

Approved:
4/26/2016

**CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, MARCH 22, 2016**

After the reading of the mission and vision statements, this regular meeting of the Wixom Downtown Development Authority came to order at 7:31 a.m. with the following individuals in attendance:

- DDA MEMBERS:** Chairperson Melanie Klebba, Tom Berry, Dino Grossi, Ryan Hay, Jeff Keel, Anthony Moscone, Marvin Poota, Mark Weller
- ABSENT:** Jon Gray (Excused), Kevin Hinkley, David Vanderhovel
- STAFF:** Clarence Goodlein (City Manager), Stacey Banks (Assistant to the City Manager), Debra Barker (Business Development Liaison), and Kathy Venegas (Recording Secretary)
- GUEST:** James Geitzen (non-profit), Josh Donnelly (Detroit Branding Company), Aaron Rzeznik (owner Drafting Table Brewery)

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 Poota to approve the March 22, 2016 Meeting Agenda.

VOTE:

MOTION CARRIED

Public Comments:

Introductions by the public were requested. James Gietzen introduced himself. James works at AFP Sound in Wixom and he also runs a non-profit organization which does a chili cook-off event that is looking for a new home. He thought the DDA might be interested in hearing about the event. Josh Donnelly introduced himself as a new resident of Wixom. Josh owns and runs Detroit Branding Company out of Northville and he is interested and excited about the downtown area.

Approval of February 23, 2016 DDA Regular Meeting Minutes:

Chairperson Klebba thought we needed to follow up on the list of DDA businesses. Ms. Barker said that she will provide.

Mr. Hay wondered about pulling off a Restaurant Week this spring. Ms. Klebba wondered if Mr. Hay has any connections in other communities. Mr. Hay thought he could talk to someone in Troy where they have had one. He offered to do some research on it and talk about it at next month's meeting.

MOTION and second by Board Members Poota and Moscone to approve the February 23, 2016 DDA Regular Meeting Minutes.

VOTE:

MOTION CARRIED

Old Business:

A. Events

a. Drafting Table Opening

Ms. Barker noted it was very easy to get volunteers to sign up for door management. Parking for volunteers only will be at Genisys Credit Union. Drafting Table employees will park at PNC. Mr. Keel noted that there is room in the AFP Sound parking lot and there is plenty of space in the City lot across the street. Ms. Barker said that some restaurants are thinking of closing early due to traffic. She said there is some

miscommunication out there but she is working with the restaurants. Chairperson Klebba wondered about a sign with food sponsors or DDA members. Ms. Barker answered that has all been taken care of and she said that the event is on the City's Facebook page. Stacey Banks said that Wendy Brink from the City Manager's Office took care of the press release which also generated a Google news alert. Ms. Banks also wondered about the Oakland County Prosper Magazine. Ms. Barker thought that since that publication is only once a month it might not be in time.

City Manager Goodlein asked Ms. Barker and Mr. Rzeznik if there are any loose ends, relative to the opening that the City can help with. Mr. Rzeznik thought that they are in good shape and feeling good about it. He felt that the biggest worry was parking but he feels like it is being handled. Ms. Barker added that Board Member Poota is taking control of those issues and has hired a team to help. Ms. Barker thanked Board Member Poota for helping with that and for opening up the Wixom Market parking lot.

City Manager Goodlein stated that the weather will be nice. He thought that people could park at City lots and walk.

Ms. Barker said that the Ribbon Cutting event is this Wednesday at 6:00 p.m.

b. August 2016 Event – Block Party

Chairperson Klebba said that at the last meeting we settled on August 6th as a date. Ms. Barker said that she would like to introduce James Gietzen again and let him discuss his event. Mr. Gietzen stated that they run an event called the Great Lakes Regional Chili Cook-Off which has been based in Plymouth for the last twenty years. He said that it is a fundraiser for Habitat for Humanity as well as Penrickton Center for the Blind. Sponsorship money is raised to have the event and chili cooks from the International Chili Society are invited to participate. He said there is also a restaurant competition for the local restaurants where the winner gets bragging rights and trophy. They have also included a People's Choice category so that local residents can participate. Mr. Gietzen added that a motorcycle ride has also been included with the event where different bike clubs such as the Walled Lake Eagles are invited. They are provided with VIP parking and they pay a donation which goes to the Charity organizations. People from the community come out to the event and they buy samples of chili. He said that in its heyday the event included up to 60 chili cooks plus another 20 restaurant participants. Mr. Gietzen thought that this is a great opportunity for the DDA to bring something to the Downtown. He said of his organization that we do events – that's what we do and we know what we're doing. We would bring in the tents, bring in the sponsors, and do whatever we can to make it easy for you. The DDA can be as involved as you want.

Board Member Keel said that the event has a long history in Plymouth. Mr. Gietzen said that yes it is a well-established event with a 20 year history. He also explained that while Plymouth has been great through the years, it suffers from event fatigue. They have over 150 events and sponsorship dollars are starting to get hard to come by. The people in the community are suffering from event fatigue as well. The Chili Cook-off has typically been a big event in the fall. In Plymouth, they have three staple events; a Fall Festival, an Ice Festival and an Art Festival. Those three events are the cornerstone for Plymouth. He felt that Wixom can have something similar and since the Chili Cook-off is looking for a new home, this could be one of those events here.

Ms. Barker asked if this event would work better in September. Mr. Gietzen thought that was a possibility, but wanted to get the opinions of the DDA first. He thought that if an agreement was made that Wixom and the DDA would be interested in hosting the event,

he would then go to the organizations involved such as the ICS to get their calendar of events and choose a date with that information.

Board Member Keel wondered what the attendance has been at this event. Mr. Gietzen answered that it has been anywhere from 5,000 to 25,000 people. He noted that the weather is a big factor since it is a one-day event. He added that this event does have a draw, it has a history. He said that the biker community looks for places to ride and they love if an event has a charity attached to it. He felt that proceeds from the event could be donated to the DDA and to the Fire Department, as well as to the charities.

Board Member Keel said that the idea would be to use event on the 6th as a building block. He said that the DDA has discussed in the past bringing in organizations that are already doing these types of events. He thought that as a DDA, we can kick around ideas all day long, but when it comes time to do it, it gets hard. He thought that some of the group is already overloaded and this would be a way to launch an event while taking work off our shoulders and have immediate success.

Mr. Gietzen said that it can be more than just a chili cook-off. He said that he noticed that the idea of having a 5K has been discussed. The 5K race, kids' bike ride, clean up days, etc. could all be incorporated, but we need a base event to anchor it.

Board Member Keel noted that the history of the event has an immediate attachment to publicity that already happens. Mr. Gietzen agreed and added that Metro Times and Hometown Life have been big supporters. He said that Fox 2 News has covered the event as well.

Board Member Berry thought that as a DDA, we need to think about what our target audience is. He said that as these events come to us, we need to think about our audience and then choose these events based on the audience.

Chairperson Klebba said that she really liked the idea of this event and thought we could add a family event like a run or bike to the chili cook-off. She thought this is really a great opportunity and something we should consider. She felt it would be something we can build on.

Board Member Berry wondered if families attend this event. Mr. Gietzen replied that yes, many bike clubs attend this event but that a lot of families come too. He added that in recent years, the advertising on the radio station 93.9 The River has brought families out. He said that there is nothing that goes on at the event that is not family appropriate. He said that one of the things he has prided himself on is that we look at the community and what fits there. He said that we have the best interest of the community in mind and that they have turned away ideas that weren't a good fit for the community.

Board Member Keel mentioned that Mr. Gietzen also produces the City's Concert Series on Thursday nights. He is already involved in this community, Plymouth, Northville, Milford, etc. Mr. Gietzen added that he runs the Thursday night concerts in Wixom, the Friday night concerts in Plymouth and Northville, the sponsorship and event logistics for the Plymouth Fall Festival and also produces the Plymouth Ice Festival.

Ms. Banks wondered if Mr. Gietzen had any ideas for children or family events that we could add to it. Ms. Barker suggested a scavenger hunt which has been a proven event in other communities. Mr. Gietzen stated that one thing he's seen that can be very successful, especially if the business community gets behind it, is a 'text to the next clue'

scavenger hunt. Participants play the game throughout the community. He said that what we want is to expose and include all the businesses in the community. Not everyone likes chili so they will go to other businesses.

City Manager Goodlein suggested that you might be able to have children's events down in City Hall area. This would stretch the event down Pontiac Trail so that none of the businesses at this end get left out. Parks & Recreation could facilitate inflatables and giveaways and other activities.

Ms. Barker thought that if there is any concern, it would be the August date. She thought that chili in August might not be successful. She wondered if September wouldn't work better. Mr. Gietzen thought he could look into possible dates. City Manager Goodlein wondered what dates were done in Plymouth. Mr. Gietzen replied that it was held on the second weekend in October; however, he felt that was too late because of the weather. He said that he would call the people in the chili world to see what's going on around that time. Board Member Keel asked how we arrived at August 6 as a date and Ms. Barker answered that in looking at the event calendar we thought we should do something after families' vacation times but try to attach it to the end of the concert series.

Chairperson Klebba wondered how long it would take to get sponsorship dollars and put this event together. Mr. Gietzen answered that usually between 6-3 months out would be big sponsorship drive and thought there is still a little bit of time. He also admitted that it would be a lot of work but he's not going to shy away from it. He said that he didn't anticipate the sponsorship dollars or the attendance being equal to what the event had in Plymouth, but he thought the potential is here. Ms. Barker felt that the key is attaching the right children's event to bring the families out. Board Member Keel thought that there is not a lot of expense attached and it might be a way to have a tremendous potential without risking much.

Board Member Poota noted that City Manager Goodlein mentioned spreading the event to the Community Center and wondered if it would make sense to combine it with the August 20th Mystery Night event. Ms. Venegas didn't think this would be feasible due to a number of factors including that the Mystery night is organized by an outside company, and it is a pre-register only event. She thought it would have to be separate. Chairperson Klebba thought that the DDA event should be its own and not tied to another event. Board Member Poota stated that the Mystery Night looks like a small two hour event. Chairperson Klebba thought that it would take away from the downtown businesses to tie it together.

Chairperson Klebba wondered if October 1st would work and Mr. Gietzen said that the only thing to really stay away from is the world championship chili cook-off. Ms. Barker asked if Mr. Gietzen could look at September and October dates and get back to her. She would then coordinate with Parks & Recreation. She noted that it should definitely be a Saturday since that is the day we have permission to close the road. Mr. Gietzen said that he attached a tentative map on last page of his packet. He said that to put tents on the road is very expensive and he thought that the road could be used for VIP parking or kids' activities and inflatables.

Board Member Hay wondered if Mr. Gietzen has an effective way to communicate to businesses and their employees regarding events. Mr. Gietzen answered that in the past he has relied heavily on the DDA or the Chamber of Commerce in the community. He said that many DDAs have weekly recap and notification of what's going on in coming weeks.

Board Member Weller wondered if the City sends out emails about events. Ms. Banks described the eNotification system. Ms. Venegas stated that we have an Activities and Events distribution group that has about 600 opt-in email addresses. City Manager Goodlein stated that if we knew far enough in advance, we could contact the HOAs so they could promote it and felt that would be an effective tool. Ms. Barker noted that one of the volunteers on the Organization Committee will be working on emails and website publication.

Board Member Keel thought it might be a good idea to get the HOAs involved in the chili competition. Mr. Gietzen said that for every 5 tickets, you get a voting ticket and that people will come out to vote for their neighbors so getting the HOAs involved would help that.

City Manager Goodlein thought that sending emails 60 days and 30 days out would be an easy way to remind people. He also thought that the week of the event we could put signs or posters throughout the community. He thought it might be possible to put a couple of sandwich boards out to promote the event as well. Board Member Weller added that Static Controls might put it on their board too.

City Manager Goodlein felt that this seems to be a turnkey event with the DDA having to do promotion and maybe children's events. He thought that this doesn't mean the DDA can't do something on August 6th as well. He thought that if you could there could be a couple of events this year it would benefit everyone. He also said that he understands that all the members of this board are very busy with the work it takes to promote and run their businesses. He said it's hard to find extra time, and he knows it's hard for staff to find that extra time too. He said that the City is going to continue to help and maybe become more involved in the DDA. He asked that Board Members not be offended, but he can see the board can't get it done because of the businesses they run and that the board should expect to see more help and involvement from the City. He said that these events are critical to growing businesses in our downtown.

Board Member Keel noted that Mr. Gietzen said early on that in Plymouth they are at the saturation point with events. But the reality is that people are paying to be in that community. He said they didn't move there because there's an ice festival, but they did move there because there's always something going on. He said that sidewalk value just keeps increasing because of the activities. He agreed with City Manager Goodlein that if there's an event that can be done on August 6th than you should do it.

Chairperson Klebba said that we need to make a decision. She said that she appreciated City Manager Goodlein's comments and agreed that everyone is very busy and we can't get it done. Board Member Keel said that bringing in something is the way to get this done and take some of the load off.

City Manager Goodlein added that these events cause businesses to move here. He said he wasn't talking about downtown retail businesses or restaurants, but when businesses see a community where there's a lot of activity and when they go to these events, they take notice. When companies are trying to decide where to go with their businesses, they think about where they want to take their family. Board Member Keel added that even the sponsors start looking more closely at the community and they might decide favorably when they decide to build or expand.

Chairperson Klebba thought that the decision was made to not abandon an August 6th event. However, she thought a decision about what to do on that date needed to be made. She thought that Chili cook-off dates will come from Mr. Gietzen and now it's time to decide what to do on August 6th. Mr. Gietzen also said that he would get the contact information for the Restaurant Week organizer. The August 6th event might be a good kick-off for a Restaurant Week.

Board Member Moscone wondered if there was classic car show already planned. He mentioned that he has a contact that runs a classic car show in Milford and they are looking to branch off. Ms. Barker said that she also has a contact involved with that event. Board Member Moscone said that he would ask his contact Denise to meet and contact Chairperson Klebba. Chairperson Klebba thought that having the car show on the closed downtown road would be an idea.

Ms. Barker noted that the advice she had been given was that the sponsors of the event should be the ones under the tent. Board Member Hay wondered if we could use spots outside of Volare. Ms. Barker thought the other side would be better so the spot outside Volare would be used for patrons.

City Manager Goodlein said that the DDA should talk to businesses and find a way to give people a promotional item or coupon that would drag people up and down Pontiac Trail during events. The people would then get exposure to all the businesses.

Chairperson Klebba said that for the next meeting Board Member Moscone would follow up with his contact Denise. Board Member Moscone agreed and added that he would try to meet with her before the next meeting. Chairperson Klebba asked that he notify the Board of the outcome of that meeting. Ms. Barker said that we need to have the dates for the events by next meeting.

Board Member Berry wondered if we're going with the Block Party on August 6th. Ms. Barker thought that "block party" was just a generalization and then the event can become anything. She felt that we need a tag line. Board Member Berry suggested "Mixin' in Wixom." Board Member Weller said that we had talked about the 5K and thought that only takes a couple of hours starting at 7am and done by 9am. Ms. Barker said there are people who organize that. Board Member Berry called for the group to name the event. Chairperson Klebba thought that the name of the event was the Wixom Block Party. Ms. Barker wondered if guest Josh Donnelly had any idea. Mr. Donnelly thought that branding something is a wise decision and worth brainstorming. City Manager Goodlein thought that something like Board Member Berry said - something catchy that people will remember would be best. He thought that Block Party doesn't ring and won't be remembered. Chairperson Klebba suggested that Board Members should think about it and do it by email with a deadline of next week.

City Manager Goodlein, said that all the people who provide food, drink, need to think about promotional items they could provide. For example, some sort of discount or coupon. Subsequently, he said the DDA should then think about how to get that promoted in order to drag people up and down Pontiac Trail to all the businesses.

Chairperson Klebba thought that the restaurant contact that Mr. Gietzen had will provide that. Mr. Gietzen agreed and said that the Restaurant Week is a whole program and that in many communities the restaurants all form an association. Chairperson Klebba recapped that the group would all think about a name or brand and get in touch via email.

B. Miscellaneous Updates**a. Main Street Committees**

Ms. Barker said that she has volunteers who want to be involved and meet to get started on their committees. She stated that anyone who has signed up to be on or head a committee needs to meet. Chairperson Klebba said that all committees should be at once and then break into groups. Ms. Barker said that there is an Organization Committee meeting on Thursday afternoon for those who signed up for that because we have to start there to get the volunteers organized. Promotion is huge. We need to start promoting the new (and old) businesses and their special events. We have to start bringing attention to all of these. Chairperson Klebba wondered if there are dates for when the different businesses were established here. Ms. Barker said that we do. She wondered if we need to set a general meeting date. Ms. Barker said that yes, we have to do that and asked when a good date would be. Board Member Hay wondered if it can be done via email sending out 2-3 dates and decide via email. Ms. Barker asked that people keep in mind that the volunteers work too so the meeting will have to be after hours.

Chairperson Klebba asked if we need volunteers for any of the other committees. Ms. Barker answered that volunteers are needed on the Design Committee.

Ms. Barker said she would send out dates in email.

City Manager Goodlein asked how many volunteers there are. Ms. Barker answered that she has about 35 with ½ being eager but felt that we will build on that. Board Member Berry thought that once you get the volunteer program rolling it will grow.

Board Member Hay said that we should go ahead and have a general meeting then break up into small committee groups.

b. Sponsorship Program

Chairperson Klebba said that everyone should have received the sponsorship program in packet. She said that this was discussed at the last meeting and it needs to be agreed on. Ms. Barker agreed that something needs to be solidified quickly in order to get it out to the businesses. She mentioned that Parks & Recreation is already getting sizable sponsorships. It was noted that the Parks & Recreation sponsorship request letter went out in February.

Chairperson Klebba stated that by next Wednesday, March 30 we need to come up with event name. Once a name is agreed upon, we will modify the sponsorship form and send it out to businesses and we should be able to move forward with this program. Board Member Berry said that businesses like to get involved in the community so once we get this rolling, they will come.

Ms. Barker said that we also need to talk about naming that holiday light display. It's going to be a slow process getting people on board. The DDA will purchase and hang the lights, but the businesses will have to pick up the electric bill. Board Member Keel wondered if this was meant for Wixom Road all the way to freeway. Ms. Barker answered yes, its huge. We want businesses to start donating toward that.

Board Member Hay questioned whether Parks & Recreation knows what we're doing with our sponsorship program and wondered if we work together on this? Ms. Barker noted that Ms. Venegas is in the Parks & Recreation Department, so yes, they know. She also said that Parks & Recreation are having events in the Downtown and they are receiving money specifically for those events. Some sponsorship money comes in and is

not designated for a specific event. Our Sponsorship Form will be specified for the DDA and some of our events will be assisted by Parks & Recreation's help, but those are some things that we'll need to tweek as this evolves. Board Member Hay thought that a business owner might think they already gave to the City and think that Parks & Recreation and the DDA is the same thing. Ms. Barker agreed that right now they do because they haven't seen this sponsorship form. Board Member Hay thought that the more we coordinate and support each other, the message will be clearer. Chairperson Klebba said that the DDA really needs to be clear about our mission and vision statements and what we are trying to do. Residents and businesses haven't seen the DDA be active in years.

New Business:

A. Update on Main Street Oakland County Program

a. March 7 Michigan Main Street Training Session

Ms. Barker said that this was for Main Street Directors and City representatives sponsored by Main Street Michigan. The meeting was in Farmington and there were people from all over the State of Michigan. Some more established Main Street communities gave guidance and suggestions. She felt that it was a very good learning tool.

Chairperson Klebba wondered if there was an example of a failure and what was done to overcome it. Ms. Barker said that there was an example where a particular downtown property was trying to be purchased and that fell through. There were a lot of stories of success and failure. She said there were a lot of positive things happening and gave the example of the new DDA director in Holly who shared that they have zero vacancy since he's been there.

b. The Main Event Awards Ceremony

Ms. Barker said that it is coming up on April 28 in Royal Oak and we went last year. She said that they've refined it and it will hopefully be shorter. Ms. Barker filled out application to get award under the affiliate program for "Organization". We can all go; \$35 per person will be paid out of the DDA budget. She said she will send out the invitation and asked that everyone please RSVP and she will register us as a group.

B. The Polish Mission and Forbidden Art

A presentation was given by Stacey Banks. She said this is a prepackaged event opportunity. Mayor Hinkley met people from the Polish Mission which is in Orchard Lake and invited them to come to a City Council session. They did come and wanted to build a connection with Wixom. They spoke about a touring art exhibit they have brought here to the United States. She said that we would love for them to come to Wixom and we would love to have DDA be a sponsor.

Ms. Banks brought photos that she passed around. She said that she has personally seen the exhibit at a local university and it is impressive. They are able to drop off and art exhibit because it is encased in display cabinets that are 7 feet tall, 1 foot deep and 4 feet wide. The art, which is actually a photograph of the original work, is encased inside the cabinet with an illuminated plaque with a description of the art. The exhibit is called Forbidden Art and was created by prisoners at Auschwitz and other concentration camps. The prisoners were at great risk in creating this art as artistic expression was prohibited. Some people were caught and punished and then continued creating their art. There are stories about how the art was discovered after the camps were closed. Art was found hidden in cots, buried, and smuggled out. It is a legitimate exhibit, it is replica artwork but it is high level. Previous hosts to this exhibit have been: West Point, The Hoover Museum, Los Angeles, and Eisenhower Museum. We have letters of commendation from the United Nations, the Secretary of Education of the United States, from the

White House and from the office of the Vice President. Wixom would like to host this exhibit at the library which has recently been redone. There are 20 display cases and we have measured and they will fit throughout the library. Ms. Banks said the City has spoken to library director and she is on board. The curator from the Polish Mission has seen the space and agrees that it will work. It is set to be displayed at U of M from Sept-Jan 2017. So we're looking at March of 2017 for 3-4 weeks. The ballroom at the Community Center is set to be refurbished in January-February of 2017 and this would be a great way to open up the ballroom with an event at the opening of the exhibit. The costs would include a \$2000 honorarium to the Auschwitz Museum, \$1300 for round trip transportation of the exhibit; an insurance policy would need to be purchased to cover \$80,000 and some miscellaneous costs as well as promotion. Ms. Banks said that she rounded the costs off at approximately \$3500. Michigan Council for the Arts and Cultural Affairs gives grants and mini-grants which we might have a chance at. Ms. Banks has looked into it a bit and feels confident in receiving the grant due to the fact that they like to spread money around and we've never asked them for money. The grant would cover about half of the cost at \$1750.

Chairperson Klebba asked when we would know if we received the grant. Ms. Banks replied that we would know in August.

Ms. Barker wondered if there are other people who have said they would help. Ms. Banks replied that the Library and the Friends of the Library are going to donate \$250 each.

Ms. Banks re-iterated that this is a pre-packaged event. You're looking for something that's turnkey. It's here in the DDA area; we can see it attracting people to the downtown. It can be promoted as "Brought to you by the Wixom DDA: (specific businesses)." Board Member Berry thought that library, historical society, and schools would all want to be involved.

Chairperson Klebba said that she liked the idea of having a Kickoff Event. Ms. Banks noted that Madonna did one that was successful and they tied it into a lecture series. The curator from the Polish Mission even thought we could fly someone from the Auschwitz Museum to do the Kickoff Event.

Chairperson Klebba thought this is a great opportunity and we should take advantage of it. Ms. Banks did note that it is a ways out.

Board Member Keel wondered if it could be packaged in a way that businesses could have an event of their own. They could have their own wine and cheese and music event and we could finance the whole thing by selling event nights. You can buy the package and get tickets for the event.

Ms. Barker thought that we would have to check with library for their hours and events. Businesses could meet in the Community Center and then go to the exhibit after-hours. Board Member Keel didn't think it would require the library to be fully staffed.

City Manager Goodlein thought that the \$3500 estimate is low. He felt that \$5,000 would be a more realistic figure. Board Member Keel thought that if the exhibit was set up for a month there would be eight Friday/Saturdays at \$1,000 per night. Ms. Banks added that as long as any additional costs were eligible, up to \$4,000 they could be part of the grant. City Manager Goodlein thought that it would be necessary to make sure there is another tie-in event for example, some type of violinist, musical entertainment, champagne reception, etc.

Board Member Moscone thought that businesses could sponsor each display. He also thought that this might be a great opportunity for field trips for students. City Manager Goodlein added that students in history classes might get extra credit to go.

Chairperson Klebba said the DDA would have to think about how much money we want to donate to this. She didn't feel that a decision was necessary right now. It was decided to think about it and commit by next meeting.

Information:

A. Update on Munshaw Barn

Ms. Barker said that representatives from Oakland County Economic Development and Community Affairs will be here at April 26 meeting to give an outline about what restoring the barn will entail. All possibilities from destroying house to selling the house, etc. They will give us an outline and strategic plan to move forward with the process. She said that she would be inviting the Wixom Historical Society president to the meeting.

Board Member Weller clarified that the property and building are owned by the City, not the Historical Society. He wondered if there were any historical pictures of what the barn used to look like so that it could be restored to be similar architecturally.

Ms. Barker noted that the City's building official will be there also so this board needs to come next month prepared with ideas about how it will be used. She stated that heating it won't happen. Board Member Weller wondered about using the outside heaters and Ms. Barker answered that would probably work, but that's what the building official will be here for.

Board Member Keel thought that the potential for the barn is off the chart and thought since Oakland County is probably doing it everywhere they will have a lot of ideas. Ms. Barker stated that they're actually not doing it everywhere. They have done their own barn.

Chairperson Klebba directed the group to come prepared April 26th with thoughts, ideas and questions for them. Ms. Barker added that if anyone has ideas ahead of time they can email her.

B. 2016 Community Services Events & Activities

In Packet.

C. Business Forum Events

Upcoming meetings are scheduled for August 12th at Advantage OT, May 10th at dSpace and June 14th at Drafting Table.

Public Comments:

Josh Donnelly said that he thought it was a very interesting meeting and he appreciated the opportunity. Board Member Berry told Mr. Donnelly that he loved his branding ideas.

Aaron Rzeznik wanted to let the board know that the Drafting Table Brewery is planning an Oktoberfest event and hoping to expand it out into City. He said that typically it would happen at the end of September or beginning of October. He added that this year it may be small but we do have a number of German businesses and families in the area.

Executive Director's Comments:

City Manager Goodlein suggested that when the Promotion Committee gets together and they are discussing how they will be promoting the events and the DDA, and particularly when they have discussions about branding, they should find a catch phrase or tag line. He thought it should be something catchy but small that could be on a button or brochure. He added that he felt that the DDA

really needs a new logo and something that is exciting. He said of the current logo that this doesn't cause a business to want to write a \$1000 check. He reiterated saying that a different type of logo is needed and needs to be exciting and it should dovetail into your catch phrase. He said he thought the current logo is tired looking and won't inspire potential sponsors. Chairperson Klebba agreed and thought everyone was on the same page about that.

Board Member Keel said that the Plymouth Rocks logo with a guitar has a lot of character and appeal.

Chairperson Klebba said that everyone here is on the same page that we don't want this logo and want to do something catchy. She added that branding is a process and that it's not going to happen overnight. City Manager Goodlein said if you find one that you really like, do yourselves a favor and protect yourselves with a trademark.

Board Member Berry asked what the steps are in the branding process. Mr. Donnelly answered that it is a process, but doesn't have to take forever. He offered that the group could do an exercise including looking at the mission, the vision and what we want the City to become and start branding towards that. He said you could also take some events into consideration and incorporate those things. He added that the process can be fairly quick, but will take an entire group effort to bring it together.

Board Members' Comments:

Board Member Berry mentioned that the group had been talking about Cider. When we're looking for ideas we were wondering if that would be a draw for people. Mr. Rzeznik said that he will have a small wine maker's license but he would be collaborating with a current Cider maker. Board Member Berry thought that if there are no other communities doing a Cider based event, with the barn it will be our own unique event.

Board Member Moscone wondered if there might be other towns that might be oversaturated with events. Ms. Barker said that there may be some that might be close to feeling that. Board Member Keel thought that most are in the same situation as us in that they are trying to fill every weekend. He felt there are probably not too many in that situation. He also thought there may be other reasons for these events to move to different communities. Ms. Barker said that's why we need a tag like "Mixin' in Wixom" or whatever we decide on so that we can build underneath that and present it.

Board Member Moscone said that St. Mary's Hospital had a really cool event where a helicopter comes and it's a kids' event focusing on safety. The Police Department is there and they do things for car seats and bike helmets etc. Ms. Barker noted that the Wixom Fire Department does Camp 911. Chairperson Klebba thought that a safety event might go well with the opening of the new bike path. City Manager Goodlein said that a number of years ago the City was able to purchase about 400 bike helmets at low cost and give them away.

Adjournment:

This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 9:07 a.m.

Kathleen A. Venegas
Recording Secretary