



## Evart Downtown Development Authority

Chair, Alan Bengry  
Treasurer, Lynn Salinas  
Mark Sochocki  
Dan Boyer

Vice-Chair, Gary Hartsock  
Secretary, Brian Youngs  
Cory Juliano  
City Manager, Pepper Lockhart  
Director, Todd Bruggema

[www.evartmainstreet.com](http://www.evartmainstreet.com)

(231) 734-0185



### EVART DDA REGULAR MEETING MINUTES

November 11, 2025

Community Room at The Depot

200 S. Main St. Evart, MI 49631

1. Attendance:

Present: Alan Bengry, Gary Hartsock, Lynn Salinas, Brian Youngs, Pepper Lockhart, Cory Juliano, Dan Boyer,

DDA Director - Todd Bruggema

Absent: Mark Sochocki

2. Meeting called to order at 8:04am by Bengry

3. Introduction of Guests: Angela Hunter

4. Approval of Agenda – Moved by Hartsock, Supported by Lockhart

Ayes: 7  
Nays: 0  
Results: Carried

5. Approval of Minutes of the Oct. 14, 2025, regular meeting – Moved by Hartsock, Supported by Salinas

Ayes: 7  
Nays: 0  
Results: Carried

6. Approval of vendor list – Moved by Youngs, Supported by Hartsock to approve the vendor list in the amounts of \$4,973.24 for the DDA and \$1,558.48 for the farmer's market

Ayes: 7  
Nays: 0  
Results: Carried

7. Treasurer's Report – Treasurer Salinas referred to the monthly financial/bank statements for the current account balances.

8. President Comments – None

## 9. Committee Updates

### **Economic Vitality and Design**

- a. Farmers Market: Angela Hunter disclosed total revenues for the 2025 farmers market season. Total revenues in 2025 decreased approximately \$9k or 11% from the \$85k in total revenues reported in 2024. Angela attributes much of this decrease to two significant factors; the first being a popular vendor who sold perennial plants in past years, not taking part in 2025. The second factor being a popular vendor who sold baked goods in past years, having to remove herself from service part way through the 2025 farmers market season due to health reasons.
- b. Pop-Up Building: Bruggema reported that the building is still listed for sale but there has been no new interest shown by any potential buyers. Bruggema did disclose that someone recently contacted him about renting the building, but Todd told this person that the property is for sale and that a rental arrangement is not an option at this time. Juliano (the listing agent) reported that a prospect who had previously inquired about the property is continuing to consider their options, but that no progress has been made. Salinas suggested the DDA host a business-to-business or “Business after Five” type event in the pop-up building with the goal being to gain exposure to the property by Evert area businesspeople. The group was in favor of this idea and Todd said he would see if he could get something coordinated for early in 2026.

### **Promotion and Organization**

- a. Shop Local – Todd informed the group that Evert’s Shop Local program is kicking off soon. In the coming days, he will soon begin distributing this year’s Shop Local materials to Evert’s businesses.
- b. Board Recruiting – Todd reminded the board that we have one open board seat and to be thinking of good candidates to invite to apply for a DDA board position.
- c. Volunteers – Nothing to report

## 10. Old Business

- a. Strategic Plan – The Main Street 5-year strategic plan was discussed, and lead individuals were assigned to subcategories of the 5 main DDA/MS goals targeted for completion by 2030. Timelines for completion of each subcategory were also discussed/established as were measurable success indicators throughout the project.

## 11. New Business

- a. Jessica Green, proprietor of Details Elite Salon, has successfully finalized enhancements to the building’s façade. The total cost of the improvements was approximately \$31k. Verbal approval was given to disburse the \$5k façade grant that had previously been approved by the DDA in August 2025.
- b. Discussion was held regarding the Jake Slater dinner/concert fundraiser scheduled for December 4, 2025. Limited interest has been shown so far with only 11 tickets sold to date. Todd will be doing a radio interview on November 14<sup>th</sup> to promote the event. He has also had event posters printed and disbursed them in the Evert, Farwell, Marion and Reed City communities. It has been calculated that 60 tickets sold is the break-even point. The group decided that if 60 tickets haven’t been sold by November 21, 2025, the event would be cancelled.
- c. Todd reminded the group that a meeting with the National Main Street accreditation team is scheduled for November 19, 2025, at 3:30pm at The Depot and requested that all DDA board members plan to be in attendance.
- d. Discussion was held regarding Christmas in a Small Town/Miracle on Main. The date of the event is December 13, 2025. The parade is scheduled to start at 3:30pm with Santa to visit with kids at The Depot following the parade. The Christmas tree lighting will take place at 6:00pm that evening. Todd reported that the Evert High School band is planning to be on a float in the parade and will also play at The Depot after the parade if weather permits.

12. Director's Comments:

- a. Todd reported that last month's Monster Mash was a success. Over 900 trick-or-treaters took part.
- b. Todd showed the group the "appreciation" T-shirts to be given to this summer's bump-out garden participants.
- c. Todd informed the group that met with the new Director of the Reed City Chamber of Commerce. He is hopeful that the Reed City Chamber and Evert DDA can possibly coordinate their efforts on some county-wide projects and foster some cohesiveness/cooperation between the Evert and Reed City communities.

13. City Manager Comments:

- a. Pepper reported that a draft of the City of Evert's new zoning ordinance has been written and is being reviewed by the City's attorney.
- b. Pepper reported that the \$700k MSHDA grant funds had been received for the 101 S. Main Street project.
- c. Pepper reported that the new Tractor Supply store is planning a "soft" opening on November 15<sup>th</sup> with a ribbon cutting and "grand" opening planned for a later date.
- d. Pepper informed the group that there is an effort underway to eliminate the MEDC. She urged the group to each write our politicians to voice our concerns.

14. Citizen Comments: None

15. Adjournment – Moved by Hartsock, Supported by Salinas to adjourn

Ayes: 7  
Nays: 0  
Results: Carried

Meeting adjourned at 9:38am.

Respectfully submitted by Brian Youngs, Secretary