

**CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, JANUARY 26, 2016**

Approved 2/23/16

This regular meeting of the Wixom Downtown Development Authority came to order at 7:32 a.m. with the following individuals in attendance:

DDA MEMBERS: Chairperson Melanie Klebba, Tom Berry, Ryan Hay, Kevin Hinkley, Anthony Moscone, Marvin Poota, David Vanderhovel, Mark Weller
ABSENT: Vice Chairperson Jon Gray, Dino Grossi, Jeff Keel (excused)
STAFF: Clarence Goodlein (City Manager), Stacey Banks (Assistant to the City Manager), Debra Barker (Business Development Liaison), and Kathy Venegas (Recording Secretary)
GUEST: Jordan Ulfig (Branch Manager, PNC Bank), Marybeth Choss (part-time Clerical Floater)

Determination of a Quorum:

A quorum of the Downtown Development Authority was present for this meeting.

Approval of Agenda:

MOTION and second by Board Members Hay and Vanderhovel to approve the January 26, 2016 Meeting Agenda.

VOTE:

MOTION CARRIED

Public Comments:

Jordan Ulfig introduced himself as the new Branch Manager at PNC. He is excited to be here and be a part of the Community. He attended the DDA meeting to see how the DDA works and be a part of it. Board Member Hay said that Mr. Ulfig is excited to join the community and thought it would be a good idea to come to the meeting and see what's happening in Wixom. Chairperson Klebba mentioned that she thought there would be a place for Mr. Ulfig to get involved with the DDA as a new member of the Downtown. She thought that it's important to have group members who are local.

Marybeth Choss introduced herself as a new Part-time Clerical Floater in Assessing, Clerk's office, Finance.

Approval of November 19, 2015 DDA Special Meeting Minutes:

MOTION and second by Board Members Hay and Poota to approve the November 19, 2015 DDA Special Meeting Minutes.

VOTE:

MOTION CARRIED

Old Business:

A. Acceptance of Vision and Mission Statements

Ms. Barker stated that the Vision Statement was approved through email. Oakland County suggested that the Vision Statement be cleaned up grammatically. She said that the Vision Statement that was included in the packet is the altered version. Ms. Barker also noted that the Mission Statement was talked about at a previous meeting, but it was never officially accepted in the minutes.

Chairperson Klebba asked if the following statements were acceptable to the Board Members:

Mission Statement: "The mission of the Downtown Development Authority is to coordinate the efforts of businesses and residents to promote the growth of the downtown area for the community's benefit."

Vision Statement: "The Wixom Downtown Development Authority is to provide a friendly-welcoming downtown which will enhance and honor our history while promoting cultural, business and recreational opportunities that attract businesses and residents."

MOTION and second by Board Members Vanderhovel and Poota to approve the Mission and Vision Statements as written.

VOTE:

MOTION CARRIED

New Business:

A. Amendment of By-Laws and Rules of Procedure

Chairperson Klebba stated that as a group, the DDA has agreed to increase the number of meetings to 9 per year. Meetings will be held monthly with the exception of July, August and September. This change will need to be submitted to City Council for approval upon DDA's recommendation. Upon recommendation, Ms. Barker will submit the report to Council in February. Chairperson Klebba inquired if all Members were still in agreement with the increase to 9 meetings. Board Member Weller asked what the cost difference would be to increase the meetings. He thought there was a cost for the Recording Secretary that was paid out of DDA funds. Ms. Barker thought that the Recording Secretary was paid out of the Clerk's budget.

Mayor Hinkley thought that was a good point and should be looked into. Board Member Vanderhovel thought that at one time the DDA was charged for that expense but that it was no longer handled that way. Chairperson Klebba agreed to look into it.

Chairperson Klebba wondered if anyone saw other changes that should be made to the By-Laws. She wondered if who should be on the board should be changed. She noted that currently the By-Laws state that 11 people should be appointed by the Mayor, the Board can be composed of 12 members, one of which is the Mayor. But not less than a majority of the membership shall be persons having an interest or property in the downtown development. Chairperson Klebba liked the fact that we have a Wixom resident on the Board and thought it would be nice to have more residents. She wondered if anyone had any thoughts about requirements for who should make up the Board. For example, should they live in Wixom? Mayor Hinkley felt that the criteria need to be that they live in, work in or own a business in Wixom.

Chairperson Klebba noted that those Board Members who don't live in the area may find it difficult to volunteer or be at events.

Mayor Hinkley wondered how many Board Members are currently on the DDA. Chairperson Klebba stated that there are currently 11 Board Members and can have 12. Mayor Hinkley thought that as committees are put together, Board Members need to be the chair persons and residents can then be recruited to help.

It was agreed that there were no other changes or amendments to the By-Laws and that Ms. Barker would submit a report to City Council requesting only the increase in yearly meetings to 9.

B. 2016 Budget

Chairperson Klebba stated that Ms. Stamper from the Finance Department will be here in February to provide the Treasurers report. Previously, there was \$3000 in budget expenditures for the DDA and except for the money used to sponsor the Holiday Markt last year there had not been any clear decision making process for what to do with that money. She requested a discussion about how the DDA would want to spend that \$3000 and wondered if some should be spent on education. Ms. Barker noted on the point of education, there are numerous opportunities and if the group decides to go that way, approximately \$500 should be allocated for education. She noted that educational programs are usually 2-3 days and are typically out of town. Chairperson Klebba questioned whether there should be money allocated for events. Ms. Barker stated that in her communication with other Cities' DDAs she has found that under no

circumstances do they have a budget item for events. Board Member Hay thought that it was through events that the DDA would create awareness. Ms. Barker agreed that yes, businesses want to be involved in those events. Chairperson Klebba wondered since there are at least 2-3 new events the group is planning to do, should there be money put aside for those to use for things like fliers, or marketing materials, etc. Ms. Barker said that's where businesses can come in. They want to help but need the opportunity. It would be just like what happens with Parks & Recreation and the business sponsors.

Board Member Weller questioned whether the money is carried over if it's not spent. Mayor Hinkley stated that no, the money would go back into the general fund. Board Member Weller then wondered whether the money spent in the past on flags for the downtown came out of that \$3000 budget. He also wondered whether the DDA gets charged back for the flags and Christmas decorations that are used in the downtown area. Mayor Hinkley clarified that the decorations and the labor are paid for by the City. Board Member Vanderhovel thought that those sorts of things make the Downtown look nice but no one knows it's the DDA that makes that happen.

Mayor Hinkley thought that it's hard to do an event with only \$3000; he believed that the DDA funds need to promote the DDA. That money should be used to build our brand. For example, banners, stickers, signs, etc. would be a way to get more bang for our buck. Chairperson Klebba agreed that we need to build our brand. She noted that there is a DDA logo and wondered if anyone on the Board likes it or has an opinion about it. She felt that the logo needs to be discussed along with any discussion about building our brand.

Board Member Berry noted that since we are going to be putting committees together, maybe some of those budget ideas can be discussed within the committees and we can coordinate from there.

Board Member Moscone noted that other companies are trying to get more involved in Charity along with Community events and want to help. He wondered if the DDA should do something similar. Chairperson Klebba wondered how those companies choose which charities or cases to support.

Board Member Poota suggested using some of the \$3000 to purchase a big banner with the DDA logo and maybe our Mission Statement. He thought that it could be up at all of our events, perhaps DPW could put it up for us. Chairperson Klebba agreed and thought that it might be great to have for the Summer Concert Series. Board Member Weller asked if the banner would stay up for the whole summer. Mayor Hinkley replied that, yes, the banner would either be attached to the fence around the tent or by the stage.

Chairperson Klebba showed the current banner that says "Proudly Sponsored by the DDA" with the current logo. She asked the group if this logo was acceptable. Board Member Weller thought that's a start but said that the banners are not cheap. He thought the banners are about \$400.

Chairperson Klebba thought that money from the budget should be set aside for a banner. But she questioned again whether the group likes the logo. Board Member Weller felt it's fine for now. Board Member Berry thought it would be a good idea if we could involve the community. Maybe put a flier out to the high schools and get students to design it.

Mayor Hinkley asked if anyone knew what the logo is. He said that's what our downtown looks like. That's the concept that we developed as a DDA. That's what that logo is replicating. He felt that when you look at your DDA, you have a vision of your downtown. The businesses are what the DDA is trying to promote and that the logo should reflect that.

Board Member Vanderhovel said that was our logo we chose a few years ago. Board Member Weller felt that the current logo is good for now, and that we can change it when we grow.

Mayor Hinkley thought that might be a project to give to a marketing committee. That's how this should be working, that a committee should do the work and bring it back to the board. That's the goal.

Chairperson Klebba suggested to table the discussion regarding the budget until a future meeting.

MOTION and second by Board Members Poota and Berry to table the budget discussion until the next DDA meeting.

VOTE:

MOTION CARRIED

Board Member Weller felt it should be mentioned that in the budget discussions, the group should talk about the need for good Way Finding signs. He felt there is great need for Arrows to City, parks, etc. Board Member Vanderhovel noted that the DDA looked into this issue about five years ago. He stated that nice signs are approximately \$20,000 and that's why we have what we do. Mayor Hinkley thought if the DDA can spend \$1,000 of our budget per year and get businesses involved to get donations, maybe we could do 1 per year. If that's a long range plan, we can do over 6-7 years. Board Member Weller offered to get pictures of examples.

C. Goals

a. Committees and Recruitment for Committees

Chairperson Klebba explained that the 4 committees that need to be filled are Organization, Design, Promotion, and Economic Restructuring. She asked if everyone had a chance to look at the packet notes regarding these committees. Ms. Barker explained that the Main Street Program has restructured these categories a little. Chairperson Klebba stated that our goal is really to have committees. We need to talk about who wants to be part of or chair these committees. She asked Board Members to consider where their strengths lie and where they can help out. We're going to ask for commitments. She noted that she can't commit to any of these. Ms. Barker noted that she will be assisting on all of the committees, but each needs someone from this DDA to head it up. Board Member Berry volunteered to head up the Promotion committee. Board Member Weller wondered if the Way Finding signs would be part of promotion. It was agreed that it would and he volunteered to work on that committee. Board Member Hay said he was interested in taking the lead on Economic Restructuring. He thought that whoever would head up Organization should be someone who is an experienced DDA member. Board Member Poota volunteered to join Economic Restructuring.

Chairperson Klebba stated that Organization and Design committees remained. She explained that Design had to do with the streetscape and decoration of the downtown. Mayor Hinkley thought the Design committee might help us to recreate our beautification committee. We disbanded it. As far as downtown we were still involved. It's a recreation of beautification committee specifically for the downtown area. He felt that this would be an easy committee to get volunteers for.

Mayor Hinkley stated that he was not going to chair a committee, but that he would help with all of them. Chairperson Klebba also said that she would support every committee but would be unable to chair one.

Ms. Barker stated that she has a mountain of volunteers who are willing to get involved and need to be contacted sooner rather than later. Mayor Hinkley thought that if these committees would have been established at the time of the volunteer meeting a couple of weeks ago, those committees would have been filled already.

Chairperson Klebba asked if there is anyone in that pool of volunteers who could chair a committee. Ms. Barker replied yes, we have a new resident and he's involved in branding. Board Member Weller thought that it's not necessary for the chairperson to be a DDA member. Ms. Barker agreed but believed a DDA member needed to be on the committee to support that person.

Board Member Berry mentioned Sandy Moser who is a resident who really wants to be involved. Ms. Barker affirmed that Mr. Moser is on her list.

Chairperson Klebba wondered if new resident might be willing to chair the Design committee. She mentioned that she would be willing to contact him to see if he would be interested. It was agreed that the list of committees should be sent out to volunteers as a sign up sheet. Chairperson Klebba thought that after we have the modified (Main Street) version, we can send out the blank sign up.

Mayor Hinkley said that he has a couple people who want to be on the Design committee.

b. Events

Update from Ms. Barker: She first wanted to note that she was very upset by article about the volunteers in Spinal Column. She said she was misquoted numerous times and wanted to personally apologize – I did not say some of those things. It came off very different than what actually happened. On the positive side, she has received phone calls and volunteers for help.

Mayor Hinkley noted that on the positive side, we've had more ink in Spinal Column lately. He attributed it to the fact that the owner of the paper is at meetings. He also thought that home delivery to residents is a big plus. He cautioned that it's a good idea for whoever is interviewed to make sure they think about the questions and answers.

Ms. Barker said that she didn't take her own advice and ask to read the copy before publication. Mayor Hinkley said that he believed the increased attention is an advantage for us – we have their ear but we just have to be careful.

Ms. Barker said that there was a barn expert that came out and met with Dave Goddard from DPW and a Main Street representative. She said they are really just doing an analysis right now, but it doesn't look like it will be a whole lot of investment. She thought that there might be grants we can look at to help with the project.

Board Member Weller asked if this was part of moving it across the street where the tent usually is. Ms. Barker answered that the idea would be to keep it where it is. She said it's on a non-taxed property now if we move it, we take away tax revenue. Moving it would also require amending the Master Plan.

Chairperson Klebba noted that the current location next to the Community Center provides access to restrooms and kitchen, etc.

Weller thought that if events continue downtown, we need something more permanent across the street with bathrooms. He thought this was something that the Mayor was behind in the past and wondered if that were still the case.

Mayor Hinkley said that he was behind that idea, until Ms. Barker explained the financial impact of that. He felt that if we are able to do the barn and if we do it and do it right, we can use that space as the main venue for events – concerts, market, farmers market, etc.

Mayor Hinkley also thought we could ask the developer to put a restroom in building across street. He felt that what we would gain on the barn over here in taxable value in a five to ten year period would pay for what we need to do to the barn.

Board Member Weller asked whether the barn is city owned and wondered if the Historical Society oversees it. Mayor Hinkley explained that the Historical Society has moved to the Gibson House

Board Member Vanderhovel asked if there is room for fireworks back behind the barn. Mayor Hinkley answered that no, we're looking at moving fireworks back to Gilbert Willis. Board Member Vanderhovel thought that's where it should be. The park was a better venue.

Board Member Vanderhovel asked about the cost of making the barn safe. He thought we could do fundraising at every event for the barn. Chairperson Klebba agreed that it's going to be a big deal. It's going to be the DDA promoting it.

Ms. Banks noted that the barn construction is very unique. She said that it's held together with tension. Mayor Hinkley believed that was true and that this barn is more "people ready" than most barns. Board Member Vanderhovel said he was glad we didn't move it, or destroy it like we were considering in the past.

Board Member Weller asked about house on that site. Mayor Hinkley said that the house will need to go. Ms. Barker said that to bring the house into compliance as far as accessibility would be cost prohibitive. Mayor Hinkley said that the agreement with the Munshaws was that they gave that property to the City for \$1 as long as we kept it intact historically. The Historical Society was going to renovate and maintain the house, but it became beyond the scope of what they could do. So we agreed to let them move to the Gibson house and the City would renovate that house. Board Member Vanderhovel wondered if it would be necessary to get permission from the Munshaw family to destroy the home. Mayor Hinkley thought that as long as the Historical significance of the barn was intact we would be ok.

Board Member Berry thought that the barn would be a big part of building our brand and our identity. He thought that maybe we should keep that in mind in developing or redesigning our logo. He thought that could be part of something that makes Wixom unique.

Board Member Vanderhovel thought we might be able to get the railroad to give us an old caboose. It could go with the barn and people could use it for pictures, attraction, etc. Chairperson Klebba asked if Board Member Vanderhovel would be willing to work on that. Mayor Hinkley suggested contacting Coe Rail Road.

Ms. Barker mentioned that there was a business owners meeting a couple of weeks ago and there was some great input! There are a couple business owners that would get on committees. She mentioned that there was a lot of excitement for a Wixom Wheels classic car event. She said that the City has been approved by Oakland County to block off Pontiac Trail between Old Wixom Rd. and New Wixom Rd. We only have to submit dates and times and get a resolution from Council.

Chairperson Klebba said we really need to think about getting the dates for this doing an event this summer. Ms. Barker said that there are 6 or more business owners who will jump on this and just want to know the date. Board Member Hay suggested looking into dates that were already set for events like this and plan something in conjunction with

one of those. Chairperson Klebba wondered if Bakers does their event on Sundays. Ms. Barker thought that we wouldn't want to compete with that. Chairperson Klebba thought that we need to decide on a date and time.

Ms. Barker said that the tent with \$200,000 cars will be the big draw. She thought we can extend that event all the way into the downtown on a Saturday or Sunday.

Another event that a number of business owners said they would help with is the Trash-n-Trunk sales. It's not a flea market; it's more furniture and antiques. It's juried so not just anyone can come. This would be an event for food vendors.

Board Member Weller wondered if Hot Blues & BBQ is one of the biggest events of the summer.

Board Member Moscone suggested a bike event in the spring. It could start at Total Sports, go through the City and Lyon Oaks and ends at the Drafting Table Brewery. Chairperson Klebba mentioned that one of the business owners at the meeting suggested doing a slow roll like Detroit.

Chairperson Klebba proposed that by next meeting we need to have date, hours, information to give to Council for a Wixom Wheels event.

Mayor Hinkley believed that for an event this summer we don't have enough time. He stated that for many years, we have planned an event today for June. He felt that's a mistake and that we need to plan today for next year. Simpler events might be ok, but a big event needs more time for planning. If you're trying to pull an event out of a hat between now and June, July, August – go small. He highly recommended that the DDA start with a small event.

Ms. Barker said that the experts at Main Street recommend that it should be a family event, not one centered on alcohol.

Board Member Berry thought that August is a better month to plan an event for families.

Mayor Hinkley suggested that Chairperson Klebba send an email with ideas for an August event. He thought that the groups' ideas could be tallied and voted on via email.

Chairperson Klebba agreed and thought that the main thing is we need to move forward on this and create an event.

c. Social Media & Website

Chairperson Klebba noted that the City is doing a new website which is up and running. Ms. Banks said that the DDA can create a page. She said that if the DDA created the content, the City would approve and publish it.

Ms. Barker mentioned that the DDA's web page would be a good place to put a business directory. She offered to contact businesses in the DDA and see what information they would want listed on the page. Chairperson Klebba suggested giving them a timeline of when that information needed to be submitted. Ms. Barker said that the verbiage would need to be created by this Board. Board Member Weller thought that should be an agenda item for the next meeting. He also thought the page should include the Mission and Vision Statements.

Ms. Venegas suggested that DDA members can look at the current website and see what information other Boards and Commissions include.

Chairperson Klebba restated her belief that the DDA should have Facebook page. Ms. Barker said that the City needs to approve or sign off on any content on Social Media.

Mayor Hinkley noted that his Facebook page has been more active than the City page. The potential for us to utilize that is big. He said that the website is up, give us some time. He felt that by the next meeting the City staff would be in a better place to be able to help the Boards and Commissions.

Mayor Hinkley noted that the City of Farmington's Facebook page may have 3-4 posts per day. They are always putting something out there. That's where we need to get to. Ms. Banks said that they are trying to post at least one think per day right now. She said that recent examples include Skate Night and information about Gunnar Mettala Park.

Mayor Hinkley suggested that when Ms. Barker gets clarification of 4 volunteer committee areas, we can put it on Facebook along with an attachment so people can sign up online.

Board Member Berry stated that his subdivision; The Cliffs of Loon Lake, they have a Facebook Page where they share important information. He wondered if other subdivisions had something similar and if there was a way to link them all together.

Ms. Banks suggested that we could link the pages through "liking" them from the City's page. Board Member Vanderhovel noted that we have contacts for all the Homeowners Associations. Board Member Berry wondered if we could send out a note to those people to link Facebook pages.

Mayor Hinkley said that the State of the City Address is scheduled for March 3. He said that after that we can get an updated list and send that out to businesses. He felt that this could be part of a marketing group.

Chairperson Klebba said that she would continue to talk about a DDA Facebook page. Ms. Barker said that the DDA just needs to create a policy for approval through the City Manager's Office.

Information:

A. City Manager's Update

See attachment.

Mayor Hinkley suggested that we look at some comments in the update being that City Manager Goodlein isn't here. He said that one thing of particular interest is that we have an interested party in purchasing property west of Gunnar Mettala Park, and creating a multi-functional park that we've never had. The park would include soccer, baseball, lacrosse fields. The current park only has one soccer field area and the park is in a bad place. With this proposal we'll have concessions, restrooms, and irrigation. There would be access through Tribute and current access. It would also help connect the downtown area with the park.

Chairperson Klebba asked if this is happening. Mayor Hinkley answered that tonight at Council it will be brought up. He said that there has been some opposition and a lot of discussion about how this is long overdue. So it's coming before council tonight if anyone is interested, stop by.

Ms. Barker offered to send a Power Point Presentation that would lay out the proposal.

Board Member Vanderhovel wondered if the developer is buying land or trading it. Mayor Hinkley clarified that he is to purchase Cavallero property and give it to us. Ms. Barker explained that the DDA would gain \$250,000 in taxable property.

B. Events

Chairperson Klebba said that the workshop tomorrow (Wednesday) night from 5:00 p.m. to 9:00 p.m. Ms. Barker, Chairperson Klebba and Board Member Hay are all going to be there and will report back to the group. She noted the Events and Activities list that is in the packet along with the schedule for the next 4 business forums.

Public Comments:

None.

Executive Director's Comments:

Board Members' Comments:

Mayor Hinkley thought that at every meeting we need to state the Mission and Vision Statements. Chairperson Klebba agreed and said that's why we had to get those approved.

Adjournment:

This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 9:02 a.m.

Kathleen A. Venegas
Recording Secretary