

SWARTZ CREEK DDA

Agenda

**Downtown Development Authority, Thursday, February 9, 2023, 6:00 P.M.
City Hall 8083 Civic Drive, Swartz Creek Michigan 48473
Virtual (Zoom) Meeting Available for General Public**

1. CALL TO ORDER:

2. PLEDGE OF ALLEGIANCE:

3. ROLL CALL:

4. APPROVE AGENDA:

4A. Proposed or Amended Agenda, February 9, 2023

5. MOTION TO APPROVE MINUTES:

5A. Board Meeting, December 8, 2022

6. REPORTS & COMMUNICATIONS:

Page No:

6A. Resolutions

02

6B. December 8, 2022 Minutes

09

6C. February 9, 2023 Meeting Letter

11

6D. Economic Development Professional Materials

13

6E. SCFA Sponsorship Request

22

6F. Farmington Procedures and Policies for TIF Funding

23

7. MEETING OPENED TO THE PUBLIC:

7A. General Public Comments

8. BUSINESS:

8A. Economic Development Professional Budget Allocation

8B. Sponsorship for Swartz Creek Fine Arts Association

8C. Downtown Crowdfunding Concept

8D. TIF Funding Policies and Procedures Templates

9. MEETING OPENED TO THE PUBLIC:

9A. General Public Comments

10. REMARKS BY MEMBERS:

11. ADJOURNMENT:

CITY OF SWARTZ CREEK
DOWNTOWN DEVELOPMENT AUTHORITY
RESOLUTIONS
THURSDAY, FEBRUARY 9, 2023

Resolution No. 230209-01

Agenda – February 9, 2023

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approves the agenda for the February 9, 2023 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 230209-02

Minutes – December 8, 2022

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approves the Minutes for the December 8, 2022 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 230209-03

Budget Appropriation for Economic Development

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approve a budget amendment in the amount of \$7,500 to support the professional service fees and related expenses associated with the contracted economic development interlocal agreement with Mundy Township.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 230209-04

Swartz Creek Fine Arts Association

Motion by Board Member: _____

I Move the Swartz Creek DDA approves payment of \$300 to the Swartz Creek Fine Arts Association to support programming for the 2023 concert season.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 230209-05

Adjourn

Motion by Board Commission Member: _____

I Move the Swartz Creek Downtown Development Authority adjourns the February 9, 2023 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

CITY OF SWARTZ CREEK
VIRTUAL DOWNTOWN DEVELOPMENT AUTHORITY MEETING ACCESS INSTRUCTIONS
THURSDAY, FEBRUARY 9, 2023, 6:00 P.M.

The regular virtual meeting of the City of Swartz Creek park board is scheduled for **February 9, 2023** starting at 6:00 p.m. and will be conducted virtually (online and/or by phone), due to health concerns surrounding Coronavirus/COVID-19 and rules promulgated by the Michigan Department of Health and Human Services.

To comply with the **Americans with Disabilities Act (ADA)**, any citizen requesting accommodation to attend this meeting, and/or to obtain the notice in alternate formats, please contact Connie Olger, 810-429-2766 48 hours prior to meeting,

Zoom Instructions for Participants

To join the conference by phone:

1. On your phone, dial the teleconferencing number provided below.
2. Enter the **Meeting ID** number (also provided below) when prompted using your touch-tone (DTMF) keypad.

Before a videoconference:

1. You will need a computer, tablet, or smartphone with speaker or headphones. You will have the opportunity to check your audio immediately upon joining a meeting.
2. Details, phone numbers, and links to videoconference or conference call is provide below. The details include a link to **“Join via computer”** as well as phone numbers for a conference call option. It will also include the 9-digit Meeting ID.

To join the videoconference:

1. At the start time of your meeting, enter the link to join via computer. You may be instructed to download the Zoom application.
2. You have an opportunity to test your audio at this point by clicking on “Test Computer Audio.” Once you are satisfied that your audio works, click on “Join audio by computer.”

You may also join a meeting without the link by going to join.zoom.us on any browser and entering the Meeting ID provided below.

If you are having trouble hearing the meeting, you can join via telephone while remaining on the video conference:

1. On your phone, dial the teleconferencing number provided below.
2. Enter the **Meeting ID number** (also provided below) when prompted using your touchtone (DMTF) keypad.
3. If you have already joined the meeting via computer, you will have the option to enter your participant ID to be associated with your computer.

Participant controls in the lower left corner of the Zoom screen:



Using the icons in the lower left corner of the Zoom screen you can:

- Mute/Unmute your microphone (far left)
- Turn on/off camera (“Start/Stop Video”)
- Invite other participants
- View participant list-opens a pop-out screen that includes a “Raise Hand” icon that you may use to raise a virtual hand during Call to the Public
- Change your screen name that is seen in the participant list and video window
- Share your screen

Somewhere (usually upper right corner on your computer screen) on your Zoom screen you will also see a choice to toggle between “speaker” and “gallery” view. “Speaker view” show the active speaker.

Connie Olger is inviting you to a scheduled Zoom meeting.

Topic: DDA- Downtown Development Authority Meeting
Time: February 9, 2023 06:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/83096401128>

Meeting ID: 830 9640 1128

One tap mobile

+13017158592,,83096401128# US (Washington DC)

+13126266799,,83096401128# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 830 9640 1128

Find your local number: <https://us02web.zoom.us/j/kz4Jb4etg>

If you have any further questions or concern, please contact 810-429-2766 or email colger@cityofswartzcreek.org.

A copy of this notice will be posted at City Hall, 8083 Civic Drive, Swartz Creek, Michigan.

**CITY OF SWARTZ CREEK
VIRTUAL (ELECTRONIC) MEETING RULES AND PROCEDURES**

In order to conduct an effective, open, accessible, and professional meeting, the following protocols shall apply. These protocols are derived from the standard practices of Swartz Creek public meetings, Roberts Rules of Order, and city board & commission procedures. These procedures are adopted to govern participation by staff, councilpersons and members of the public in all City meetings held electronically pursuant to PA 228 of 2020. Note that these protocols do not replace or eliminate established procedures or practices. Their purpose is to augment standing expectations so that practices can be adapted to a virtual meeting format.

The following shall apply to virtual meetings of the city’s public bodies that are held in accordance with the Open Meetings Act.

1. Meetings of the City Council, Planning Commission, Zoning Board of Appeals, Downtown Development Authority, Park Board, or committees thereunder may meet electronically or permit electronic participation in such meetings insofar as (1) the Michigan Department of Health and Human Services restricts the number of persons who can gather indoors due to the COVID-19 pandemic; (2) persons have an illness, injury, disability or other health-related condition that poses a risk to the personal health or safety of members of the public or the public body if they were to participate in person; or (3) there is in place a statewide or local state of emergency or state of disaster declared pursuant to law or charter by the governor or other person authorized to declare a state of emergency or disaster.
2. All meetings held hereunder must provide for two-way communication so that members of the public body can hear and respond to members of the general public, and vice versa.
3. Members of the public body who participate remotely must announce at the outset of the meeting that he/she is in fact attending the meeting remotely and by further identifying the specific physical location (by county, township, village and state) where he/she is located. The meeting minutes must include this information.
4. Notice of any meeting held electronically must be posted at the City Offices at least 18 hours before the meeting begins and must clearly explain the following:
 - (a) why the public body is meeting electronically;
 - (b) how members of the public may participate in the meeting electronically, including the specific telephone number, internet address or similar log-in information needed to participate in the meeting;
 - (c) how members of the public may contact members of the public body to provide input or ask questions on any business that will come before the public body at the meeting;
 - (d) how persons with disabilities may participate in the meeting.
5. The notice identified above must also be posted on the City’s website homepage or on a separate webpage dedicated to public notices for non-regularly scheduled or electronic public meetings that is accessible through a prominent and conspicuous link on the website’s homepage that clearly describes the meeting’s purpose.

6. The City must also post on the City website an agenda of the meeting at least 2 hours before the meeting begins.
7. Members of the public may offer comment only when the Chair recognizes them and under rules established by the City.
8. Members of the public who participate in a meeting held electronically may be excluded from participation in a closed session that is convened and held in compliance with the Open Meetings Act.

MAINTAINING ORDER

Public body members and all individuals participating shall preserve order and shall do nothing to interrupt or delay the proceedings of public body.

All speakers shall identify themselves prior to each comment that follows another speaker, and they shall also indicate termination of their comment. For example, "Adam Zettel speaking. There were no new water main breaks to report last month. That is all."

Any participants found to disrupt a meeting shall be promptly removed by the city clerk or by order of the Mayor. Profanity in visual or auditory form is prohibited.

The public body members, participating staff, and recognized staff/consultants/presenters shall be the only participants not muted by default. All other members must request to speak by raising their digital hand on the meeting application or by dialing *9 on their phone.

MOTIONS & RESOLUTIONS

All Motions and Resolutions, whenever possible, shall be pre-written and in the positive, meaning yes is approved and no is defeated. All motions shall require support. A public body member whom reads/moves for a motion may oppose, argue against or vote no on the motion.

PUBLIC ADDRESS OF BOARD OR COMMISSION

The public shall be allowed to address a public body under the following conditions:

1. Each person who wishes to address the public body will be first recognized by the Mayor or Chair and requested to state his / her name and address. This applies to staff, petitioners, consultants, and similar participants.
2. Individuals shall seek to be recognized by raising their digital hand as appropriate on the digital application.
3. Petitioners are encouraged to appropriately identify their digital presence so they can be easily recognized during business. If you intend to call in only, please notify the clerk in advance of your phone number.
4. The city clerk shall unmute participants and the members of the public based upon the direction of the mayor or chair. Participants not recognized for this purpose shall be muted by default, including staff, petitioners, and consultants.
5. Individuals shall be allowed five (5) minutes to address the public body, unless special permission is otherwise requested and granted by the Mayor or Chair.
6. There shall be no questioning of speakers by the audience; however, the public body, upon recognition of the Mayor or Chair, may question the speaker.

7. No one shall be allowed to address the public body more than once unless special permission is requested, and granted by the Mayor or Chair.
8. One spokesperson for a group attending together will be allowed five (5) minutes to address the public body unless special permission has been requested, and granted by the Mayor or Chair.
9. Those addressing the public body shall refrain from being repetitive of information already presented.
10. All comments and / or questions shall be directed to and through the Mayor or Chair.
11. Public comments (those not on the agenda as speakers, petitioners, staff, and consultants) are reserved for the two "Public Comment" sections of the agenda and public hearings.

VOTING RECORD OF PUBLIC BODIES

All motions, ordinances, and resolutions shall be taken by "YES" and "NO" voice vote and the vote of each member entered upon the journal.

**CITY OF SWARTZ CREEK
SWARTZ CREEK, MICHIGAN
MINUTES OF THE DOWNTOWN DEVELOPMENT AUTHORITY MEETING
December 8, 2022**

The meeting was called to order at 6:00 p.m. by Board Member Ryan in the Swartz Creek Council Chambers with a virtual (Zoom) meeting available for the general public.

Board Members Present: Beedy, Ryan, King, Krueger, Barclay, Toms, Whittey.

Board Members Absent: Jesme, Jamison.

Staff Present: Adam Zettel.

Others Present: Nate Henry, Lania Rocha, Mrs. Whittey.

APPROVAL OF AGENDA:

Resolution No. 221208-01 (Carried)

Motion by Board Member Beedy
Second by Board Member Krueger

I Move the Swartz Creek City Downtown Development Authority approves the agenda for the December 8, 2022, Downtown Development Meeting.

Unanimous affirmative voice vote: Motion declared carried.

APPROVAL OF MINUTES:

Resolution No. 221208-02 (Carried)

Motion by Board Member Krueger
Second by Board Member King

I Move the Swartz Creek City Downtown Development Authority approves the minutes for the November 10, 2022, Downtown Development Authority meeting.

Unanimous affirmative voice vote: Motion declared carried.

MEETING OPEN TO PUBLIC:

None.

DOWNTOWN STATUE CROWDFUNDING CONCEPT

Some research on the dragon statue was done, but pricing was not yet available. An ice skating rink was discussed and will be on the next agenda. Specific information will be gathered and brought to the next meeting so it can be determined what will be submitted for crowdfunding.

ON-STREET PARKING FOR MILLER RESURFACING

There was a discussion about having on-street parking on Miller Road.

MEETING OPEN TO PUBLIC:

Mrs. Whittey stated on street parking does work in Clarkston and they have a lot of off street parking.

REMARKS BY BOARD MEMBERS:

None.

ADJOURNMENT:

Resolution No. 221208-03

(Carried)

Motion by Board Member Beedy
Second by Board Member Toms

I Move the Swartz Creek Downtown Development Authority adjourns the December 8, 2022, Downtown Development Authority meeting at 7:14 p.m.

Unanimous affirmative voice vote: Motion declared carried.

Connie King



SWARTZ CREEK DDA
SWARTZ CREEK CITY OFFICES
8083 CIVIC DR.
SWARTZ CREEK, MI 48473

PHONE: 810-635-4464
FAX: 810-635-2887

Date: February 1, 2023

To: DDA Board Members
From: Adam Zettel
RE: February 9, 2023 DDA Meeting

Hello everyone,

There will be a meeting of the DDA at 6:00 p.m. on Thursday, February 9, 2023. All board members must now attend in person to participate. This will also be broadcast virtually via Zoom for the public. Instructions and guidelines for the virtual meeting are in the packet.

We have a busy meeting before us, which is great news! First and foremost, the city council moved forward with an interlocal agreement to share economic development services with Mundy Township. This is a very big step towards achieving the aspirations of the downtown. The point person will be Samantha Fountain. I am including the agreement, her resume, and a job description.

Though much of her work will focus on downtown events, incentives, and business cultivation, I do not believe the DDA is in a position to cover the entire expense. As such, I am proposing and recommending that the city council split half of the expected total annual operating cost of about \$30,000. To that end, I am including a resolution to amend the current budget to cover the last five months of this fiscal year's contribution (February through the end of June). With some room for additional expenses (supplies, marketing, etc.), I have set this amount at \$7,500.

I have invited Samantha to our meeting. She can answer questions, detail her credentials, and put further her ideas. If the DDA agrees to participate, which I hope it does, she is prepared to jump right into the crowd funding project.

With that said, there is much to discuss concerning the crowdfunding project. There is an option to partner with the school to help activate the Mary Crapo site (I will present some findings at the meeting). There is also the option of public art, ice skating, interpretive signs, and much more. Samantha has already been working on this and has some ideas. She has also been working with the state and believes we can pursue multiple endeavors. I will leave it to her to explain!

Also on the agenda is the Tax Increment Financing incentive guidelines. The consultant is providing a template from Farmington, which is a community that they have established this program for already. Justin should be at our meeting to go over the template, offer alternatives, and answer questions.

As a reminder, this policy enables the DDA to rebate new taxes created by projects downtown. The policy determines the amount, if any, that a project will be reimbursed for depending on a schedule of priorities that the DDA establishes. As such, this instrument is to embody incentives for the most desirable improvements a private development can deliver.

Lastly, there is a request from the Swartz Creek Fine Arts Association to sponsor their summer concert series. This has been done yearly by the DDA. Given the aspiration to support events downtown, I recommend the DDA agree to the request.

If there is time left, we can return to the discussion about parking on Miller Road. Given the agenda demands and project timeline, this can wait until March.

Contact me directly with any questions, comments, or agenda items. Please see the city council packets for updates of other downtown and community projects! **Please let us know if you can attend or not.** We have struggled to get a quorum recently.

Sincerely,

A handwritten signature in blue ink that reads "Adam Zettel". The signature is fluid and cursive, with the first name "Adam" and the last name "Zettel" clearly legible.

Adam Zettel, AICP

City Manager

azettel@cityofswartzcreek.org

AGREEMENT FOR JOINT ECONOMIC DEVELOPMENT SERVICES

This is an Agreement for joint services. This Agreement made by and between the Charter Township of Mundy (Mundy) and the City of Swartz Creek (Swartz Creek). The purpose of this Agreement, under Michigan law 124.532, is to reduce costs and expenses for Mundy and Swartz Creek.

Mundy and Swartz Creek have the responsibility, authority, and right to manage and direct on behalf of the public the functions or services performed or exercised to the extent provided in this Agreement.

Mundy shall employ an economic and community development professional (Professional), appropriately educated, experienced and qualified to perform, including but not limited to, economic development, business attraction, and community development strategy design and implementation. The Professional shall remain an employee of Mundy and not of Swartz Creek. Mundy shall furnish the use of the Professional to Swartz Creek, pursuant to the terms below:

1. Swartz Creek shall reimburse Mundy 30% of the Professional's documented wage and benefits as annualized and billed monthly, plus a 10% multiplier to cover related position training, technology, travel, and other reimbursable items that Mundy will separately provide.
2. Mundy shall make the Professional available twelve (12) hours each week, based on a schedule agreeable to the Mundy Township Administrator and Swartz Creek City Manager, with allowances for vacations and holidays.
3. Swartz Creek shall have the ability to adjust the work schedule to meet its needs if the Professional does not provide more than 624 hours of direct service in any calendar year or ninety-six (96) hours in any calendar month.
4. Swartz Creek agrees to enable proxy work and limited contact, as approved by the Swartz Creek City Manager, during times of scheduled vacation, training, or related events.
5. Additional hours of service can be provided upon request, if agreeable by the Mundy Township Administrator and Swartz Creek City Manager, at the same rate as that billed under term number 1 above.
6. The parties expressly acknowledge that the Professional, as a Mundy employee, is required at all times to act in the best interests of Mundy. In instances of actual or perceived conflict between the parties' interests in any activity performed or project pursued by the Professional, as identified by either party or the Professional, the Professional shall immediately cease all work on said activity or project on behalf of Swartz Creek and inform both the Mundy Township Administrator and Swartz Creek City Manager of all details of any related work performed to that point.

This Agreement may be terminated by either party on sixty (60) days written notice, without or for any reason. The agreement shall terminate immediately upon separation of the Professional from Mundy. Upon notice of termination, the parties shall conclude all in process activities in honor of this Agreement.

SPECIFIC DUTIES AND RESPONSIBILITES OF ECONOMIC DEVELOPMENT PROFESSIONAL

The economic development professional shall, to the extent permitted by the weekly allotment of time:

1. Develop strategies for commercial business attraction and retention; meet with individuals interested in business location; actively promote and advertise business opportunities; and, work with local officials and realtors to encourage leases, sales and commercial inflow.
2. Develop goals, objectives, and make recommendations – including procedure, process, and internal control suggestions – on how to improve economic and community development to the Swartz Creek City Manager in accordance with City needs, directives, and legal requirements.
3. Work with various local, State, and Federal agencies and officials on projects pertaining to Swartz Creek and regional development to benefit Swartz Creek.
4. Provide consulting and support staff services to the Swartz Creek Downtown Develop Authority (DDA) as directed by the Swartz Creek City Manager.
5. Work cooperatively with Swartz Creek staff, attorneys, planners, engineers, and other public officials and agencies on real estate, capital improvement, and infrastructure projects affecting Swartz Creek’s commercial areas.
6. Develop and oversee the implementation of marketing and public relations efforts on behalf of Swartz Creek; produce various articles and informational pieces for newsletters, web-site, brochures, and general distribution.
7. Serve as a media resource for DDA and economic developmental issues; meet with reporters, answers questions, and issues press releases on newsworthy development issues at the direction of the Swartz Creek City Manager.
8. Function as a supervisor for various events, activities, and projects, eliciting volunteer involvement and organizing participation.
9. Provide related assistance as agreeable by Swartz Creek, Mundy, and the Professional.

THE CHARTER TOWNSHIP OF MUNDY

THE CITY OF SWARTZ CREEK

By: TONYA KETZLER, Supervisor

By: DAVID KRUEGER, Mayor

Dated: _____

Dated: _____

Mundy Township Job Description

Economic & Community Development Director

General Statement of Duties

The Economic & Community Development Director functions as the point-person for the Township's economic development, business attraction, and community development strategies. Serves as Director to the Mundy Township – Hill Road Corridor Improvement Authority (CIA), and works with a variety of boards, commissions, agencies, businesses and community stakeholders to implement economic enhancement, public event, and identity building programs benefitting Mundy Township. The position is also expected to work to understand recent economic trends and local government's role in placemaking, quality of life, and employer and talent attraction. This is a professional, salaried, at-will (FLSA exempt) employee of the Mundy Township Board of Trustees. Works under the supervision of the Township Manager.

Duties and Responsibilities

- Maintains a professional appearance and image.
- Develops strategies for commercial business attraction and retention for the Township; meets with individuals interested in business location; actively promotes and advertises business opportunities, and works with local officials and realtors to encourage leases, sales and commercial inflow.
- Develops goals and objectives on an annual basis, and makes recommendations – including procedure, process, and internal control suggestions – on how to improve economic and community development to the Township Manager in accordance with department needs, Township directives, and legal requirements.
- Works with various local, State, and Federal agencies and officials on projects pertaining to township and regional development to benefit Mundy Township.
- Serves as Director to the Mundy Township – Hill Road Corridor Improvement Authority (CIA). Researches particular issues and acts as liaison to businesses in the CIA district.
- Works cooperatively with township staff, attorneys, planners, engineers, and other public officials and agencies on real estate, capital improvement, and infrastructure projects affecting the Township's commercial areas.
- Develops and oversees the implementation of marketing and public relations efforts on behalf of the Township. Produces various articles and informational pieces for newsletters, web-site, brochures, and general distribution.
- Serves as a media resource for CIA and economic developmental issues. Meets with reporters, answers questions, and issues press releases on newsworthy development issues at the direction of the Township Manager.
- Assists Township Manager and appropriate boards, committees, and/or commissions with plans for the enhancement of the Township public spaces. Promotes investment in commercial districts and assists business owners in accomplishing improvements. Meets with business and community groups interested in development, placemaking, and/or revitalization.

- Researches grant opportunities and administers grant funded projects, as appropriate. Ensures submission of any reports required for compliance purposes.
- Ensures effective and efficient use of budgeted funds, personnel, materials, facilities, and time. Prepares departmental financial summaries as required.
- Maintains an active presence in community development at both the local and County level through participation in various groups and associations. Organizes and participates in events, gives presentations and encourages community involvement. Maintains cooperative relationships with peer agencies and other governmental units.
- Functions as a supervisor for various events, activities, and projects, eliciting volunteer involvement and organizing participation.
- Is available, responsive, knowledgeable, and cordial to customer and client requests for assistance or information.
- Attends Township Board of Trustees, relevant Board Committees, and CIA Board meetings as required or requested. Prepares needed proposals, reports, and presentations.
- Keeps abreast of legislative and regulatory developments and current issues in the economic development field through continued education and professional growth. Attends conferences, workshops, and seminars as appropriate.

The statement of tasks above is intended to be illustrative of the many duties and responsibilities that may be assigned. It is not to be interpreted to describe all of the duties and responsibilities this position may be required to perform.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Required Knowledge, Skills, and Abilities

- A Bachelor's degree or higher (or equivalent experience) in business administration, marketing, urban planning, public administration, or related field.
- Three or more years experience, with one or more years of supervisory experience, in economic and community development, planning administration, or related public sector experience.
- Knowledge of the principles and practices of municipal planning and land-use issues.
- Skill in developing and fostering effective public relations, community promotion, and public event planning and facilitation.
- Knowledge of state and federal laws and funding sources pertaining to economic, community, and downtown development/redevelopment.
- Knowledge of the professional management techniques involved in budgeting, personnel administration, and operations management.
- Excellent phone and in person communication skills; ability to communicate clearly and effectively, orally and writing, and to make presentations in the public forum

- Ability to establish and maintain effective working relationships; effective at using good judgement, initiative, and resourcefulness when dealing with elected officials, supervisors, staff, volunteers, and the general public.
- Skill in the use of office equipment and technology, including computers and related software.
- Ability to exercise a high degree of diplomacy in contentious or confrontational situations.
- Demonstrated work experience interfacing directly with clients/customers to address client/customer challenges; ability to critically assess situations, problem-solve, and work effectively under stress, within deadlines, and changes in work priorities.
- Ability to attend meetings scheduled at times other than normal business hours, travel to other locations within the township, county, and state.
- Ability to multi-task and handle complex situations
- Ability to follow instructions and contract requirements
- Knowledge of basic research techniques and reference sources
- Valid driver's license and good driving record.

Physical Demands and Work Environment

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to communicate with others in person and on the telephone. The employee is frequently required to review and produce written and computerized documents. The employee is frequently required to access various locations within the township administration building, other township owned facilities, and Mundy Township's geographic jurisdiction. The employee is occasionally required to lift and/or move items of light to moderate weight.

While performing the duties of this job, the employee regularly works in an office setting. The employee is occasionally exposed to adverse weather conditions. The noise level in the work environment is usually quiet, and may occasionally become moderate in field situations. The employee may be permitted to work remotely or at an offsite location at the discretion of the Township Manager.

12/01/2022

Date Implemented



Township Manager

Approved: 11/28/2022 Regular Board Meeting

Samantha Fountain, MBA-PA

Economic Development Director

6171 Crooked River Drive

Swartz Creek, MI 48473

(810) 210-1473

Samanthafountain815@gmail.com

www.linkedin.com/in/samantha-fountain



Executive Profile

Educated economic and community development professional with project management, budgeting, supervisory, and strategic creation and implementation experience. Skilled at building relationships and implementing creative solutions.

EXPERIENCE

City of Flint, - Economic Development Director

January 2022 - Present

- Worked with local, county, and state partners to create a \$17 million incentive package for the redevelopment of Buick City. The end result of this project is \$300 million in investment, and 3,000 jobs.
- Created strategic plans for the department as a whole, and for individual grant programs with staff, contractors, and community partners.
- Continuously maintain relationships with regional and community economic development partners, investors, board members, and other stakeholders throughout the area.
- Assist developers, investors, and businesses with site selection throughout the city.
- Coordinate incentive packages such as tax abatements, TIFs, and grants, working collaboratively with MEDC and other partners as necessary.
- Manage reporting, budgeting, and operations for W.K. Kellogg Foundation grant of \$2.9 million and SBA Community Navigator grant of \$1 million.
- Walk businesses and real estate developers through city processes of development, from start to finish of projects while working collaboratively with other departments.

-
- Created economic development ARPA budget and programming.
 - Coordinate and lead Economic Development Corporation Board and Brownfield Redevelopment Authority Board meetings and activities.
 - Projects currently working on include: Ashley Capital / Buick City redevelopment, Diplomat redevelopment, RRC certification, ARPA program execution, 3D Printed House Project, Defederalizing EDC revolving loan funds, capacity grant writing, and many others.

City of Flint, - Small Business Specialist

February 2021 - January 2022

- Coordinated and helped write SBA Community Navigator Pilot Program Grant, awarding the City of Flint \$1 million towards small business assistance services.
- Secured over \$400,000 in funding for small businesses through loans, lines of credit, and grants.
- Created the strategy and program model for the Community Navigator Pilot Program, where the city is the Hub with 8 community partners as spokes.
- Created a database from scratch of small businesses and entrepreneurs of over 300 unique contacts using Salesforce.
- Created a small business [marketing campaign](#) to support small businesses throughout all areas and industries within the city. This started as short photo and video clips featured on social media accounts, and has continued as [TikToks](#).
- Coordinated events and webinars based on current small business needs and available resources.
- Assisted Economic Development Director with other projects as assigned.
- Supervised Marketing Coordinator and CEDAM Fellow.
- Counseled small businesses and entrepreneurs, providing relevant resources, connections, and technical assistance.

Flint and Genesee Group, - Procurement Counselor (PTAC)

December 2018 - February 2021

- Specialized in providing technical assistance and support to local companies seeking to do business with the government, based on state and federal guidelines.
- Provided guidance to small businesses through individualized

counseling and ongoing communication about opportunities and procurement strategies.

- Guided businesses through the process of finding, bidding, and performing on government contracts and sub- contracts.
- Created and facilitated workshops on specific topics of interest in government procurement, based on client needs and relevance.

EDUCATION

Liberty University – MBA – Public Administration

Liberty University – B.S. – Business Administration – Finance

AWARDS

Birgit M. Klohs Inaugural Fellowship for Economic Development
Education - 2021

COMMITTEES AND BOARD EXPERIENCE

Comprehensive Economic Development Strategy Steering Committee
for Genesee, Shiawassee, and Lapeer Counties 1/22 - Present
(<https://mistartgate.com/comprehensive-economic-development-strategy-ceds/>)

Swartz Creek Park Board Advisory Committee, 6/17 - Present

Mundy Township Park Board Chairperson, 5/22 - Present

Michigan Economic Developers Association - Annual Meeting
Committee, 10/21 - Present

Swartz Creek City Councilmember, 11/20 - 12/21

Swartz Creek Zoning Board of Appeals, 3/17 - 11/21

CERTIFICATIONS

Certified Economic Developer - CEcD - International Economic Development
Council - Courses completed, eligible for exam

PRESS HIGHLIGHTS

 [Replay w/ 100K | Samantha Fountain](#)

[City of Flint allocates \\$3.25 million toward redevelopment of Buick City brownfield](#)

[Business expansion bringing 24 new jobs, \\$8M investment in Flint](#)

[Flint Community Navigator Pilot Program holds event for small businesses | WEYI](#)

[▶ Enjoy. Shop. Love. FLINT - Support small businesses](#)

[Flint-based company KUHMUTE celebrates launch of micromobility charging network - mlive.com](#)

DDA



January 10, 2023

To: Sponsors and Supporters

From: Swartz Creek Fine Arts Association

Dear Madams and Sirs;

Happy New Year! As 2023 begins it is time to renew your support of the Swartz Creek Fine Arts summer concert series. This summer will be the 39th year of the Fine Arts association. We are actively contracting potential talent for this season. As always, your continued support allows us to provide entertainment of the highest caliber.

The fee for sponsoring a concert remains the same, \$300.00 for non-profit groups and \$400.00 for all others. This is a great value and allows your group exposure to our printed ads and to the public attending each concert.

Please plan on committing funds in your budget to support the Swartz Creek Fine Arts in our 39th year together.

Please feel free to contact me with any questions or concerns at (810)-635-7439

Thank You,

David Spillane
President Swartz Creek Fine Arts Association



City of Farmington Procedures and Policy for Project Specific TIF Application Review

In August of 2022, The City of Farmington Downtown Development Authority (DDA) along with the City Council adopted a new financial support measure that is intended to assist new development and redevelopment projects within the DDA District that would have a significant and transformative impact within the City of Farmington.

Through utilization of targeted Tax Increment Financing, the DDA may support investment projects that clearly demonstrate that the project(s) align with the goals and objectives of both the City of Farmington and the DDA, as well as aligning with the specific criteria for this incentive program and lastly can verify the need for financial gap assistance.

This policy establishes the procedures for reviewing, approving or denying any and all applications submitted to the DDA seeking financial assistance through this program.

Specific process for reviewing Project Specific TIF applications

1. Upon receipt of an application for assistance, a committee established by the DDA consisting of the DDA Chair or their proxy, the Economic Development Director, City Treasurer and City Planner shall be convened to review the application packet for completeness and eligibility with program requirements.
2. An application will be considered complete after it has been signed, finances have been reviewed, an assessor's report has been issued and the committee has reviewed and authorized it for scoring by the entire DDA
3. The DDA Board shall score the application in accordance with the project priority score sheet included within the application package. While there is a potential total of 215 points, it is expected that some criteria may not apply for specific projects. In that case, only the criteria that apply shall be scored.
4. For a project to meet the threshold for funding, the project shall have no less than a \$1 Million Dollar (real property) base investment and it needs to receive a score of 75% or higher of the total points available from which the project is scored against. As noted above, some criteria may not apply for specific projects. In that case, the project shall still score 75% or higher utilizing the applicable criteria.

5. The entire DDA Board shall score the application unless a member identifies a potential conflict of interest with the project before the board.
6. The final score will be the average of all scores submitted by the entire DDA Board.
7. The DDA Board reserves the right to negotiate with those projects scoring near the 75% threshold to potentially improve the projects overall score.
8. The DDA Board recognizes that this TIF Assistance Program is discretionary and reserves the right to withhold or reduce funding assistance based on certain conditions that are reasonable to the public interest.
9. If a project meets the eligibility criteria, passes the 75% scoring threshold, the DDA Board will vote to recommend, modify or deny TIF funding assistance. If funding is agreed upon, the DDA will forward the request to the City Council.
10. If the DDA recommends funding, the City Council will have final say for funding on all projects unless the application is denied by the DDA. Approved projects shall enter into a formal development agreement with the City. A 15% capture will be assessed by the DDA for all Project Specific Tax Increment funds awarded and allocated to a specific project for the purposes of project administration, maintenance, legal, oversight and mitigation of unanticipated impacts as a result of the new development.
11. If a project is rejected by the City Council or the DDA, the process starts over with the committee.



Scoring Priorities for the City of Farmington DDA Project Specific TIF Incentive Program

1. The proposed project is located within the DDA Development District, focused in the core/central block area or the north parking lot (1-10 pts) (up to 5 bonus pts for central location)
2. The proposed project will create new business or jobs within the Development District (1-10 pts)
3. The proposed project is transformational in the sense that it will generate new economic investment and adds taxable value (1-10 pts)
4. The proposed project improves an existing building or a blighted space through major renovations, demolition, building expansion or new construction. Project costs associated with the improvements will exceed \$1,000,000 (1-10 pts)
5. The proposed project enhances pedestrian connectivity (1-10 pts)
6. The proposed project is designed to integrate seamlessly into the existing community fabric, incorporates significant architectural features, aligns with the community vision and will become a destination within the community. The project creates a sense of place and adds vibrancy to the community (1-10 pts)
7. The proposed project preserves a historically significant space, building or feature within the community (1-10 pts)
8. The proposed project will add in-demand, missing middle housing formats and/or is mixed-use and adds a variety of new uses which would support a thriving commercial core of downtown (1-10 pts)
9. The proposed project enhances public parking infrastructure or adds new private parking infrastructure to support the development as well as surrounding area (1-10 pts)



10. The project will remediate an environmentally compromised site(s) and greatly improves the general health, safety and welfare of the community, its residents and businesses alike (1-10 pts)
11. The proposed project enhances existing public spaces or provides new public spaces or adds significant placemaking elements which encourage public and pedestrian interactions (1-10 pts)
12. The proposed project is financially feasible and has demonstrated it has secured financial commitments to support the project but a financial gap remains (1-10 pts)
13. The project has pursued/requested/secured other public sources of funding or grants such as CRP from the MEDC or other similar types of funding (1-10 pts)