collectibles Market on Saturday, June 17, 2017 and Saturday, August 19, 2017. Motion by Shafto, support by Hofweber to approve the pavilion request as submitted. Fee will be waived. Motion approved unanimously.

**Farmers Market Manager Report:** Noirot gave a report on the Winter Market stating that the location was working out great.

**City Manager's Report:** No report.

**City Police Chief:** No report.

**DPW:** No report.

**New Business:**

- A. Gaylord Downtown Farmers Market Co-operative Proposal: Jodi Wagner addressed the board requesting board consideration to allow the formation of a Gaylord Downtown Farmers Market Co-Operative. Wagner presented a thorough proposal and stated that the purpose of the co-op would be to help the downtown district and to help the vendors while taking the day-to-day operations of running the market off of the DDA. Several board members posed questions to which Wagner provided clarification. McNamara stated that he discussed the option of forming a Co-Op with City Attorney Slough and that if approved the DDA would work with the City Attorney to draw up a lease agreement with the Co-Op for use of the Pavilion. Due to the large number of people in attendance regarding the formation of this co-op, the Board closed the discussion to address further business and would open the discussion up to public comment later in the meeting.

B. and C. Dissolve Current Farmer's Market Advisory Board and Re-write By-Laws: McNamara updated the board on the recommended changes by the Gaylord Farmer's Market Advisory Board, which included to eliminate the By-Laws of the Board, dissolve the GFMA B and have it classified as a "Committee" rather than a Board, to include a code of conduct agreement with the Vendor packets, update the rules of the market eliminating the 50 mile radius rule and to lower the daily vendor fees. McNamara explained the GFMA B unanimously approved all of these changes. Due to the consideration of moving forward with a Farmer's Market Co-Op the board agreed to table these recommendations.

McNamara opened the meeting to public comments and requested opinions and thoughts on the development of a Co-Op rather than a manager run market. Several vendors in attendance expressed their favor of the formation of a Co-Op while others stated their opposition to it stating that they are happy with how the market is ran under Noirot and the DDA. Interim Co-Op Board of Directors, Jodi Wagner and Becky Curtis addressed any questions or concerns posed by the public and Board in regards to the Co-Op. GFMA B member Duffield recommended that the DDA keep the market ran as it currently is. McNamara reviewed the DDA's mission statement explaining the board should consider the proposal. After a lengthy discussion the board agreed to move forward with the formation of the Downtown Gaylord Farmer's Market Co-Operative. Motion by Hofweber, support by Church to allow the formation of the Downtown Gaylord Farmer's Market Co-Operative and to move forward with the drafting of a lease agreement. Motion approved unanimously.

McNamara stated that the DDA will hold a special meeting at a later date to discuss the details of the Co-Operative. McNamara will also schedule a meeting with City Manager Duff, Mayor Jenkins and Reynolds to discuss the drafting of a lease.

D. Erica Hopp, Rolling R Farm, LLC regarding Market Manager Complaint. Hopp requested a written letter from the DDA as to why her application to the Winter Market was denied. She stated that it was not her choice to start another farmer's market but that the vendors had no choice and that they needed a place to sell. Hopp again requested a written explanation on why they were denied. McNamara explained that due to Hopp's past threat of legal action against the DDA, City of Gaylord and Noirot that on the advice of legal counsel the DDA would not be responding to her request and that any future requests by Erica Hopp should be made to the City Attorney.

**Old Business:** None.

**Public Comment by Citizens:** Sue Nowak addressed the board to submit her formal resignation from the Gaylord Farmers Market Advisory Board which the board accepted.

**Next Meeting:** The next meeting is Tuesday, February 7, 2017 at 7:30 a.m.

Motion by Reynolds, support by Hofweber, to adjourn the meeting. Meeting Adjourned: 7:52 p.m.

Respectfully submitted, Holly Franckowiak