

## Third Street Connect

Tuesday February 26, 2019 Casa Calabria

### 8:00 a.m. Attendance

Matt Beardsley-Third St. business owner, Cruise-N-Coffee/W. Washington St. business owner, 231 West

Rusty Bowers-employee at N. Front St. business, Q107

Malia Cole-Third St. business owner, Northern Lights Glass

Chris Durley-employee at W. Washington St. business, Lagniappe

Nichole Durley-Rust-employee at W. Washington St. business, Lagniappe

Sydney Norton-employee at Third St. business, FlowerWorks

Amy Oman-employee at Third St. business, Casa Calabria

Paul Balconi-MDDA Board Member, resident at N. Front St.

Jack Frost-MDDA Board Member, employee at N. Front St. business, Range Bank

Jim Johnson-MDDA Board Member, Third St. property/business owner, Casa Calabria

Greg Potvin-MDDA Board Member, Third St. Property owner

Tony Retaski-MDDA Board Chair

Mona Lang-MDDA Executive Director

Rebecca Salmon-MDDA Assistant Director

Tara Laase-McKinney-MDDA Events and Promotions Coordinator

Myra Zyburt-MDDA Office Assistant, Farmers Market Manager

**Welcome** by MDDA Board Chair Tony Retaski, introductions

**Presentation** by MDDA Executive Director Mona Lang and Tara Laase-McKinney, Events and Promotions Coordinator

### Open Discussion:

1) What does walkability mean (walkability was mentioned in presentation)

2) Third St is wide-hard to slow traffic

3) Want people to stop at businesses rather than just drive by

4) What are parklettes and bike corrals (both mentioned in presentation)

Answer: ideas tried as ways to slow traffic and encourage lingering along the street. A Lighter, Quicker, Cheaper initiative.

5) a. Love bike lane-though concerns about car doors open into bike lane

b. Historic District and Third St. question the perception by "Out-of-Towners" knowing they are part of same MDDA district

6) Third St.; want to be its own or part of Downtown Marquette as a destination?

7) Can have Third St. removed from MDDA if Third St. property owners (not businesses) decide

8) Funding options for Third St.

a. TIFF funding for Third St.

i. It is a City Commission decision.

ii. Starts with a letter of interest and a plan from Third St. property owners. (Has to come from the property owners, as they are the ones that pay taxes.)

b. Corridor Improvement Plan. This is a state sources funding, can receive back school tax.

9) Suggestion that Third St. property owners create a list of priorities of spending desires. This may result in a shifting of what is being done on Third St.

10) Add "District" to logos to mean it covers a greater area. Having the same flowers and flags throughout the MDDA District connects the whole district.

11) Ideas

a) Try the Parklettes again in different places

b) Trees and greening up areas

c) Meters on Third St.

i. would generate revenue

ii. Connects Third St. to Downtown

iii. Encourages people to stay longer and walk, rather than move their car to a different meter. (They want to get their value from what the money they put in the meter.)

12) Need a parking structure to be poised for growth

13) Saturdays should be included in meter enforcement. Would like MDDA to manage enforcement.

14) Like the Free After 3 holiday meter arrangement

15) Inconsistent parking enforcement creates hard feelings

16) Create a transportation plan

a. Improve public transportation & multi-modal transportation. Younger generation moving away from each family member owning a car.

b. Change parking requirements when re-think transportation opportunities. Example: County employees park at the Berry Events Center (Large lot, unused during the weekday) and take a shuttle downtown to the County Building. (That way the County does not need to create and maintain a large surface lot in the heart of Downtown.)

17) Comments on Branding Statement & certain words -shoreless, seems to indicate we do not have beaches/shoreline in the city. We do and are proud of it. Also, some of the grammar in it.

18) Specifics on TIFF, how much money does it start with, once implemented? Answer-zero.

The funds accumulate as property values increase and when there is turnover in property ownership. Generally, begin with a loan that is then paid back over time as TIFF funds are generated. Would bond projects to get started. Corridor Improvement Plan is a good way to go

on Third St. (Reason started with just 2% property tax when Third St. became part of the Marquette DDA in 2011 had to do with the County. They did not opt out with this plan.

19) Parking meter revenue, since added new meters generate \$400,000 yearly. was \$160,000 prior before meter installation. Potential possibility of hiring additional enforcement person for Saturday and pay the City back some of the cost. Right now, parking enforcement is not a priority with the City.

20) Encourage placement of meters on Third St. and just let people “get over” the initial pushback, same as initial response in Downtown. People love them now and have seen the benefits. One concern raised is that when meters are put on Third St., customers will park in private lots, rather than pay the meter. There are private lots in Downtown and this issue is manageable.

21) Would like some public parking lots.

22) Would like a plan of ways to use under-utilized parking lots daytime/evening.

23) Would like evening enforcement

24) Discussion circled back to adding the word “districts to unify the terminology to be inclusive, yet distinctive between Historic Downtown and Third St, Downtown.

Downtown	Downtown
MARQUETTE	MARQUETTE
Historic	Third
District	Street

25) Clarified use of color in the branding materials

26) Suggestion that Ladies “Night” be Ladies Day on Third St., when more of the business are open, then shift the Ladies Night to Downtown, where most of the participation is.

27) Moving Forward:

MDDA Connect meeting will continue monthly

Third St. Connect meeting will occur quarterly

28) How much does it cost to close a street in Marquette? Answer: it depends on the street (how many side streets have to be barricaded) and traffic re-routing. Depends on when – weekends and holidays are overtime for city staff.

29) How come there are not events on Sundays? That would allow some business owners to participate. Answer, people do not attend.

30) Discussion of “Taste of Marquette” type event

Meeting ended on positive note, lots of opportunity for Third St.

Wednesday February 27, 2019 Casa Calabria

**5:00 9.m. Attendance**

Rusty Bowers-employee at N. Front St. business, Q107

Malia Cole-Third St. business owner, Northern Lights Glass

Andera Forsberg-Third St. business owner, FlowerWorks

Madeline Goodman, business in Third St. building, Madgoodies Studio

Norm & Sue Hefke- 206 Gallery (that is what was written on sign-in sheet, S/b Zero Degrees?)

Kimberly L'Huillier-Third St. business/property owner, Togo's

Jamie Strand-White's Party Store, Third St. business owner

Michael Stucko – Stucko's, Third St. business, (also owner of Breaker's Roadhouse, Baraga Ave. business)

Jim Johnson-MDDA Board Member, Third St. property/business owner, Casa Calabria

Tony Retaski-MDDA Board Chair

Mona Lang-MDDA Executive Director

Rebecca Salmon-MDDA Assistant Director

Tara Laase-McKinney-MDDA Events and Promotions Coordinator

Kaitlin Sellers-MDDA Office Assistant

Myra Zyburt-MDDA Office Assistant, Farmers Market Manager

**Welcome** by MDDA Board Chair Tony Retaski, introductions

**Presentation** by MDDA Executive Director Mona Lang and Tara Laase-McKinney, Events and Promotions Coordinator

**Open Discussion:**

*Jamie Strand:* Of the branding materials provided by the consultants, what of it has the MDDA Board adopted? Answer: The MDDA logo and the Unexpectedly Warm. Jamie has gone back and looked at old e-mails for background.

*Andrea Forsberg:* "Downtown" means Front St. and Washington St. She wants Third St. to be included as a Shopping District. She is concerned when she sees the word "Downtown" on everything that everyone will think only of Front St. and Washington St. For her, the word "Downtown" is an issue. She wants a way to connect Third St. to Downtown.

*Jamie Strand:* Branding is important. This process has been going on for SO long. Use banners to identify the entire MDDA District & connect the parts together. Jamie suggests the term Downtown Third St. on the sign over the proposed Third St. gateway arch. Jamie emphasized the importance of consistently in using whatever terms are decided. Use Downtown with Third St.

*Malina Cole:* Third St., worth the walk

*Sue Helge:* shops a lot (out of town), what do shoppers want? Recognizing that Third St. has as many service businesses as shopping businesses, highlight the services that even out-of-towners could use or need.

*Jamie Strand:* Need locals to support the services and businesses on Third St. There is an old fashion pharmacy that has all kinds of things in it. She refers people to that store often.

“Rediscover Third St.” Businesses market each other. MDDA Connect meetings (rather than Promotions meeting) are designed to cross promote businesses and to have more of sharing what each other has/does.

*Jamie Strand:* How meet the different needs between Downtown and Third St.? Answer: MDDA Connect will happen monthly and is intended for the entire MDDA District. Third St. Connect will meet quarterly for Third St. businesses. There may or may not ever be a separate Downtown (only) Connect.

Question: Where spend the money on Third St. that is generated by Third St.?

What are the priorities?

Suggestions: Signage

Kiosks around the district – wayfinding with walking times to areas.

Rather than the consultants come back, would like to have them create more logos for specific events.

*Jamie Strand:* Asked to see the Third St. logo page of the presentation again. (I think she thinks those logos are an option to choose from, rather than what was showed on another slide of the Downtown MARQUETTE Third Street along with Downtown MARQUETTE Historic District (or Historic Downtown MARQUETTE).

*Mona Lang:* Gave Duluth as an example of how a city differentiates sections of a Downtown.

Business asked to have the Third St. logo sent to them to use as they do their marketing.

*Mona Lang:* Plan to get Third St. banners up by June.

*Rusty Bowers:* Will there be banners Downtown?

*Andrea Forsberg:* Will different colors be used in each area? (i.e., Third St. have its own color separate from Downtown, Baraga Ave, Front St.?) Answer: No, all of the colors will be used all over the MDDA district. That is part of the design of the branding, to provide flexibility within the designs. There will be banners of different colors on Third St.

*Rusty Bowers:* Could event banners be hung beneath the Third St. Arch?, i.e., Music on Third, Third St. Car Show...

Could the same style arch/gateway be put at S. Front St, the south entrance to the MDDA District?

*Tony Retaske:* Positive feedback on banners, therefore, will work on that. What about Downtown banners to provide continuity?

*Mona Lang:* would like to see white lights hung, crisscross across Third St. Would need permission to attach them to buildings.

Funding of Third St./Downtown gateway Arch, if placement of it is at N. Third St. and Arch St., therefore, in the Downtown TIFF district, would funding come from TIFF funds?

*Mona Lang:* 2019; banners & N. Third St. garden at Fair Ave. & advertising with consistent logo.

*Tony Retaske:* Parking meters = customer turnover. Want input from Third St. Would generate income.

*Norm Hefke:* Will there be more parking created on Third St? Answer: Have already done that, added 33 additional spots when reviewed/reduced sight lines and unused curb cuts.

*Mona Lang:* Shared parking lots and timing of "off times".

*Andrea Forsberg:* Employees parking on Third St.

*Andrea Forsberg:* Will there be a better map of the whole MDDA district?

- a) MDDA had one made in 2018
- a) MDDA needs to get the new maps out
- a) 3-5 year goal to have kiosks that include maps in key places

*Rusty Bowers:* App with mapping and links to businesses that would open for each business and their details. (Andrea Forsberg and Jamie Strand mentioned using Google for most business searches via internet.)

Question on billboards, where does MDDA have them and what is on them.

Answer: a number of places, mostly images of iconic landmarks of Marquette.

What about images of N. Third St.? MDDA needs good photos of Third St., Music on Third. Most images MDDA uses are of Historic areas. There are not any landmarks on Third St. to use as iconic images.

Love car show.

Hold Third St. Connect quarterly, in different businesses.

Mike Stucko likes afternoon meetings.

e-mail the best way to communicate

To use text, need phone #

Didn't publicize drinks included for this evening meeting, that is why there was not a big turnout. Need food & drinks to get people to attend & hold meeting in the evening (for drinks)

*Kim L'Huillier:* This was so nice

*Mona Lang:* Shopping bags with new logo on. MDDA has 300+ bags that we can add logo to.  
Will ask consultants to tweak the event logs to incorporate what we like.