

Approved
9/27/16

**CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
Tuesday, June 28, 2016**

After the reading of the mission and vision statements, this regular meeting of the Wixom Downtown Development Authority came to order at 7:35 a.m. with the following individuals in attendance:

DDA MEMBERS: Vice Chairperson Jon Gray, Tom Berry, Ryan Hay, Mayor Kevin Hinkley, Jeff Keel, Marvin Poota, Mark Weller
ABSENT: Chairperson Melanie Klebba (excused), Anthony Moscone, Dino Grossi
STAFF: Stacey Banks (Assistant to the City Manager), Debra Barker (Business Development Liaison), and Kathy Venegas (Recording Secretary)
GUEST: Laure Dorchak (Wixom Historical Society), Nancy Dingeldey (Wixom Historical Society)

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 Berry to approve the June 28, 2016 Meeting Agenda.

VOTE:

MOTION CARRIED

Public Comments:

Ms. Barker introduced members of the audience Nancy Dingeldey and Laure Dorchak from the Wixom Historical Society and Alaina White, summer volunteer working with Ms. Barker.

No Public Comments were offered.

Approval of May 24, 2016 DDA Regular Meeting Minutes:

MOTION and second by Board Members Weller and Keel to approve the May 24, 2016 DDA Regular Meeting Minutes.

VOTE:

MOTION CARRIED

Old Business:

A. Action Items Review/Update

Ms. Barker asked Ryan Hay about the Restaurant Week. Board Member Hay said that he spoke with Chairperson Klebba who decided she wants to hold off on Restaurant Week since the DDA has so many other things going on.

Ms. Barker said that regarding the Polish Mission Forbidden Art Exhibit, the DDA has received a sponsorship of an art piece. She thought that the DDA needs to start promoting this and that as residents and business owners, the promotion should start with the people in the DDA. Vice Chairperson Gray wondered if there is a flier to hand out or explain what it is. Ms. Barker said that everyone here knows about it and should be able to talk about it without a sheet, but there is a sponsorship form that includes the information. Board Member Poota thought that something with the dates and a brief description would be helpful. Board Member Hay asked what the dates of the event are. Ms. Banks said the exhibit will be from March 20-April 6, 2017. Ms. Barker said that the idea was to discuss a budget commitment towards this. She said that the Library and Friends of the Library have committed \$250 each. The Grant Application is due in August and we should know shortly after that if we receive the Grant. City Manager Goodlein wondered what the balance would be after the \$4,000 grant and the \$500 donated so far. Ms. Banks said the remaining funds needed would be \$3,500. She said that the maximum Grant would be \$4,000

and total cost is \$8,000. Ms. Banks said that the project could be downsized if we don't get the \$8,000 we need. City Manager Goodlein thought that if we get no money, we could cancel altogether.

Board Member Berry said that he had a contact who would be interested. Ms. Barker said that the donation already received is from Board Member Berry's contact. Board Member Berry thought he could ask for more and Ms. Barker said that would be great, but we appreciate small donations as well.

City Manager Goodlein thought the DDA may be able to get money from the Jewish Defense League who might be interested in doing some sort of closed sponsorship. He said it might be worth contacting them because the reasons that people continue to talk about this and the reason it's important to expose this art is so that people don't forget about the genocide that occurred. He thought that it might not be a lot of money, but they might have an interest in supporting this effort. Board Member Keel mentioned there is a Jewish Veterans organization as well. Vice Chairperson Gray suggested contacting the Jewish Community Center too.

Ms. Banks thought these were all really good ideas, but would love to see it supported by our DDA and the Community. Board Member Weller said that the DDA has no money. Board Member Hay stated that we should try and bring people from other communities as well, so if we reach out to the Jewish Community Center in Ann Arbor, we would bring all of those people here.

Board Member Hay wondered if there was a website that interested parties could be directed to. Ms. Banks said that we have 3 new pages on our City website under the Business Tab for the DDA. She said that the initial page explains the DDA, lists the Board Members and their businesses, the mission and vision statements, links to bylaws, agendas and minutes and requests for volunteer help. She said there are subpages, one with the business listing and one with the events on it. The events page includes the Munshaw Barn and the Polish Mission Forbidden Art.

City Manager Goodlein offered to contact someone that he knows and who is active and may be on the Board of Directors at the Jewish Community Center in West Bloomfield. He thought that might be a way to get a contact that could provide more information about a sponsorship.

Board Member Poota asked if the total budget for the project is \$4,000. Ms. Banks said that she was hoping to get \$4,000 from the grant plus and additional \$4,000 for a total goal of \$8,000. City Manager Goodlein thought that fundraising should be done with the assumption that there would be no money from the grant.

Ms. Barker said that the intention is to do something really visible for the sponsors such as putting their name or logo on the art exhibit.

Board Member Poota thought that raising the \$8,000 is definitely doable and shouldn't be that hard.

Board Member Berry thought that there had been mention of a cocktail hour or hors d'oeuvres and wondered what the sponsors will get. Ms. Banks said that was an idea that came from Board Member Moscone at a previous meeting. The idea would be to open a portion of the Ballroom at the Community Center for a cocktail reception for people or businesses who reached a certain level of donation. People could meet there for an evening of art, but the food would be on their own, they could have it catered. Sponsors would get use of the room for a reception and then when the library closes at 8:00 p.m., the doors would be open for them to enjoy the exhibit at the library. Ms. Barker noted that those terms are lightly spelled out on the sponsorship form. Board

Member Berry clarified that the food would be the responsibility of the sponsor and wondered if there was a cap on the number of people that could be brought in. Ms. Banks answered that it would depend on the size of the room which would depend on their level of donation; for example, a top donation of \$1,300 will get the whole ballroom for 250 people.

Board Member Keel wondered if it would be an additional cost to provide a reception. He felt that we would have to provide the food for these receptions. City Manager Goodlein thought there were two different issues at hand. The first issue was raising money to bring the display here and the second was the cost that would be incurred to provide the receptions. Ms. Banks said that it costs approximately \$3,500 to bring the exhibit here. The rest is for a reception, to have a speaker come in, the food, etc. Board Member Keel thought that 75% of the donations should go toward bringing the exhibit here and 25% should go toward the additional offerings.

Board Member Gray thought the first night we should have a wine tasting with a speaker. He said we could charge \$15-\$20 per person and then word will get out about the exhibit.

Ms. Barker asked Ms. Venegas about a date for Wine Tasting. Ms. Venegas said there is nothing planned for the 2017 calendar yet. Ms. Barker thought it may be a possibility to coordinate with Community Services for a wine tasting.

Ms. Barker said that though she knew everyone would have a lot of questions regarding the next action item, she was not able to give much information. She said that we will not be going with Chili Cook-Off in September. She explained that there are several things that have come in to play and we have to pull back on that. She said there are still some possibilities of things we can do and might need to have an emergency meeting to discuss those possibilities. Board Member Weller thought the Chili Cook-Off was a done deal. Ms. Barker said no and you'll have more information about that at a later time.

Board Member Poota wondered what happened with the Chili Cook-Off. Ms. Barker said that will be discussed at a different time but we're working on reorganizing the event.

Ms. Barker said that Chairperson Klebba had expressed that she felt the DDA still needs to meet in July and August on the regular 4th Tuesday morning.

B. Munshaw Barn History – Laure Dorchak

Ms. Barker said that Laure Dorchak from the Historical Society provided a handout for everyone in their packets regarding the Barn and property.

Ms. Dorchak gave an accounting of the history of the land and the people involved with it. (See Packet Handout "Historical Information Related to the 'Munshaw Barn'")

Ms. Dorchak said that Munshaw actually has nothing to do with the barn and suggested calling it the Hopkins Barn. She also suggested that if there is a park at the site it should be named Sergeant Albert Baker Park and put a Memorial to the Civil War Veterans there since the barn was owned by the daughter of a Civil War hero. Ms. Dorchak brought a book about the 22nd Infantry which is the most complete book about it. She said that she had spoken with the author and the next edition will have the story about Albert Baker in it. She said that Civil War buffs look for sites like this and any Memorial that is about the 22nd Infantry will be in the book. She said if the DDA went this route, it would generate significant interest.

Ms. Dorchak said that she looked into State Historic Site designation and that costs about \$4,000. She said for this designation you would want to apply after all the renovation work is done. Once the designation is given, very few changes can be made to the property. She recommended

keeping the exterior as genuine as possible. In order to start the designation process, a \$250 application fee is required and they will tell you if you qualify. If not, you get your money back. If so, it would take about a year to get the designation.

C. Munshaw Barn Update – City Staff Findings

City Manager Goodlein wondered if it is the property that is designated historical or just the structure. He wondered if it was just the structure if changes could then be made to the property. Ms. Barker said that the designation will be for the address which includes the whole property. City Manager Goodlein wondered if any cities designate properties within their boundaries as being City Historic Sites. He thought there might be some opposition to State Historical Designation if it would prevent the City from making any changes to the property in the future. He thought an alternative would be to have the City designate it as a historical site and then be able to alter the property if desired in the future. Ms. Dorchak said that the advantage of having a property designated as a State Historic Site is that it would be then listed as such so people could find it. Ms. Dorchak wanted to make clear that the Historical Society is happy to help with this project, but doesn't have any funds.

Board Member Weller said that the building is in the City and in the DDA, but it is not our building. He wondered what exactly gets designated. Ms. Barker answered that the land parcel as it is today is what would be designated which is .45 acres of land.

Board Member Keel said that we need to be very careful because once that designation happens we might not be able to go in the direction we wanted to for renovation.

City Manager Goodlein wondered if once the property is designated as a State Historical Site, there might be regulations against the City then generating funds from that property. He said if the purpose is to run a farmers market on the site, it would be prudent to look into any such regulations.

City Manager Goodlein said that for the purposes of demolishing the property and mitigating the contamination inside the house (which is asbestos), it would be \$2,500-\$2,800 to mitigate the house and another \$8,200 to demolish it so the total cost is approximately \$10,000. He added that he and Ms. Barker along with Tim Sikma, Director of DPW and Jon Booth, Hubble Roth and Clark had determined that there is likely some grading that will have to be performed on the property in order to facilitate use of the ramp that runs from the east side of the Community Center up to the property. The engineering for that would be \$35,000 and it would be another \$25,000-\$30,000 to actually do the grading.

Ms. Barker said that the question that was posed to the building official was, "What do we have to do to use it next year?" She said that's where these numbers come from. If the building were designated as historical it may be exempted from some handicap features as far as the barn is concerned, but not including access to the barn.

Ms. Barker said that the seating capacity based on square footage would be at the most 85-90 people. She said there is currently an upstairs, however, removing the second floor would be the first option to give an open feeling.

City Manager Goodlein stated that there is some very heavy cast or wrought iron machinery on the second floor that would need to be removed. That would require part of the roof being removed and a crane to lift it out. Board Member Berry wondered if it could be dismantled and removed piecemeal.

Mayor Hinkley noted that one of the things he sensed at the joint Planning Commission, Zoning Board and City Council meeting was that some of our Council Members are not in favor of this barn project. He said that there was a reference made at that meeting to the Historical Society's project to fix the Wire House and their inability to raise funds for that. Mayor Hinkley thought that with lack of interest from these Councilmen, there needs to be a grand scheme goal and starting goal. He thought those goals should then be presented to City Council to get their support because funds will be needed to make this project happen. He felt that if the goal is to present this facility as a site for weddings in addition to the Community Center, these councilmen won't see the value in that. He felt that they don't understand the marketing and what younger people are looking for in a wedding venue. He said that there are people out there who are paying big money for this type of venue.

Ms. Barker said that this would be a package deal. People would rent the barn for the wedding, but reserve the Community Center for the use of the bathrooms and wedding preparation, and hopefully the reception.

Board Member Gray said that what it comes down to is dollars and cents. He wondered what would be needed in order to have a farmers market there next year and weddings in 5 years.

Board Member Keel thought the earning potential of the property needed to be determined. Ms. Barker stated that she already has that information.

City Manager Goodlein thought that it might be wise to consider wrapping the Wire house renovation in the same presentation to Council. Little by little we could take care of historical pieces in the city and preserve them for future generations. He thought that the value of these sites is that they provide educational flash points for young people.

Ms. Barker said that Ms. Dorchak pointed out that if we base our historical designation on the people there is a lot of impact we have on the community. She felt that a decision needed to be made as to whether this is something that this DDA wants to take on alone, or partner with the Historical Society.

Board Member Keel said that there's a lot of talk about this, but we really don't need another high maintenance, costly, fundraising intensive project. We have to be realistic about whether it can generate dollars to support itself. If that's not the case, or if it's going to be limited to a site where we only have a farmers market we need to look at that. He said that there's never enough money and one of the driving numbers needs to be what funds it can potentially generate.

Board Member Weller wondered if we could get Centennial Designation for the property. Ms. Dorchak said no, Centennial Designation is for a farm that has been in the same family and actively farmed for 100 years.

City Manager Goodlein thought that if this property had a role in Civil War, there might be some value to putting in the Civil War memorial to tie in the Civil War significance. He thought that there should be a way to tie historical properties into the City events. Board Member Keel thought that the people value may be more important than the building.

Ms. Dorchak wanted to clarify that Albert and Sarah Baker lived off Maple Rd. and it was their daughter, Lucy Hopkins that lived on the property. Mayor Hinkley wondered about the Munshaws. Ms. Dorchak said the Munshaws lived on the property earlier, but they had nothing to do with the barn. Ms. Barker stated that it's the Hopkins Barn now.

Board Member Gray said that if the capacity of the barn is 85-90 people, it's not a lot for a wedding. City Manager Goodlein thought that most people would have the wedding at the barn and the reception at the Community Center.

Board Member Poota thought this is a great opportunity to get state historical designation.

New Business:

A. Sidewalk Sale

Ms. Barker said that she was approached by a business owner wanting to know if it was possible to have something outside of their building during City events. She said to do that, a resolution to Council is needed with a list of criteria. Some of the criteria would include maintaining a clear, barrier-free sidewalk, the business could only sell their own goods, and operation can only be during the hours of the City event. She said that she was looking for a recommendation for a resolution to Council.

Board Member Gray thought if the DDA were going to have something in September, the sidewalk sale should tie in with that. Ms. Barker clarified that this would be for any City event. Board Member Keel wondered if it would be a case by case decision. Ms. Barker said that it would be for DDA businesses only during City events. Board Member Keel thought that anything that will help businesses in our Downtown should be supported.

Board Member Hay wondered if this would make it harder to get other vendors to come in if downtown businesses were doing this.

Board Member Berry said in looking at the DDA's Mission Statement, this is exactly what we should do. He thought that if we're going to do what we say at the beginning of every meeting, we have to support this.

Board Member Keel said there are probably only a couple of businesses that this would really apply to. Ms. Barker agreed.

MOTION and second by Board Members Weller and Keel to support a resolution to City Council which addresses the request by a DDA business owner to hold a "sidewalk sale" during scheduled City events in the downtown.

VOTE:

MOTION CARRIED

B. DDA Website

Ms. Barker said that she has been contacted by a volunteer who has significant experience in building websites and conducting web-based training. She said that Ms. Banks has done a fantastic job on the DDA pages of the City website, but if the DDA wants to create its own website, this might be a good resource. She asked, do we want our own website?

Board Member Keel wondered how old this volunteer is. Ms. Barker said that the volunteer is retired. Board Member Keel said there was no question in his mind that he's not ideal for the job, but if he's willing to help and it doesn't cost us anything, of course we should embrace that.

Board Member Gray thought that this man would provide new ears and new eyes and he would welcome that.

Board Member Keel thought that the DDA should help him get involved to help and get an intern/high school volunteer to help catch him up to speed since things are changing so fast.

Board Member Weller wondered if he can he put something together for us to approve.

City Manager Goodlein thought that if this volunteer doesn't work out for the DDA, there are other places, such as the Historical Society where he could help out and benefit the City. His recommendation was to bring him in.

C. Spring 2017 Event – Derby Day

Ms. Barker gave an update on the 5K event. She said she spoke with two companies. The first was a company that wanted \$15,000 to plan the race and the event. The second was a potential Wixom business owner who is a race event planner. The business has different packages but the charge would be \$550 for the event plus a per registrant fee. She said that this company has significant experience with these events. She asked the race planner about a first weekend in May event that would coincide with the Kentucky Derby. She said there was a positive reaction to that and it was suggested having a 10K or 1/2 Marathon. She said the price was right and the experience was there. Board Member Gray wondered if the \$550 included marketing. Ms. Barker said that includes data management, online registration and results, live streaming, finish line arc, course creation and certification, race bibs, tables, waters, tents, mile markers, turn signs, promotion. She said that he's been getting \$5.50 per applicant. Ms. Barker said that the average registration cost for similar races is \$40-\$45. City Manager Goodlein thought that seems like a great price. He also agreed that a 10K or 1/2 Marathon would bring more people than a 5K. He said if you have personnel and staffing you can add events.

Ms. Barker said that there's a lot we can add on to an event like this. She said that the race is a great start for an event. The Derby Day event could be a new, unique thing too. She said that she is looking for a budget approval of \$550 from our budget to get this going.

MOTION and second by Board Members Gray and Berry to use \$550 from the DDA budget to contract with a race coordinator for a Derby Day Race.

Discussion: Board Member Keel wondered if there was a need to do any more research about what type of event this might be and what the history of this person's events are. Ms. Barker said that she has done all that. Board Member Gray wondered if it would just be the run or if there would be other things tied to it. Ms. Barker said the race would be the significant part of it, but the DDA could build on that.

City Manager Goodlein thought that what Board Member Keel was wondering about was getting a list of references from this race coordinator that we could contact to see if there were any problems or concerns in the communities where his events have been. Ms. Barker said that she has all that.

Board Member Keel stated that some of his concerns included how this race coordinator has promoted his events in the past, what additional costs might there be, is this the real deal, will people actually turn out, will he bring any funding to it, etc.

City Manager Goodlein said that we would have to do some of our own promotion and look for our own sponsors.

VOTE:

MOTION CARRIED

D. Banners

Ms. Barker had a handout from 2013 for an Adopt-A-Banner Sponsorship program. She said that in February of 2016, Deanna Magee received information from CGI Communications of Rochester, NY regarding a Streetscape Banner Program. This company would do all the work. Ms. Barker said that she would provide them a list of companies in Wixom; they would contact those companies, get sponsors for banners, hang the banners and those banners stay up for 2-3 years.

Board Member Weller thought we would want to change those banners for different events. Ms. Barker said that's not what this company does. She said we tell them how many light poles we have in the City and that's how many banners they do. These would include the light poles in the downtown, Wixom Rd. to Maple and in Sibley Park.

Board Member Keel wondered if the banners could be done in small numbers for the quoted price or would it have to be a one-time print. He also wondered if all the banners the same, or would they be different designs. For example could the banners in the park be different than the ones on the roads. Ms. Barker said that there could be different styles designs, but they wouldn't be changed and we would get final say on the design.

Board Member Berry thought we would want some continuity. City Manager Goodlein thought that the DDA might want to discuss this with the company to find out what other communities do. Ms. Barker said that all the banners would all be the same size and be consistent.

Board Member Gray wondered how much it would be for each screen print. Ms. Barker said it would probably be about \$350. Board Member Gray wondered if there would be different pricing for different areas of the City. Ms. Barker said that they would all be the same price. City Manager Goodlein thought that people would likely want banners close to their businesses.

Board Member Weller wondered if we can we get a count of the number of potential banners there are. Ms. Barker said that she could get that information from DPW. Board Member Weller wondered what the turnaround time would be. Ms. Barker said that we just need to sign the agreement.

Board Member Weller asked if we need to decide on design.

City Manager Goodlein thought that before we sign the agreement, we need to see sample, and make sure this company has satisfied customers. Ms. Barker said that the company guarantees them for 3 years.

Board Member Weller said that his thought was to make them event banners but said that would be a huge additional cost.

Ms. Barker said that she will get more information on banners for next month.

Ms. Barker said that the Wixom bags are on sale now for \$5. She purchased 200 and different DDA businesses have bags that they are selling.

Public Comments:

Nancy Dingeldey from the Wixom Historical Society said that as a person who has been involved in the historical aspect of this City for a long time, it is great to hear the interest in the Munshaw Barn. She has often felt there was a disconnect between the Historical Society and the City. She said the Historical Society gets no money from the City. She said that she loves the Derby Days idea. She said she loves that we're talking about the Wire House, Gibson House and Barn. She said that the Historical Society is scratching our way up to our \$25,000 goal to save the Wire House. She said that Ms. Dorchak has done a phenomenal amount of research. She said that history is a good thing because we can tie it all together which can create a strong possibility for economic growth. She said the unfortunate thing is that lots of people don't like history. She thought that we need to build the interest. City Manager Goodlein thought we need to educate people about the value of history because it provides perspective.

Ms. Dingeldey said she thought it is wonderful how our area has progressed and she hopes you appreciate the Historical Society. We are not connected to the City and we get no money from the City and we should work with together with the DDA. Board Member Weller wondered if all of those historical sites are in the DDA. Ms. Barker answered that they are.

Executive Director's Comments:

Board Members' Comments:

Adjournment:

This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 9:10 a.m.

Kathleen A. Venegas
Recording Secretary