

SWARTZ CREEK DDA

Regular Meeting Agenda

Downtown Development Authority, Thursday, June 11, 2026, 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, July 9, 2026

5. MOTION TO APPROVE MINUTES:

5A. Board Meeting, June 11, 2026

6. REPORTS & COMMUNICATIONS:

6A. Resolutions

6B. June 11, 2026 Minutes

6C. Committee Minutes

6D. July 9, 2026 Meeting Letter

6E. Social District Program Draft

Page No:

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7. MEETING OPENED TO THE PUBLIC:

7A. General Public Comments

8. BUSINESS:

8A. Social District Program Review

8B. Holland Square, Brewer Incentive, and Other Updates

02

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, JULY 9, 2026

Resolution No. 260709-01

AGENDA – July 9, 2026

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approves the agenda for the July 9, 2026 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 260709-02

MINUTES – June 11, 2026

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approves the Minutes for the June 11, 2026 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 260709-03

**RESOLUTION TO RECOMMEND APPROVAL OF A
PILOT SOCIAL DISTRICT TO THE SWARTZ CREEK
CITY COUNCIL**

Motion by Board Member: _____

WHEREAS, The City of Swartz Creek Downtown Development Authority desires to promote economic vitality, tourism, and responsible social activity within its downtown; and

WHEREAS, Public Act 124 of 2020, as amended, authorizes municipalities to designate Social Districts and Commons Areas; and

WHEREAS, the Michigan Liquor Control Commission requires local approval of Social Districts prior to issuance of permits to participating licensees; and

WHEREAS, the Swartz Creek DDA finds that establishing a Social District will support downtown businesses, encourage walkability, and enhance community engagement; and

WHEREAS, the a committee of the DDA has explored specifics of a pilot social district and recommends approval to the DDA and city council.

NOW THEREFORE, BE IT RESOLVED, the Swartz Creek Downtown Development Authority recommends approval to the City Council of the pilot Swartz Creek Social District Program as included in the July 9, 2026 DDA Packet, including the resolutions, map, maintenance and operations plan, participant agreement, and conceptual branding/graphic work.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 260709-04

ADJOURN

Motion by Board Commission Member: _____

I Move the Swartz Creek Downtown Development Authority adjourns the July 9, 2026 Downtown Development Authority special meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

CITY OF SWARTZ CREEK
VIRTUAL DOWNTOWN DEVELOPMENT AUTHORITY MEETING ACCESS INSTRUCTIONS
THURSDAY, JULY 9, 2026, 6:00 P.M.

The regular virtual meeting of the City of Swartz Creek park board is scheduled for **July 9, 2026** starting at 6:00 p.m. The meeting will be conducted in person and also made available to the general public under 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 city hall, 810.635.4464 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.

The City of Swartz Creek is inviting you to a scheduled Zoom meeting.

Topic: DDA- Downtown Development Authority Meeting
Time: July 9, 2026 6:00 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 810.635.4464 or email jforrest@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
JUNE 11, 2026**

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

Board Members Present: Henry, Beedy, Gardner, Kelley, Parenteau, Kallas

Board Members Absent: King, Ryan, Barclay

Staff Present: Adam Zettel, Greg Dietrich

Others Present: Dennis Cramer

APPROVAL OF AGENDA AND MINUTES:

Resolution No. 260611-01 (Carried)

Motion by Board Member Kelly
Second by Board Member Parenteau

I Move the Swartz Creek City Downtown Development Authority approves the agenda for the June 11, 2026 meeting, reversing the order of all business items to accommodate public attendance of petitioners.

Motion Carried by unanimous voice vote.

Resolution No. 260611-02 (Carried)

Motion by Board Member Henry
Second by Board Member Parenteau

I Move the Swartz Creek City Downtown Development Authority approves the minutes from the May 14, 2026, Downtown Development Authority Meeting as written.

Motion Carried by unanimous voice vote.

REPORTS AND COMMUNICATIONS:

Mr. Zettel did not have any additional verbal comments to supplement the packet.

MEETING OPEN TO PUBLIC:

Dennis Cramer inquired about the mural that was presented. Discussion ensued, and there was a point of confusion regarding expectations. Mr. Cramer indicated he would work with land owners and the DDA to see if a mural is still possible.

COMMITTEE UPDATES AND DISCUSSION

Mr. Zettel gave a synopsis of the social district committee and the incentive review committee. Both are moving forward.

HOLLAND SQUARE PERGOLA LIGHTING AND SOUND

Mr. Zettel explained the lighting and sound complete quote and the role of the design services. Design services are required now to finalize the plan and final work order for the equipment and labor. Expenses toward design will be credited to the purchase, when and if approved by the DDA. Discussion took place regarding what the components are, future phases, how the services were found, training, and prior authorizations.

Resolution No. 260611-03

RESOLUTION TO APPROVE LIGHTING AND SOUND DESIGN SERVICES FOR HOLLAND SQUARE PERGOLA

Motion by Board Member: Gardner
Second by Board Member: Henry

WHEREAS the Swartz Creek Downtown Development Authority is constructing a pergola structure within Holland Square using a combination of funding sources and a design-build method for conceptualization and procurement; and

WHEREAS, the DDA has been working with AMAG Architects, J.W. Morgan Construction, and Mercury Audio Video Lighting to create plans, costs, and designs for the finished product; and

WHEREAS, the final pergola funding and construction efforts are underway, and the DDA requires services to also finalize the lighting and sound features prior to installation; and

WHEREAS, Mercury has furnished a list of materials for inclusion, but they now require a final design plan and related services, with said expenses being eligible for credit with the final order; and

WHEREAS, the DDA finds this professional service to be in the best interest of project completion.

NOW THEREFORE, BE IT RESOLVED, the Swartz Creek Downtown Development Authority authorize and approve the sales quote from Mercury for design services related to the pergola project in the amount of \$2,500, said expenses being eligible towards final purchase credit, and further authorize and direct the DDA chair to execute this quote as included in the June 11, 2026 DDA packet.

Roll Call Vote

Voting For: Henry, Gardner, Parenteau, Kelley, Beedy, Kallas

Voting Against: None

Motion Carried.

MEETING OPEN TO PUBLIC:

No comment.

REMARKS BY BOARD MEMEBERS:

Nate Henry: Inquired about decorations, which are being worked on by the DPW.

Jeffrey Kelley: Spoke about the grave dedication ceremony and thanked those that attended.

Rod Gardner: Spoke about the cemetery in years passed. He also spoke about Durand's social district, which he felt was very positive.

ADJOURN

Motion by Board Member Gardner

Second by Board Member Henry

Meeting declared adjourned at 6:31 pm

Jeffrey E. Kelley

**CITY OF SWARTZ CREEK
SWARTZ CREEK, MICHIGAN
SOCIAL DISTRICT COMMITTEE
MINUTES OF JUNE 1, 2026**

Meeting called to order by Mr. Zettel at 10:13 a.m.

Members Present: Todd Beedy, Rod Gardner, Greg Dietrich, Tammy Parenteau, Adam Zettel

Members Absent: None.

Others Present: Rae Lynn Hicks & Jacob Osterwyk

APPROVAL OF AGENDA: No adjustments.

APPROVAL OF MINUTES: No minutes to approve.

MEETING OPEN TO THE PUBLIC: Rae Lynn said she is here mostly to listen.

Business: Social District Discussion

Adam explained the Michigan statute and function of social districts, along with their primary components. The concept of a social district in the community was discussed. It was found that any such district should be pursued to add social events for the community to enjoy, to add to commerce, and to encourage new businesses over time.

The committee felt that a slow approach to considering and potentially approving the district is desired, with public input.

Parameters that appeared desirable include:

1. A two year pilot, to allow the public to see the initial impact and to gauge how that might add activity once observed for one for season.
2. Metro, Fire, DPW, and Park Board (Bicentennial Park) need to have input.
3. DPW would maintain the district; DDA would add funding for this and look to make initial purchases for signs, benches, waste bins, etc.
4. Cups specific to the district and each business are desirable.
5. Over 21 wrist bands for those consuming in the commons arear are desirable, if allowed.
6. Adam to model next draft elements off Holly, which has a small town, family district.

MEETING OPEN TO THE PUBLIC: None.

MEMBER COMMENTS: None.

Adjourned at 11:16 a.m.

AHZ

**CITY OF SWARTZ CREEK
SWARTZ CREEK, MICHIGAN
INCENTIVE REVIEW COMMITTEE
MINUTES OF JUNE 1, 2026**

Meeting called to order by Mr. Zettel at 10:00 a.m.

Members Present: Todd Beedy, Jeffrey Kelly, Greg Dietrich, Heather MacDermaid, Adam Zettel, Justin Sprauge

Members Absent: None.

Others Present: None.

APPROVAL OF AGENDA: No adjustments.

APPROVAL OF MINUTES: No minutes to approve.

MEETING OPEN TO THE PUBLIC: None.

Business: Brewer Townhome Incentive Review

Justin explained the process and incentive policies briefly. He indicated that the application before the committee is substantially complete and should be evaluated by the committee for eligibility based on the 20 indicator instrument that was adopted by the DDA.

The assessor provided an opinion, as requested, that the units are likely to be valued at about \$300,000 (on average) and pay about \$4,000 annually in TIF taxes. This is based on existing sales/values. This could change dramatically based on the market. In addition, an annual inflationary adjustment factor of 1.8% was agreed to be assumed for these values moving forward.

The group went through the 20 question evaluation line by line. A score of 70 is needed to qualify for incentives. The group was able to rate 19 of the 20 questions, with a score of 67. The question on financing ability was left blank, pending further inquiries. In addition, the incentive rating formula indicated that up to 90% of the TIF could be utilized by the project.

Further discussion ensued regarding the general project viability. The group agreed that, even if the scoring is marginal, it is a project worth pursuing since the DDA was the author of the development. Further, there was optimism that the Fortino Drive fronting units will be in higher demand than the Morrish units.

The committee decided that the next step would be to detail the financial abilities of the developer and conduct a further analysis of their source and use of funds at a future meeting.

This was set for 10am on June 24th, 2026 at the city offices. The developer will be requested to attend.

MEETING OPEN TO THE PUBLIC: None.

MEMBER COMMENTS: None.

Adjourned at 11:25 a.m.

AHZ

**CITY OF SWARTZ CREEK
SWARTZ CREEK, MICHIGAN
SOCIAL DISTRICT COMMITTEE
MINUTES OF JUNE 23, 2026**

Meeting called to order by Mr. Zettel at 10:04 a.m.

Members Present: Todd Beedy, Rod Gardner, Greg Dietrich, Tammy Parenteau, Adam Zettel

Members Absent: None.

Others Present: Jacob Osterwyk

APPROVAL OF AGENDA: Motion, by Parenteau, support by Garden to approve the agenda as written.

Unanimous voice vote

Motion Carried

APPROVAL OF MINUTES: Motion, by Parenteau, support by Garden to approve the minutes as written.

Unanimous voice vote

Motion Carried

MEETING OPEN TO THE PUBLIC: None.

Business: Social District Discussion

Jacob gave a presentation of the do's and don'ts of social districts. He used Durand, Holly and Marquette as examples. Mr. Zettel went through a set of draft rules, operational guidelines, map, and other program content.

The following notes resulted.

1. Providing signs for businesses to post that indicate if they are participating or not
2. Ensure QR codes and a supporting website are available on maps, signs, and rule sheets
3. Create sidewalk logo paint templates to help denote the district
4. The map was updated to include the entire 'Fortino' block in the district, with parking areas as common areas
5. Branding would be a co brand with the DDA and a new social district logo
6. Hours would be the same everyday, 7am to 11pm

Motion, by Parenteau, support by Garden to forward the social district packet, as amended at the meeting, to the DDA for review at their July meeting.

Unanimous voice vote

Motion Carried

MEETING OPEN TO THE PUBLIC: None.

MEMBER COMMENTS: None.

Adjourned at 11:24 a.m.

AHZ

**CITY OF SWARTZ CREEK
SWARTZ CREEK, MICHIGAN
INCENTIVE REVIEW COMMITTEE
MINUTES OF JUNE 24, 2026**

Meeting called to order by Mr. Zettel at 10:00 a.m.

Members Present: Todd Beedy, Jeffrey Kelly, Greg Dietrich, Adam Zettel, Justin Sprauge (departed at 10:50), Brett Jory, Angela , Emily Doerr

Members Absent: None.

Others Present: None.

APPROVAL OF AGENDA: No adjustments.

APPROVAL OF MINUTES: No adjustments.

MEETING OPEN TO THE PUBLIC: None.

Business: Brewer Townhome Incentive Review

Mr. Zettel indicated that the last meeting concluded with the understanding that the project was desirable if the developer could prove financial capacity. RBF provided some financial data related to their various enterprises. The committee did not dispute their viability.

There was discussion and clarification regarding the potential DDA capture per unit, which was ultimately estimated to be \$3,800 per unit (90% of capture based on \$155,000 increment).

The group discussed the ability of the DDA to provide enough increment to cover gap principle and interest and how many years that might take. It was generally agreed that 29 years was too long, that the initial term should be 15-20 years.

Motion by Jeffrey Kelley, support by Todd Beedy to direct staff to work with OHM and RBF to craft a Tax Increment Financing and Development agreement for review by the DDA and City Council. The conditions and assumptions set by the committee include:

1. DDA to provide TIF capture for the proposed 12 units to fund the financing gap between unit costs and sale for Brewer Townhomes
 - a. 90% of capture will be paid, provided the DDA collects sufficient capture to make payments
 - b. Capture is estimated to increase by 1.8% annually
 - c. Increment will be \$155,000 for each unit in year one
 - d. Capture will include 18 years and include a provision to extend, which will not be unreasonably withheld

- e. Capture shall be used to repay principle and interest only (at market lending rates)
- f. Capture repayment for principle and interest shall be capped at audited gap amount (to be determined at each closing)
- 2. Sales must be arms length and in good faith
- 3. Construction of the 12 units shall occur within 36 months of agreement approval
- 4. The site plan and architectural renderings approved and on file shall be used, as amended by the city

Yes: Kelly, Dietrich, Beedy, Zettel

No: None

Motion Carried.

MEETING OPEN TO THE PUBLIC: None.

MEMBER COMMENTS: None.

Adjourned at 11:16 a.m.

AHZ



Swartz Creek DDA
Swartz Creek City Offices Fax:
8083 Civic Dr.
Swartz Creek, MI 48473

Phone: 810-635-4464
810-635-2887

Date: July 2, 2026

To: DDA Board Members
From: Adam Zettel
RE: July 9, 2026 DDA Meeting

Hello everyone,

There will be a meeting of the DDA at 6:00 p.m. on Thursday, July 9, 2026. While we will have some updates on Holland Square (going well) and Brewer Incentives (proceeding to a recommendation), the focus of this meeting will be to consider a complete draft social district program. See the attached committee minutes for details on Brewer, as well as the social district.

Concerning the social district, the committee has met twice and is comfortable proceeding. The first meeting resulting in a general consensus that the community should pilot a social district for two years, and that this should be centered on downtown. Direction was given to analyze some other districts, such as Davison, Durand, and Holly, to see what lessons have been learned.

At the second meeting, there was much conversation on the potential boundaries, operating hours, administrative guidelines, and branding. We got enough information from our studies and the committee deliberation to present a complete and comprehensive social district program. Attached, you will find.

1. Resolutions recommending approval of a district and the associated management, maintenance, and activation plan.
2. Participant Agreement
3. Participant Rules
4. Social District Map and Commons Area Map
5. User Rules
6. Sample Branding
7. Sample Signage/Markings

Based on work put into this, I believe the comfort level of the committee was quite high to proceed with a social district, especially with the understanding that the district would be a two year pilot and could be readily amended (map, rules, fees, etc). With that said, I am including recommendations to proceed to the city council level. Take a look. If you can, visit

some of the potentially participating taverns (Bella's Book Nook, S&K, and Jans) and/or some of the other local businesses.

Movies, concerts, and car shows are happening. I am including our latest newsletter with this information, as well as other community updates. There is a lot going on!

Contact me directly with any questions, comments, or agenda items. **Please let us know if you can attend or not.**

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 distinguishable.

Adam Zettel, AICP

City Manager

azettel@cityofswartzcreek.org

CITY OF SWARTZ CREEK

RESOLUTION NO. ____

RESOLUTION ESTABLISHING AND ACTIVATING A SOCIAL DISTRICT AND COMMONS AREA

WHEREAS, The City of Swartz Creek desires to promote economic vitality, tourism, and responsible social activity within its downtown; and

WHEREAS, Public Act 124 of 2020, as amended, authorizes municipalities to designate Social Districts and Commons Areas; and

WHEREAS, the Michigan Liquor Control Commission requires local approval of Social Districts prior to issuance of permits to participating licensees; and

WHEREAS, the City Council finds that establishing a Social District will support downtown businesses, encourage walkability, and enhance community engagement;

NOW, THEREFORE, BE IT RESOLVED:

SECTION 1: ESTABLISHMENT

The City of Swartz Creek hereby establishes the **Swartz Creek Social District**.

SECTION 2: COMMONS AREA DESIGNATION

The City hereby designates a Commons Area within the Social District, as depicted in Exhibit A, where patrons may possess and consume alcoholic beverages purchased from participating licensees.

SECTION 3: BOUNDARIES

The Social District and Commons Area shall be defined by the map and description attached as Exhibit A.

SECTION 4: HOURS OF OPERATION

The Social District shall operate during the following hours:

- Sunday–Saturday: 7 AM to 11PM

The City Council may modify hours for special events and the City Manager may modify hours for public safety purposes.

SECTION 5: COMPLIANCE WITH STATE LAW

All participating establishments must:

- Hold a valid license issued by the Michigan Liquor Control Commission
- Obtain Social District permits as required by the State

- Comply with all applicable state and local laws
- Execute and adhere to a participation agreement

SECTION 6: LOCAL OVERSIGHT

The City Manager or designee is authorized to:

- Administer the Social District
- Coordinate with participating businesses & execute participation agreements
- Ensure compliance with state and local regulations

SECTION 7: SUBMISSION TO STATE

The City Clerk is authorized and directed to submit this Resolution, along with all required maps and documentation, to the Michigan Liquor Control Commission.

SECTION 8: EFFECTIVE DATE

This Resolution shall take effect upon adoption.

AYES:

NAYS:

ABSENT:

RESOLUTION DECLARED ADOPTED

CITY OF SWARTZ CREEK

RESOLUTION NO. ____

SOCIAL DISTRICT MANAGEMENT, MAINTENANCE, AND ACTIVATION PLAN

WHEREAS, The City has established a Social District; and

WHEREAS, the City Council desires to ensure safe, clean, vibrant, and economically beneficial operation of the district;

NOW, THEREFORE, BE IT RESOLVED:

SECTION 1: PURPOSE

To provide a structured framework for:

- Operations
- Maintenance
- Safety
- Economic activation

SECTION 2: PILOT PROGRAM

1. The Social District shall operate as a **two-year pilot program** from the date of activation.
2. During the pilot period:
 - Policies may be adjusted administratively
 - Data shall be collected on usage, safety, and economic impact
3. A formal report shall be presented to Council prior to continuation.

SECTION 3: DOWNTOWN DEVELOPMENT AUTHORITY ROLE

The Downtown Development Authority (DDA) is designated as the primary partner for activation and branding.

Responsibilities include:

- Coordinating events and programming
- Managing branding (cups, stickers, signage, identity)
- Supporting participating businesses
- Assisting with marketing and promotion

- Providing supporting assets such as waste containers, signs, etc.

SECTION 4: COST RECOVERY

To ensure sustainability, the City may implement, by resolution:

1. Participation Fee

- Annual fee for participating licensees: \$0

2. Per-Drink Fee

- Fee of \$0 per container sold

3. Sponsorships

- Naming rights, signage, or event sponsorships

4. Revenue (if any) shall support:

- Cleaning
- Security
- Marketing
- Infrastructure

SECTION 5: EVENT INTEGRATION

1. The Social District may expand or adapt for, by council resolution for:

- Festivals
- Concerts
- Holland Square programming
- Other special events

2. The City Manager may:

- Restrict boundaries temporarily
- Restrict hours temporarily
- Approve and administer special event overlays

SECTION 6: OPERATIONS

- Alcohol is permitted only in approved containers
 - Must display participant logo or identification

- Must display commons logo or identification
 - May not exceed 16 fluid ounces
- Consumption is limited to Commons Area
- No glass containers are permitted

SECTION 7: CLEANING AND MAINTENANCE

- Daily cleaning during active periods, as needed
- Strategic placement of waste and/or recycling containers
- Shared responsibility between City, DDA, and businesses

SECTION 8: SECURITY AND ENFORCEMENT

- Coordinated with local law enforcement
- Zero tolerance for:
 - Disorderly conduct
 - Public intoxication
- Authority to suspend operations if needed

SECTION 9: SIGNAGE AND BRANDING

- Clear boundary signage and/or pavement markings and maps
- Rules posted publicly and a participant public exits
- Consistent Social District branding between signs, rules, cups, etc.

SECTION 10: ADMINISTRATION

The City Manager or designee shall:

- Oversee implementation
- Approve participating businesses
- Adjust operations as needed

SECTION 11: PERFORMANCE METRICS

The City shall track:

- Business participation
- Public safety incidents

- Asset costs
- Community feedback

SECTION 12: REVIEW

At the conclusion of the pilot program:

- Council shall evaluate continuation, expansion, or modification

SECTION 13: EFFECTIVE DATE

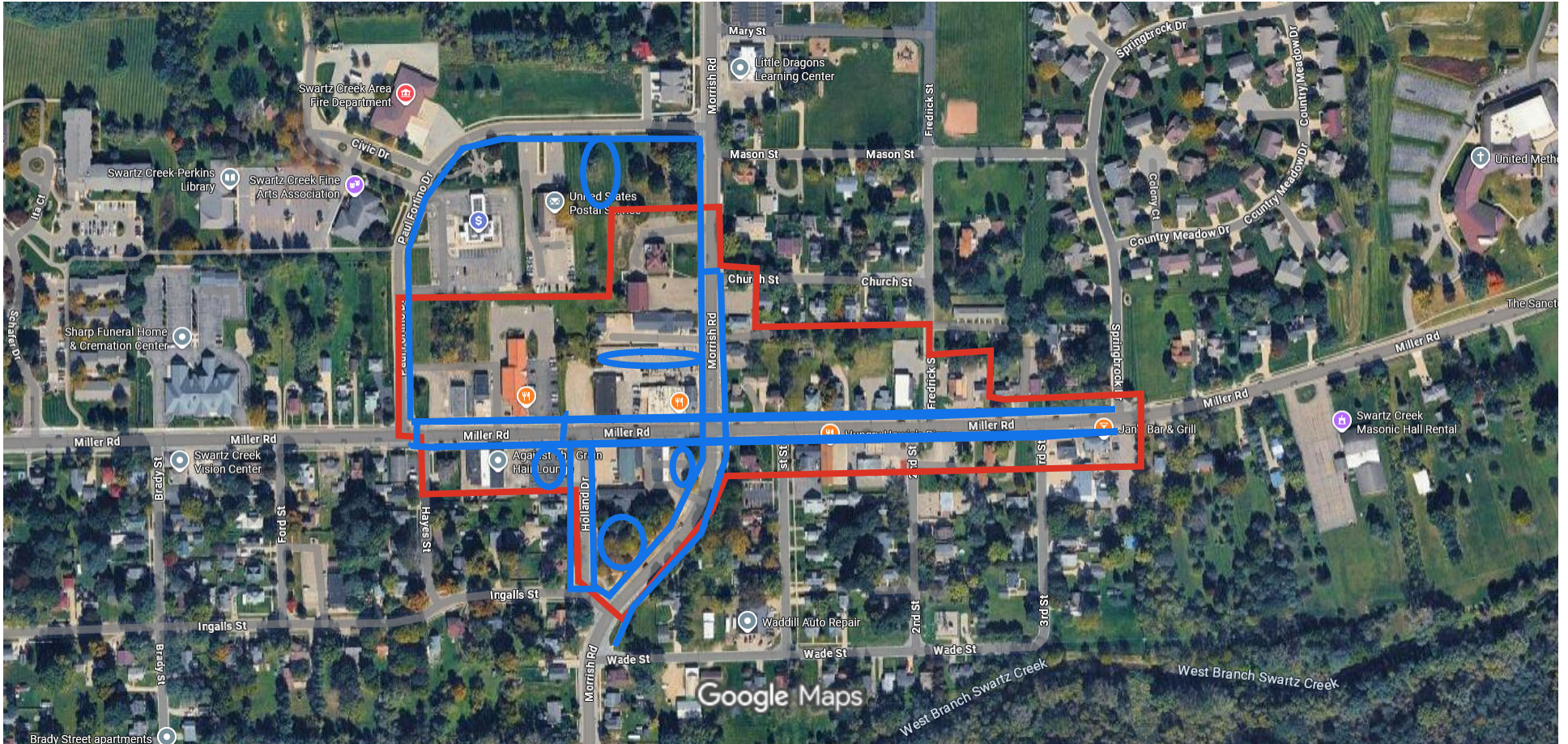
This Resolution shall take effect immediately upon adoption.

AYES:

NAYS:

ABSENT:

RESOLUTION DECLARED ADOPTED



Imagery ©2026 Airbus, Maxar Technologies, Map data ©2026 200 ft

- Social District (Where businesses can be located to participate)
- Commons Area (Where open beverages can be taken on sidewalks or public spaces)
- Commons Area Properties

CITY OF SWARTZ CREEK

SOCIAL DISTRICT PARTICIPATION AGREEMENT

THIS AGREEMENT

This Social District Participation Agreement (“Agreement”) is entered into this ____ day of _____, 2026, by and between the **City of Swartz Creek**, a Michigan municipal corporation (“City”), and:

Business Name: _____

Address: _____

MLCC License Number: _____

(“Participant”)

SECTION 1: PURPOSE

This Agreement establishes the terms under which Participant may operate within the Swartz Creek Social District in compliance with:

- City Resolutions establishing the Social District
- Requirements of the Michigan Liquor Control Commission
- Applicable state and local laws

SECTION 2: ELIGIBILITY

Participant certifies that it:

1. Holds a valid, active MLCC on-premises license
2. Will obtain and maintain a Social District Permit from the State
3. Is in good standing with the City (no outstanding violations, taxes, or fees)

SECTION 3: PERMITTED ACTIVITIES

Participant may:

- Sell alcoholic beverages for consumption within the Commons Area
- Provide beverages only in approved Social District containers
- Allow patrons to exit the premises with approved containers

SECTION 4: CONTAINERS AND BRANDING

Participant agrees to:

1. Use only City-approved containers which:
 - Are non-glass
 - Display the Social District logo
 - Identify the Participant business
 - Meet size requirements (16 oz max)
2. Not allow:
 - Refills of Social District containers
 - Use of non-compliant containers
 - Alcoholic beverages from other Participants into their establishment or grounds
3. Purchase or obtain containers through:
 - City/DDA-approved vendors or programs, if required

SECTION 5: HOURS OF OPERATION

Participant may sell Social District beverages only during approved hours:

- As established by City Resolution
- As modified for special events

SECTION 6: STAFF TRAINING AND RESPONSIBILITY

Participant agrees to ensure all staff:

1. Are trained on:
 - Social District rules
 - ID verification and intoxication standards
 - Boundary restrictions
2. Will not:
 - Serve visibly intoxicated persons
 - Allow removal of alcohol in non-approved containers

SECTION 7: CLEANLINESS AND MAINTENANCE

Participant agrees to:

- Maintain a clean premises and adjacent sidewalk area
- Provide adequate trash receptacles
- Assist in preventing litter associated with its sales

SECTION 8: FEES (COST RECOVERY)

Participant agrees to:

1. Pay an annual participation fee of \$0

2. Pay a per-container fee of \$0
3. Comply with any future Council-approved fee structures

Failure to pay fees may result in suspension.

SECTION 9: INSURANCE AND INDEMNIFICATION

1. Participant shall maintain all insurance required by the Michigan Liquor Control Commission
2. Participant shall provide general liability insurance for that lists the City of Swartz Creek as an additionally insured party
3. Participant agrees to indemnify and hold harmless the City from:
 - Claims arising from Participant's operations
 - Violations of law
 - Acts of employees or patrons

SECTION 10: ENFORCEMENT AND VIOLATIONS

The City Manager or City Council may impose the following for violations:

Level 1 – Warning

- Minor or first-time violations

Level 2 – Suspension

- Temporary suspension from the Social District

Level 3 – Termination

- Removal from participation

Violations include, but are not limited to:

- Use of improper containers
- Serving intoxicated patrons
- Repeated litter or nuisance issues
- Service outside of approved hours
- Violations of MLCC or City rules

SECTION 11: PILOT PROGRAM ACKNOWLEDGMENT

Participant acknowledges:

- The Social District is a **pilot program (2 year)**

- Rules, fees, and boundaries may be modified
- Participation is not guaranteed beyond the pilot period

SECTION 12: EVENT AND SPECIAL CONDITIONS

Participant agrees that:

- The City may alter:
 - Boundaries
 - Hours
 - Operational rules
- Additional conditions may apply during:
 - Festivals
 - Concerts
 - Special events

SECTION 13: TERMINATION

This Agreement may be terminated:

1. By the City:
 - For cause (violations)
 - For public safety concerns
 - Upon discontinuation of the Social District
2. By Participant:
 - With written notice

SECTION 14: TERM

This Agreement shall:

- Begin upon execution
- Expire at the end of the pilot period unless renewed

SECTION 15: COMPLIANCE WITH LAWS

Participant shall comply with:

- All applicable Michigan laws
- MLCC rules
- City ordinances and resolutions

SECTION 16: MISCELLANEOUS

- This Agreement is not assignable

- No partnership or joint venture is created
- Amendments must be in writing

SIGNATURES

CITY OF SWARTZ CREEK

By: _____
Name: _____
Title: _____
Date: _____

PARTICIPANT

By: _____
Name: _____
Title: _____
Date: _____

CITY OF SWARTZ CREEK
SOCIAL DISTRICT – PARTICIPANT QUICK GUIDE

ELIGIBILITY

- Must hold a valid license from the Michigan Liquor Control Commission
- Must have a valid Social District Permit
- Must have a valid Participation Agreement with the City

APPROVED CONTAINERS ONLY

- Use City-approved cups only
- Must include:
 - Social District logo
 - Your business name (stickers suffice)
 - Must not exceed 16 fluid ounces
- NO GLASS
- NO refills of Social District cups

HOURS

- Sell Social District drinks only during approved hours (7AM to 11PM)
- Follow any special event modifications

WHERE CUSTOMERS CAN GO

- Drinks may leave your business ONLY in approved cups
- Customers must stay within:
 - The Commons Area
- You are responsible for reminding customers of boundaries

DO NOT ALLOW

- Drinks in non-approved containers
- Visibly intoxicated individuals to be served
- Customers leaving with alcohol outside district rules

STAFF RESPONSIBILITIES

Ensure all staff:

- Check IDs properly
- Understand Social District rules
- Know district boundaries
- Politely correct violations
- Post rules at the public exits to the establishment

CLEANLINESS

- Keep storefront and adjacent sidewalk clean
- Help prevent litter tied to your sales
- Use and maintain trash containers

FEES

- Annual participation fee: \$0
- Per-cup fee (if applicable): \$0

ENFORCEMENT

Violations may result in:

1. Warning
2. Suspension
3. Removal from the Social District

PILOT PROGRAM

- This is a 2-year pilot program
- Rules may evolve based on performance and feedback

QUESTIONS / SUPPORT

Contact: City of Swartz Creek

Phone: 810.635.4464

Email: azettel@cityofswartzcreek.org



CITY OF SWARTZ CREEK SOCIAL DISTRICT PARTICIPANT QUICK GUIDE



ELIGIBILITY

- Must hold a valid license from the Michigan Liquor Control Commission
- Must have a valid Social District Permit
- Must have a signed Participation Agreement with the City



HOURS

- Sell Social District drinks only during approved hours
- Follow any special event modifications



DO NOT ALLOW

- Drinks in non-approved containers
- Visibly intoxicated individuals to be served
- Customers leaving with alcohol outside district rules



CLEANLINESS

- Keep storefront and adjacent sidewalk clean
- Help prevent litter tied to your sales
- Use and maintain trash containers



ENFORCEMENT

Violations may result in:

1. Warning
2. Suspension
3. Removal from the Social District



APPROVED CONTAINERS ONLY

- Use City-approved cups only
- Must include the Social District logo and your business name
- NO GLASS
- NO refills of Social District cups



WHERE CUSTOMERS CAN GO

- Drinks may leave your business ONLY in approved cups
- Customers must stay within the Commons Area
- You are responsible for reminding customers of boundaries



STAFF RESPONSIBILITIES

- Check IDs properly
- Understand Social District rules
- Know district boundaries
- Politely correct violations



FEES

- Annual participation fee: \$ _____
- Per-cup fee (if applicable): \$ _____
- Fees support cleaning, security, marketing and programming



PILOT PROGRAM

- This is a 1-year pilot program
- Rules may evolve based on performance and feedback



QUESTIONS / SUPPORT

City of Swartz Creek



(810) 635-4464



info@cityofswartzcreek.org



SOCIAL DISTRICT = Rules for Patrons =

ENJOY RESPONSIBLY!



YOU MAY



Carry alcoholic beverages in approved Social District cups



Walk within the designated Commons Area



Enjoy drinks from participating businesses



YOU MAY NOT



Leave the district with alcohol



Use glass containers



Bring your own alcohol into the district



Enter non-participating businesses with alcohol



Litter or damage property



LOOK FOR THE CUP

Your drink must be in an official Social District cup.
(No cup = Not allowed outside the business)

STAY IN THE ZONE

Alcohol is only allowed within the marked district boundaries.



HOURS

Social District hours:

Sun - Thurs: _____

Fri - Sat: _____



ENFORCEMENT

Violations may result in:

- Fines
- Removal from the district
- Other penalties



BE A GOOD NEIGHBOR

- Respect businesses and residents
- Dispose of trash properly
- Drink responsibly



SWARTZ CREEK SOCIAL DISTRICT
DRINK. STROLL. ENJOY.

QUESTIONS?



Visit: cityofswartzcreek.org



Call: (810) 635-4464