

**CITY OF WIXOM  
DOWNTOWN DEVELOPMENT AUTHORITY  
49045 PONTIAC TRAIL  
TUESDAY, May 24, 2016**

After the reading of the mission and vision statements, this regular meeting of the Wixom Downtown Development Authority came to order at 7:34 a.m. with the following individuals in attendance:

**DDA MEMBERS:** Chairperson Melanie Klebba, Vice Chairperson Jon Gray, Tom Berry, Mayor Kevin Hinkley, Jeff Keel, Anthony Moscone, Mark Weller  
**ABSENT:** Ryan Hay, Marvin Poota, Dino Grossi  
**STAFF:** Stacey Banks (Assistant to the City Manager), Debra Barker (Business Development Liaison), and Kathy Venegas (Recording Secretary)  
**GUEST:** Cindy Mack (Director, Wixom Public Library)

**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 Gray and Weller to approve the May 24, 2016 Meeting Agenda.

**VOTE:**

**MOTION CARRIED**

**Public Comments:**

Cindy Mack introduced herself as the Director of the Wixom Public Library.

**Approval of April 26, 2016 DDA Regular Meeting Minutes:**

**MOTION** and second by Board Members Keel and Gray to approve the April 26, 2016 DDA Regular Meeting Minutes.

**VOTE:**

**MOTION CARRIED**

**Old Business:**

**A. Action Items Review/Update**

Chairperson Klebba said that, in their packet, everyone received the DDA Action Items List. She said that we will always be referencing this document so we have an idea of what is going on. Ms. Barker said that a decision needs to be made about Action Item #2. This item deals with the money the DDA wants to set aside from the 2017-2018 Budget for the Polish Mission. This discussion was tabled to July meeting during next budget.

Ms. Barker had an update on Action Item #3, the Munshaw Barn. She said that we have gotten quotes for different things and some history about it. She is working on a time table with Oakland County and our building official along with some staff members. Ms. Barker will present something at the June meeting. Chairperson Klebba mentioned that she and Ms. Barker met with some HOA Board members from the community regarding DDA initiatives, including the barn. She said that there weren't many people there, but it was a start and they are excited. Ms. Banks said that the asbestos quote was just recently received and it was only \$2,200 to clear the house. She explained that this was something that needed to be done before anything could be done with the house.

Ms. Barker said that she has been going back and forth with Josh Donnelly regarding branding. This is something that will be discussed later in the meeting. Mr. Donnelly said that he would be willing to waive fees for the DDA.

Ms. Barker said that we are still in discussions regarding the Chili cook-off. Chairperson Klebba wondered if there was any new news. Board Member Keel said that there are still some issues with the Oakland County Health Department. He said that those issues may create a situation where we only have pre-signed up competitors or just licensed businesses. Board Member Gray said that he doesn't understand difference between this event and our past chili cook-offs. Board Member Keel explained that Oakland County requires that each participant provide a fee and paperwork filled out ahead of time. He said that in the past (in Plymouth) at this event people have been able to sign up the week or day of the event and participate. He said that they attempted to convince Oakland County to cover everyone under one license with the Chili Board handling the distribution of the food as this is the way it was done in Wayne County. He said that it's not really a big deal, but just makes it more difficult to sign people up.

Mayor Hinkley said he thought that we had contestants register ahead of time and fill out the paperwork, and then health inspector showed up on the day of the event. Board Member Keel agreed that's how it's been. Mayor Hinkley wondered if we could schedule a mandatory pre chili cook-off meeting that participants must attend. That way we could get them all registered. Board Member Keel thought that the fees aren't the issue since the promoters of the event would pay those fees for the individuals. Chairperson Klebba wondered how long this will take to get organized since the event is in September and we're already almost in June. Board Member Keel said that we're already committed to the event; it's just a question of who will be participating.

Ms. Barker said that she has been in contact with the economic development person from Kroger. She said that sponsorship is everything in this.

Chairperson Klebba said that she was concerned that the DDA was not scheduled to meet in July and August with the event being in September. Board Member Gray thought that the DDA should at least meet in the beginning of August. Chairperson Klebba suggested keeping the scheduled monthly meeting time. Board Member Keel said that regardless, Board Members should stay connected and keep in touch about what is going on. He said that a lot will revolve around the money that gets raised and how much can afford to be done. He said that part will need to get done sooner rather than later. Chairperson Klebba wondered what the DDA should do at this time. Board Member Keel said it's just a matter of lining up the parts that the DDA will take on, whether it's kids' activities or a bounce house. Chairperson Klebba asked if Board Member Keel could outline the action items the DDA needs to be working on. Board Member Keel said yes, but that depends on what the DDA wants to do. He said as far as the chili cook-off itself, that's all taken care of. He said it's up to this group how much we want at the event.

Ms. Barker said that this is an event that is already known and it needs to be big. It cannot be just bringing out a couple of bouncy houses; that can't be what it's relying on. She said that she's getting Main Street involved because it is a big deal and that we need to be researching ideas. She said she has a volunteer who works with 5Ks and will be meeting with her tomorrow to see if a 5K could fit into this event.

Board Member Gray said the Plymouth chili cook-off was sponsored by Harley Davidson. He said it was his understanding that is why that event is not in Plymouth any longer. He wondered if we want to have that here. Board Member Keel said that wasn't part of the fundraising, but Harley Davidson brought parking dollars that went directly to the charity. He said that Kroger and other sponsors brought the big dollars. Board Member Gray said that a lot of the competitors were Harley guys and he asked again, do we want that environment here, because Plymouth got sick of it. Chairperson Klebba thought that Plymouth was saturated with events. Board Member Keel said that there is a lot going on in Plymouth right now and they are shutting down their park for renovation this summer. Plymouth is also raising the cost to do business there. He said that even the Community Band has cut down from 12 to 8 weeks because it's too expensive.

Chairperson Klebba asked do we want that image. She said that she doesn't think it's wrong. Board Member Gray doesn't think it's wrong either but thought that this year we might have 100 bikers, next year maybe we'll have 200 bikers. Mayor Hinkley wondered who said we're getting bikers at all. Board Member Gray said they had a lot of bikers competing in the chili cook-off. Board Member Keel said that bikers were not in the cook-off, it was mostly a restaurant-based competition. He said the bikes came because it's a destination event, they weren't the cooks. He said that motorcycles were a big part of the event; that thousands of people came and a lot of them were on bikes. He said that does have to sit well with people in order to go forward, but personally, it is a non-issue. He said everyone should think about what they want or don't want to happen because we do have to be behind this. He said the parking fees from these groups raised thousands of dollars for the charities. Chairperson Klebba said that we can make it the way we want to make it and we need to start thinking about that because we're only four months away from the event. Ms. Barker thought we already discussed the whole biker thing and it was done. Board Member Gray just wanted to stress that it can turn into that. Board Member Berry wanted to focus on getting this event done, wondering what the responsibilities of the DDA are and what Mr. Gietzen is doing. Board Member Keel said that the organizing, and running of the cook-off is Mr. Gietzen's responsibility and DDA can step in to whatever degree we are comfortable. He said the DDA has to decide what we want and get volunteers to do it.

Mayor Hinkley noted that we're in June so we have to have everything set. Board Member Berry said that our action items will be as follows: promotional committee and he asked what else do we want to do? Chairperson Klebba said we really need to settle on what we want to bring to this event. She said regarding the 5K, we should see what happens with Ms. Barker's meeting tomorrow. Board Member Keel thought that something like a 5K would have organizers and volunteers that would do that. He said that we have enough trouble manning a table, there's no reason to take on more of the burden than we need to.

Ms. Banks wondered if we still have a volunteer who was interesting in manning a kids' tent. Ms. Barker said that she had a business that was likely going to take that on. Ms. Banks thought that it is key to make it a family event. Ms. Barker said that Mr. Gietzen also has a lot of ideas about how to do that. She said there is a lot happening and a lot hinges on the health department

Chairperson Klebba asked if Mr. Gietzen is coming to the next DDA meeting in June. Ms. Barker said that he is.

Ms. Barker said that this board has to get active and start taking on roles.

Board Member Keel thought that we need to plan some Chili Cook-off meetings. He thought that they don't necessarily need to be DDA meetings, but he thought there should be meetings every few weeks until the event. He said that how much the DDA takes on is up to us. He said that if we do nothing, the event will still happen, but if we want to be a part of it, we need to figure that out.

Mayor Hinkley wondered who's doing the layout and if this is when we're closing the street and will everything be in the street. Board Member Keel said that the food tent and chili part will be on grass. He said that the Oakland County band trailer will be at end of street facing east. Mr. Gietzen is taking care of all of that. He said that what happens on the stage will be organized and run by Mr. Gietzen as well. Board Member Berry wondered when Mr. Gietzen will figure out the timing of the event.

Ms. Barker said let's leave the details to Mr. Gietzen. She said that he is working on that and he is in contact with her, but she said this group needs to decide when you want to meet. Board

Member Gray said he thought the goal right now is to figure out what we want to be at this event. He said a 5K would be great. Ms. Barker said that is not for this meeting, we need to set a meeting to decide that.

Chairperson Klebba said that the next meeting of the DDA is June 28 and she suggested that the group has to have it figured out before then. She said that she would send out an email to set up a workshop that is geared toward the event. She said that we could invite members of the community and volunteers for their input as well. She said the meeting will have to be before June 28.

Board Member Berry said that regarding promotion, our schools let out June 17 and he thought there should definitely be a flier before then to send home through the schools. Mr. Keel thought we would want to focus on social media. Board Member Berry noted that we had a mailer from our State Representative arrived in mailboxes this week and nowhere does it say Wixom's Chili Cook-Off. Yet, all these other communities have things in here. Ms. Venegas noted that the City does have events in that mailer. Mr. Berry thought it would be nice to have the cook-off out there already.

Mayor Hinkley thought the DDA is biting off a big project for the first one. He said that he would like to see the committees organized and have a timeline ready. He thought that has to be done before you get the volunteers here. You have to be ready to go or you'll lose those volunteers. Chairperson Klebba said that's true, but we are going to need help. She said that she can't do this on her own and either can Ms. Barker.

Moving on Ms. Barker said the Sponsorship letters are complete and out.

She also said that she is sending around a sign up for the DDA table at the Summer Concerts. She told Ms. Venegas that the DDA will need a table at the concerts and wondered if it matters where they set up. Ms. Venegas said that they could choose a spot that suited them since there won't be a lot set up at the regular concerts. Ms. Barker said that we might want to have a table at the barn as well so make sure you sign up.

Board Member Gray wondered if the DDA has any t-shirts. Ms. Barker asked if the DDA ever had any t-shirts. Chairperson Klebba said that the City did. Mayor Hinkley didn't think we had any left.

Ms. Barker said she thought social media is in progress. She said that City staff has a contact and will work on the Pure Michigan listing since we now have a date.

### **New Business:**

#### **A. Main Street Award**

Chairperson Klebba said that Ms. Barker and Ms. Banks went to the Main Street Event and accepted an award for Outstanding Progress and Commitment to the Downtown DDA Management. It will be displayed outside the City Manager's Office.

#### **B. Recyclable shopping bags**

Ms. Barker said that City staff got some prices on reusable bags. She stated they were very reasonable and then contacted Josh Donnelly, who is the branding guy. Ms. Barker said that we have approximately \$1000 in the DDA budget, some of this would be dedicated for the fees of the Recording Secretary, but we could buy 200 for \$1 each and get something written on them. She said that Mr. Donnelly sent some ideas, but she prefers something more contemporary, for example a silhouette of the barn with "A Barn Good Place to Be" on it. Ms. Barker said that it's up to the Board if she should order them and the shops would sell them. We could sell them for

\$3 and make \$2 on each. Chairperson Klebba thought this was a good idea and a good way to start generating some money. Mayor Hinkley said they could be sold at the concerts as well.

Mayor Hinkley offered to write a check for \$200 and DDA can match those funds to buy the bags.

**MOTION** and second by Board Members Keel and Gray to use \$200 from the budget to purchase and print recyclable shopping bags.

**VOTE:**

**MOTION CARRIED**

Board Member Gray thought that next year we can get sponsors on the back.

**C. Cindy Mack, Library Director**

Chairperson Klebba turned the floor over to Ms. Mack, the Director of the Wixom Public Library. Ms. Mack introduced herself and thanked the Board for giving her the opportunity to speak. She said that she has been the Director at the library almost 5 years and was here to speak about the Library's millage renewal on the August and November ballots. She said that the library currently operates on 1.08 mils and it expires in 2017. She said that it will be on the August Primary Ballot for basic renewal of the millage for another 10 years. She said this renewal will not increase taxes, but will provide continued funding for library services. She said that currently the millage provides 88% of the costs for operations. She said that in addition to that, the library does receive some additional funding from the County, State and Federal Governments as well as a small amount from overdue fees. She explained that the library does not receive additional funding from the City and by law the existing funding and proposed renewal is for library services only. She said that those funds can't be used for anything else. Ms. Mack said that everyone has received a library millage renewal informational packet with some facts and figures. She said that for a resident who owns a home with a taxable value of \$100,000, market value of \$200,000 the cost would be \$108 per year. The funds provide all services including books and magazines, both print and electronic, computer access, educational and entertainment programs, access to online resources, staff costs and operation of the building. She said that we are lucky that the City does own the building and we lease it for \$1 per year. Ms. Mack explained that it is very important that the library millage pass so we can continue to operate.

Ms. Mack wanted to make the Board aware of a resource that the library offers. She said that people who own a business or work in Wixom can get a library business card for free. This card can only be used at the Wixom Public Library and it expires in 1 year.

Ms. Mack also wanted to make everyone aware that the State has a great one stop business resource through the Michigan electronic library which provides electronic resources for businesses. She said this includes access to eBooks and journals, analyzing of demographics, market comparisons, legal forms etc. She asked if anyone had any questions regarding the library, their services or the upcoming millage.

Board Member Berry wondered what the annual attendance of the library is. Ms. Mack answered that 93,000 people visited the library last fiscal year. Mr. Berry wondered what some of the most utilized resources at the library are. Ms. Mack said that books are still the main thing, along with programming. She said that people really enjoy the family programs such as Spectacular Saturdays. She said that Tuesday morning summer programs draw an average of 75-100 kids. She said that for adults a lot of crafts and educational programs are very popular and people utilize the wireless access.

Board Member Moscone wondered if the library or Oakland County can they do an impact study on our business. He said that he's always wanted to find out what impact they bring to the City.

Ms. Mack said that she could put him in touch with someone. She also said that Michigan State University does a lot of things like that and she will pass on that information to Ms. Barker for him. Ms. Barker thought that the One Stop Shop would help with that too.

**Public Comments:**

None

**Executive Director's Comments:**

Ms. Barker said that before everyone goes she wanted to say that we will be working with Walled Lake Schools and their media group to do an "Under the Radar" type of show in the fall. They will be going into local businesses to spotlight them. She said there seemed to be positive feedback from the businesses.

Ms. Banks camera wondered if there was a positive response even though there are so many camera shy people. Ms. Barker said that, yes she got a good response.

Mayor Hinkley said they did a spotlight on him the other day and they're quick. He said they were in and gone within 15 minutes.

**Board Members' Comments:**

Board Member Weller wondered if the land swap was going to be on the August primary. Mayor Hinkley said that the City was hoping to get it on August ballot, if not November. Board Member Weller wondered why it has to be on a ballot and Mayor Hinkley explained that the property is owned by the tax payers. Board Member Weller questioned if it would be on the November ballot then and Mayor Hinkley said that he doesn't really see it going anywhere right now. He said that unless the developer comes to us with a serious plan, it's probably a dead issue for now.

Ms. Barker added that Parks and Rec is going to be looking at their master plan next year.

Board Member Weller wondered if anyone has been down to Wayne lately. He said that every lamp post has a banner on it. He said that it's like Banner City down there and he thought they were broke. He said that we talked about banners here in DDA and thought that needed to be addressed again. He wondered if the flags will be up by Memorial weekend. He said we have flags for these poles. Mayor Hinkley said that he will address that to the City Manager shortly and yes, they will be up.

Board Member Weller wondered if, since development is happening in the DDA and more funds are coming in to cover the debt that we have, and being that we have such a low budget, there is a way to take 5% of that money so we can increase our budget to do the signs and banners. He wondered if there is a way that we can ask Council for that. Ms. Barker said that this should have been discussed in January. Mayor Hinkley said that we just went through the budget. Board Member Weller thought that maybe that could be done for next year. Mayor Hinkley said that he thought the DDA might have been overlooked in the budget hearings this year and understood that you can't do what this Board is trying to do on such a small budget.

Chairperson Klebba said she thought Board Member Weller should look into the banner costs and present to the DDA so that it can be presented to Council. Mayor Hinkley thought that the research has been done on that and it should be somewhere. He thought that maybe the City Manager's office could find it.

Board Member Berry thought we need a logo before we get banners.

Board Member Weller said we can't just have one banner, but need to promote things seasonally.

Board Member Weller wondered when the lampposts were installed in front of the Baptist church on Wixom Rd. what the thought process was behind putting those so close to the road. Ms. Barker thought that should be a question for the Planning Commission.

Board Member Moscone thought that if we're getting the same amount year after year in the budget, we're actually going backwards because of inflation.

Mayor Hinkley said that the One Stop Ready academy is in June, July, and September. He said that if you haven't attended those in the past, you should attend as part of this committee. Ms. Barker said that she will send the information regarding these events via email.

Mayor Hinkley said that on this Board we have one vacancy right now for June 30, 2016. He said that if you know anyone let us know. He said that if you have other interests, there are currently vacancies on the Cemetery Board, Parks & Recreation Commission, Zoning Board of Appeals, Planning Commission and Tax Abatement Review Board.

Ms. Barker mentioned that she had a few names, however, they haven't been residents for very long and our Charter requires at least a one year residency.

**Adjournment:**

This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:32 a.m.

Kathleen A. Venegas  
Recording Secretary