



**CITY OF LINDEN
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) BOARD MEETING AGENDA
LOCATION: LINDEN COMMUNITY CENTER, 105 MILL ST., LINDEN, MI 48451**

Thursday, May 28, 2026

8:30 A.M.

- I. CALL TO ORDER**
- II. ROLL CALL**
(A) Excuse Absent Member(s)
- III. APPROVAL OF MINUTES**
(A) Approve Minutes of the April 23, 2026 Regular Meeting
- IV. PUBLIC COMMENT (NON-AGENDA ITEMS ONLY)**
Any person wishing to address the DDA Board on non-agenda items only are asked to state their name and address for the record and limit their comments to five minutes, or ten minutes if representing a group of persons. Opportunity will be given to address the DDA Board on Agenda items as they are called on the Agenda.
- V. CORRESPONDENCE**
- VI. FINANCIAL REPORTS**
(A) Check Register
- VII. PUBLIC HEARING/PRESENTATION**
(A) Informational Meeting – PA 57 of 2018
- VIII. DISCUSSION**
(A) Sponsorship Funding Prerequisite Requirements
- IX. UNFINISHED BUSINESS**
(A) Sunset Corals Weekly Car Cruise Sponsorship
- X. NEW BUSINESS**
(A) Summer Shop Hop – June 20, 2026
- XI. COMMUNITY ENGAGEMENT**
- XII. MANAGERS REPORT**
- XIII. BOARD MEMBER COMMENTS & REPORTS**
- XIV. ADJOURNMENT**

NEXT REGULAR MEETING: THURSDAY, JUNE 25, 2026 AT 8:30 A.M.

**CITY OF LINDEN
MEETING MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY MEETING**

Thursday, April 23, 2026

8:30 A.M.

CALL TO ORDER

The regular meeting of the Linden Downtown Development Authority (DDA) Board was called to order at 8:30 a.m. by Chairperson Sapelak. The meeting was held within the Linden Community Center, located at 105 Mill Street Linden, Michigan 48451.

ROLL CALL

Present: Tod Fisher, Marta Wright, Keri Burns, Jeanine Sapelak, Greg Jones

Absent: Michelle Robins, Brandon Raudebaugh, Ryan McDonald, Denise Miller

Others Present: Ellen Glass, City Manager; Tessa Sweeney, Director of Senior Services and Community Engagement; Michael Gilder, City Attorney; Nicole Weissenborn, Deputy Clerk

Excuse Absence(s): Brandon Raudebaugh, Denise Miller

APPROVAL OF MINUTES

(A) Approve Minutes of the March 26, 2026 Regular Meeting

Motion by Wright, second by Jones to approve minutes of the March 26, 2026. Motion carried 5-0.

CITIZENS' COMMENTS – Non-Agenda Items Only

Public comment on behalf of American Legion requesting America 250 décor. Sweeney responded.

CORRESPONDENCE

None.

FINANCIAL REPORTS

(A) Check Register

Sweeney reviewed budget items to board members.

Motion by Jones, second by Wright to approve the bills in the amount of \$ 15,756.28. Roll call.
Motion carried 5-0.

Ayes: Jones, Fisher, Wright, Burns, Sapelak

Nays: None

Absent: Raudebaugh, MacDonald, Miller, Robins

PUBLIC HEARING/PRESENTATION

None.

DISCUSSION

None.

UNFINISHED BUSINESS

(A) Snow Removal

Sweeney recapped snow removal information for the board and noted that the attorney was present, at the board's request, to address related questions.

Attorney Gildner and board members discussed liability, snow removal boundaries, potential shared funding through the DDA (including special assessment), ordinance enforcement and fines, business

hours versus consistent snow removal time, equipment cost, and the possibility of hiring a dedicated employee coordinated with the City.

Glass suggested further discussion with the DPW regarding snow removal operations of a hired employee, equipment, boundaries, and recommended reviewing relevant ordinance language and fines. Glass and board members confirmed that a special assessment is no longer under consideration.

(B) 2026/2027 Fiscal Year Draft Budget

Sweeney reviewed with board members the Fiscal Year Draft Budget and TIF goals correspondence. Glass advised that budget amendment would need to be amended for snow removal of hiring an employee.

Motion by Burns, second by Fisher to make a recommendation for approval for the budget to go forward to City Council. Roll call. Motion carried

Ayes: Wright, Burns, Fisher, Sapelak, Jones

Nays: None

Absent: Raudebaugh, MacDonald, Miller, Robins

(C) Sunset Corals Weekly Car Cruise Sponsorship

Jones explained that the Car Cruise is getting ready to start and attempting to grow the car show for potential of sponsorship. He reviewed that sponsorship would help with costs for prizes, and signage..

Sweeney advised that Robins requested the report for donations events and explained that she is currently not present to discuss further.

Sapelak requested clarification and consistency from board members regarding sponsorship. Burns advised that it would be great for DDA to be involved in some capacity to bring in business to the downtown area.

Burns explained that this is a great community event and suggests to support it.

Sapelak inquired about parameters need to be established with attracting business to the downtown as opposed to just one event.

Glass advised that events and real estate were a topic of discussion. DDA advised that other entities were doing events in the city and focused on capitol projects.

Glass advised that they will review further and bring back. Sapelak requested from Jones to table. Jones agreed.

NEW BUSINESS

None.

COMMUNITY ENGAGEMENT REPORT

Sweeney provided a verbal update on the following items:

- Certified tourism and ambassador certification
- Business panelist will be at Loose for a business free event May 21, 2026

- Chamber is hosting at Spring Meadows a chamber matters presentation & marketing event
- DPW has provided a temporary parking lot by the Bridge Street Brewtique due to the bridge project
- Box City event for downtown May 25, 2026
- Parks and Recreation have monthly events
- Loose is hosting an informal commissioner meet and greet on May 27, 2026

MANAGER'S REPORT

Glass provided a verbal update on the following items:

- Construction projects: Bridge Street, Safe Routes to School, Linden Mills, Broad Street
- Council meeting approved ADA amphitheater bidding project
- PFM Water analysis presentation upcoming at City Council meeting
- America 250, beautification flowers, geocaching
- Happening in Linden Memorial Day band & River Roast event

BOARD MEMBER COMMENTS

Wright advised that the fence over the damn looks wonderful and is much safer. Mill project appears to have mostly work predominantly on the inside.

Jones advised that he went to the American Legion Military Child ceremony and that it was phenomenal.

Burns explained that Serendipity is having the upcoming Derby Day party and partnership is still being accepted.

Sapelak advised that Mae Designs is having an upcoming birthday bash.

ADJOURNMENT

Sapelak shared the date and time of the next meeting is Thursday, May 28, 2025 at 8:30 a.m. The meeting was adjourned by Chairperson Sapelak at 9:22 a.m.

Respectfully submitted,

Nicole Weissenborn, Deputy Clerk

Approved: _____

CHECK REGISTER FOR CITY OF LINDEN

CHECK DATE 04/21/2026 - 05/21/2026

BANK CODE: DDASB - DDA-SB (7900) - CHECK TYPE: PAPER CHECK

Check Date	Check	Vendor Name	Description	Amount
Bank DDASB DDA-SB (7900)				
04/24/2026	3623	CHASE CARD SERVICE	NETWORKING AT NOON	200.31
05/08/2026	3624	ALL N ONE LAWN CARE SERVICE	DDA LAWN MAINTENANCE MAY 2026	190.00
05/08/2026	3625	FLINT & GENESEE GROUP FOUNDAT	CTA TRAINING COURSE - DDA	30.00
05/08/2026	3626	CONSUMERS ENERGY	ELECTRIC VEHICLE CHARGING STATION APR 2	275.28
DDASB TOTALS:				
Total of 4 Checks:				695.59
Less 0 Void Checks:				0.00
Total of 4 Disbursements:				695.59

Total: \$659.59

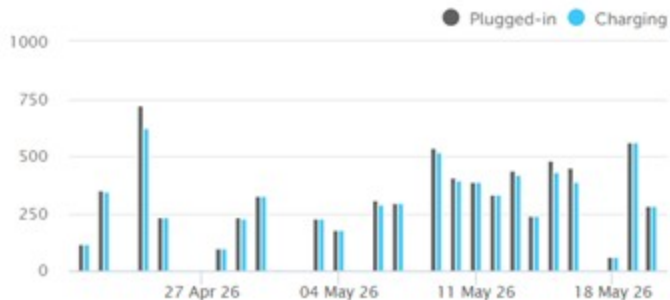
Utilization

Charge Sessions ?



Total Charge Sessions: **59** -5% ↓

Plugged-in vs Charge Time ?



Total Charge Time: **4d 20h 59m** -24% ↓

Total Plugged-in Time: **5d 1h 42m** -24% ↓

Energy Used ?



Total Energy Used ?

1,224.107 kWh

-21% ↓

Average Plugged-in ... ?

2h 3m

-20% ↓

Average Energy Used ?

20.748 kWh

-17% ↓

Average Charge Time ?

1h 58m

-20% ↓

Sustainability

Greenhouse Gas Prevented ?



Total Greenhouse Gas Prevented: **801.06 kg** -21% ↓

eMiles ?



Total eMiles Provided: **3745.77 mi** -21% ↓

Gasoline Saved ?

90.07 gal

-21% ↓

Carbon Offsets ?

0.90

-21% ↓

Trees ?

22.28

-21% ↓

Gasoline Saved ?

90.07 gal

-21% ↓

Carbon Offsets ?

0.90

-21% ↓

Trees ?

22.28

-21% ↓

Revenue

Revenue Summary ?



● Revenue [USD]



Gross Revenue

83.82 USD

-55% ↓

Revenue Per Session ?

2.70 USD

-56% ↓

Revenue Per Driver ?

6.98 USD

-74% ↓



**PUBLIC NOTICE OF THE CITY OF LINDEN'S
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) BOARD
INTENT TO HOLD A SEMI-ANNUAL INFORMATIONAL MEETING
THURSDAY, MAY 28, 2026**

PLEASE TAKE NOTICE that Pursuant to P.A. 57 of 2018, which took effect January 1, 2019, the City of Linden's Downtown Development Authority will hold the first of two Informational Meetings required annually. The first Informational Meeting will take place at the regular meeting of the DDA Board on Thursday, May 28, 2026 at 8:30 a.m. The meeting will be held within The Linden Community Center located at 105 Mill Street, Linden, Michigan 48451.

Persons wishing to comment may do so during the meeting. Written comments may also be submitted prior to 4:00 p.m. on May 27, 2026, and should be addressed to:

City Clerk's Office
132 East Broad Street
P.O. Box 507
Linden, MI 48451

Post: 5/8/2026

**CITY OF LINDEN
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) BOARD**

RESOLUTION NO. 01-26

**A RESOLUTION ADOPTING THE OFFICIAL EVENT SUPPORT AND SPONSORSHIP
POLICY FOR THE DOWNTOWN DEVELOPMENT AUTHORITY (DDA) BOARD**

WHEREAS, the Linden Downtown Development Authority Board is authorized to promote economic development and revitalization within the downtown district; and

WHEREAS, community events can increase downtown visitation, support local businesses, enhance community engagement, and contribute to the vitality of the downtown district; and

WHEREAS, the DDA desires to establish consistent standards and procedures for evaluating requests for event-related support and sponsorships;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of the Linden Downtown Development Authority hereby adopts the following Event Support and Sponsorship Policy, attached hereto, and shall take effect immediately upon adoption by the Linden Downtown Development Authority Board of Directors.

PASSED AND APPROVED by the City of Linden, Michigan Downtown Development (DDA) Authority Board on this 28th day of May, 2026.

YEAS: _____

NAYS: _____

ABSENT: _____

RESOLUTION DECLARED ADOPTED.

ATTEST: _____
Jeanine Sapelak, DDA Chairperson

Kristyn Kanyak, City Clerk

CERTIFICATION

I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Downtown Development Authority (DDA) Board of the City of Linden, County of Genesee, and State of Michigan, at a regularly scheduled meeting held this 28th day of May, 2026 and that notice of said meeting was given in accordance with the Open Meetings Act, as amended.

Kristyn Kanyak, City Clerk

Event Support and Sponsorship Policy

Purpose:

The purpose of this Policy is to establish consistent criteria for DDA support of events that promote economic activity, increase foot traffic, and enhance the vitality of the downtown district.

DDA support is intended for events that provide a clear public benefit to the downtown district and are not primarily for the private benefit of a single business.

Eligible Applicants:

Applicants shall meet all of the following requirements:

- A. Be a business, nonprofit organization, or event organizer in good standing with the City and, where applicable, located within the DDA district;
- B. Propose an event occurring within the DDA district;
- C. Demonstrate that the event is free and open to the public; and
- D. Obtain, or be actively pursuing, all required City permits, licenses, and approvals.

Forms of Support:

The DDA may consider providing the following forms of support:

- A. In-Kind Support (subject to availability and coordination with City staff.)
- B. Monetary Sponsorship or Reimbursement (For eligible event-related expenses as outlined in this Policy.)

Funding Limits:

- A. Standard event support requests shall not exceed Two Thousand Five Hundred Dollars (\$2,500.00) per event.
- B. Requests exceeding this amount may be considered only for signature or district-wide events demonstrating substantial public benefit and requiring specific Board approval.
- C. DDA funding shall not exceed fifty percent (50%) of the total event budget.
- D. An applicant may receive no more than one monetary sponsorship per fiscal year unless otherwise approved by the Board.

Eligible Expenses:

- A. Eligible expenses may include:
- B. Event marketing and promotion;
- C. Entertainment or programming;
- D. Security, sanitation, and cleanup services;
- E. Permit-related or City service fees; and
- F. Event signage or wayfinding materials.

Ineligible Expenses:

DDA support shall not be used for:

- A. Food, alcohol, or routine hospitality expenses;
- B. Permanent equipment or capital improvements;
- C. Payroll or regular operating expenses;
- D. Private, invitation-only, or members-only events;
- E. Fundraisers where the primary purpose is charitable solicitation;

- F. Political or religious events; or
- G. Activities determined by the DDA to primarily benefit one private business rather than the downtown district as a whole.

Evaluation Criteria:

Applications shall be evaluated based on the following considerations:

- A. Benefit to the DDA district and surrounding businesses;
- B. Expected foot traffic and economic impact;
- C. Participation by multiple downtown businesses, where applicable;
- D. Public accessibility and overall community benefit;
- E. Event readiness, including permits, insurance, budget, and operational planning;
- F. Applicant financial contribution or additional sponsorship support; and
- G. Past performance, if the applicant has previously received DDA support.

Reservation of Rights:

The DDA reserves the right to approve, deny, modify, or condition any request based upon available funding, consistency with DDA goals, compliance with this Policy, and the overall public benefit to the downtown district.

The DDA further reserves the right to request additional information or documentation from applicants as necessary to evaluate a request.

Sunset Corals Weekly Car Cruise Sponsorship 2026

“Cruise-in at the fish store”

Event Dates: Thursday nights from 4:30pm – 8pm. May 14th – Oct 1st, 2026 (21 shows total, weather permitting)

Location: Sunset Corals 109 N. Bridge St. Linden, MI 48451. Parking lot and grass area behind store.

Attendance: 2025 we averaged 40 - 45 cars per night, along with spectators and families. This is a family friendly event.

Event information: Participants will have their cars on display for all to enjoy during the event. The events are free of charge for both participants and spectators. Each week a “cruiser of the week” trophy is awarded along with door prizes for the drivers.

Contact info: Greg Jones- greg@sunsetcorals.com Store phone #: (810)458-6318 Facebook page: Sunset Corals Car Cruise

Sponsorship Levels

DJ Sponsor – \$2500 (Price includes all 21 shows)

- Name or logo on all flyers, signage, and Facebook posts
- Sign located on the DJ tent listing you as the sponsor each week
- Space for a 10'x10' tent or table each week
- DJ will announce business name multiple times per night
- DJ will play or read up to two ads for the business each night
- Opportunity to personally select the cruiser of the week trophy winner at two shows
- Recognition on Sunset Corals Car Cruise Facebook page as DJ Sponsor

Gold Sponsor - \$1500 (Price includes all 21 shows)

- Name or logo on all flyers, signage, and Facebook posts
- Space for a 10'x10' tent or table each week
- Company Banner on display – you supply banner
- DJ will announce business name multiple times per night
- DJ will play or read one ad for the business each night
- Opportunity to personally select the cruiser of the week Trophy winner at one show

Silver Sponsor - \$750 (Price includes all 21 shows)

- Logo on sponsor banner and event flyer
- Company Banner on display – you supply banner
- DJ will announce business name once during each event.
- Business tagged on Sunset Corals car cruise sponsor Facebook posts

Bronze Sponsor - \$300 (Price includes all 21 shows)

- Name listed on sponsor banner and flyer
- DJ will announce business name once during each event.

Giveaway Sponsor – Door prizes to be given away at event.

- DJ will announce the business name when door prize is given away.

From: [Tessa Sweeney](#)
To: [April-Hannah Rheingans](#); [Nicole Weissenborn](#)
Subject: RE: Summertime Shop Hop!
Date: Tuesday, May 19, 2026 2:13:37 PM
Attachments: [image002.png](#)

Hi,

I will be adding this to the DDA agenda for the next meeting. Thank you!

Tessa Sweeney

Director of Senior Services & Community Engagement

707 N. Bridge

Linden, MI 48451

tsweeney@lindenmi.us

810-735-9406

www.lindenmi.us / www.loosecenter.org



From: April-Hannah Rheingans <maedesignsxo@gmail.com>
Sent: Tuesday, May 5, 2026 3:10 PM
To: Tessa Sweeney <tsweeney@lindenmi.us>; Nicole Weissenborn <deputyclerk@lindenmi.us>
Subject: Summertime Shop Hop!

Hello! We hope all is well!!

We wanted to reach out to you about hosting another Shop Hop for the summertime - we are looking at Saturday, June 20th from 12pm-4pm!

We plan to reach out to all the businesses that participated in the past, but we wanted to see if there were any other businesses we should contact?

We also wanted to know if the DDA would like to put together a basket for the summer shop hop and print the flyers again? No worries if not, we plan to ask all the businesses to do the gift card giveaway again too!

Attached is a document with the remaining 2026 dates we were thinking along with the

businesses who have participated previously!!

Thank you so much!!

-April & Hannah

2026 Downtown Linden Shop Hop Dates

Contact Information: Mae Designs XO - maedesignsxo@gmail.com | Store # 810-458-4128

Completed:

- **Saturday, March 14th | 12pm-4pm | 13 Shops Participated**
 - **The DDA Donated a Gift Basket & Purchased Flyers**

Upcoming Shop Hop Dates:

- **Saturday, June 20th**
 - **Summer Shop Hop**
- **Saturday, September 26th**
 - **Collaboration with Downtown Day**
- **Saturday, November 28th**
 - **Collaboration with Small Business Saturday**

Businesses who have participated in 2025 & 2026:

Thimbleberry Antiques, Sunset Corals, Linden Brewing Company, Linden Coney Cafe, Jacks Record Stache, Mae Designs XO, At The Rivers Edge, Houndstooth & Harlequin, Bridgestreet Brewtique, Beloved Books, Evers & Ollie, The Wylde Child Edit, Serendipity Spa of Linden, & The Linden Hotel

LINDEN PARKS & REC EVENT SCHEDULE

April 23 – Fly Tying, Loose Center

May 14 – Ben Franklin Kite Making & Flying, Linden County Park

May 25 – Memorial Day Kayaking, Mill Pond Begins at noon

June 18 – Little Explorers, Eagle's Wooden Park

July 16 – Bats in our Backyard, Eagle's Wooden Park

August 6 – Little Explorers, Eagle's Wooden Park

September 17 – Senior Kayaking, Mill Pond

Knit-a-thon, Kimble-Sharp Gazebo

Events begin at 6:00 p.m. unless otherwise noted

 **Follow City of Linden, MI Parks & Recreation for event info & updates**

KARAOKE

at THE MILL POND


Happening in Linden
Presents

PREMIER PARTNER



TUESDAYS 6pm - 9pm
JUNE 9th & 23rd, JULY 7th & 21st
AUGUST 4th & 18th

Kimble Sharp Park & Gazebo, Linden

FUN FOOD TRUCK GIVEAWAYS



RACHOR FINANCIAL
WEALTH MANAGEMENT SOLUTIONS

