

**CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
Tuesday, September 27, 2016**

Approved
10-25-2016

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: Chairperson Melanie Klebba-Cheney, Tom Berry, Dino Grossi, Jeff Keel, Anthony Moscone, Mark Weller
ABSENT: Mayor Kevin Hinkley (excused), Marvin Poota (excused)
STAFF: Clarence Goodlein (City Manager), Stacey Banks (Assistant to the City Manager), Debra Barker (Economic & Community Development Director), and Kathy Venegas (Recording Secretary)

GUEST:

Determination of a Quorum:

A quorum of the Downtown Development Authority was present for this meeting. Chairperson Klebba-Cheney announced the resignation of Vice Chairperson Gray from the Downtown Development Authority and read the letter of resignation dated September 26, 2016.

“Good Morning Melanie. After much thought, I would like for you to announce my resignation. After five years of being a Board Member and Chairperson to Wixom’s DDA I find it very difficult for me to concentrate on giving as much time as I would like to the DDA. I am resigning my position but will available on a volunteer basis. I wish you all luck and hope that the DDA can achieve their goals in the near future. Thanks again.”

Approval of Agenda:

MOTION and second by Board Members Keel and Weller to approve the September 27, 2016 Meeting Agenda.

VOTE:

MOTION CARRIED

Public Comments:

None.

Approval of June 28, 2016 DDA Regular Meeting Minutes:

MOTION and second by Board Members Keel and Weller to approve the June 28, 2016 DDA Regular Meeting Minutes.

VOTE:

MOTION CARRIED

Old Business:

A. Action Items Review/Update

Ms. Barker said all action items would be covered later in the agenda.

B. 2016-2017 Board Member Agreement

Chairperson Klebba-Cheney reminded everyone that all Board Members were asked to review, read and sign the Board Member Agreement as a commitment to the DDA. Members were also asked to provide \$25. Ms. Barker said that so far Board Member Keel, Mr. Gray and Mayor Hinkley have submitted the agreement and \$25 donation and noted that the Board would need to return \$25 to Mr. Gray in light of his resignation. Chairperson Klebba-Cheney said her agreement and \$25 is forthcoming and this was really a way to get a commitment from all members. Ms. Barker said that the \$25 is really just getting a basis to start with because the DDA funds are limited. She said that the Main Street Program has found that if there is a small financial commitment, people will be more inclined to see how that money is being used.

Board Member Weller wanted to discuss the issue of the limited budget. He stated that the DDA only has a \$3,000 budget and that has been the same for 16 years. He said that the tax rolls are increasing with the building and the DDA's commitment to the City to paying the bonds has been decreasing. He felt because of this, it wouldn't be out of line for the DDA to ask Council for an increased budget. He asked the Mayor and the City Manager to go to Council and ask for an increase at the next budget hearings so the DDA can do more good things for the City. He said that the DDA has been talking about putting banners and flags up and isn't able to do those kinds of things since there hasn't been an increase in budget for 16 years.

Chairperson Klebba-Cheney thought that might be something for City Manager Goodlein and the Mayor should discuss. City Manager Goodlein said his intent is to try and secure more money for the DDA and the Wixom Historical Society. He thought that it should be possible to get a budget increase to cover operational costs. Board Member Weller said that the funding in the tax rolls was well over \$100,000 in the last year. City Manager Goodlein said the problem that still remains is the DDA debt. Board Member Weller understood, but said if those tax rolls are coming in, the DDA is offsetting what the City has been paying and thought a little taste of that would help. City Manager Goodlein said he understood what Board Member Weller was saying and said that the Historical Society is in a similar position too; they get no funding and they do a lot of work for the City. He felt that the City needs to have skin in the game and that should be to help defer operational costs. He added that that doesn't mean the Historical Society and the DDA don't need to fundraise, because even if Council triples the current funds, that would still only cover operational funds. He said if this is going to be a DDA with a lot of events and a lot of promotion, it will need tens of thousands of dollars or maybe even in excess of \$100,000 in order to do the promotion to move the area forward. He said that won't come from City Council quickly, particularly at this time with the millage renewal coming up. He said once the millage gets renewed, it may be easier to secure some kind of funding like this. He added that if the millage renewal does not pass, the regular base millage will just cover a few hundred thousand dollars more than what it costs to operate the police and fire department. He said that there will be no other money, and the City can't operate just by sending police cars and fire trucks where they need to go. He said that means a decrease in the size of the police department, fire department and all City operations in order to meet that number. He said a lot will depend upon what happens with the millage renewal vote in November. Chairperson Klebba-Cheney said that this vote is really crucial. City Manager Goodlein said that yes, it is. He said if it's not renewed, the City will lose almost 30% of its regular funding.

Board Member Keel wondered if the DDA has spent the \$3,000 in its budget each year. Chairperson Klebba-Cheney said yes, it has. Ms. Barker said that \$1,000 of that goes to sponsoring the Holiday Market event, the recording secretary needs to be paid and the flags for downtown. City Manager Goodlein said that with a little bit of operating costs, the DDA could do some promotional fliers that could be placed in local businesses so that, if nothing else, people would know there is a DDA and that the DDA is trying to do things. Ms. Barker said that the City Budget will start to be discussed in January regardless of how the millage renewal vote comes out. Chairperson Klebba-Cheney thought that this discussion has been good, but the point was trying to get skin in the game from the DDA members, and asked that everyone get their signed commitment and money in to Ms. Barker as soon as possible. Board Member Keel wondered where that money will go. Ms. Barker said that the money will be deposited in the DDA account.

City Manager Goodlein thought that it would also look good if you're going to Council asking for money to show that DDA members have made a small financial commitment through a donation and have signed commitments to volunteer at activities.

Board Member Keel said that a lot of what we are talking about is dollars that Parks & Recreation is spending today. He said that the DDA has talked about doing more events and he assumed that

some of those things would transfer from Parks & Rec to the DDA and so the funding would be justified. He said that funding is going to Parks & Rec now to do those events so if DDA were doing those, the funding would transfer.

Board Member Weller wondered if what the DDA is doing in this group is changing. He said that what has been done in the past is coming up with ideas and giving those to the City and the City would take it and run with the ball. He wondered if now the DDA is taking it from the City and doing it more in-house.

Chairperson Klebba-Cheney asked what the DDA did that it gave to the City. She said that as long as she's been on the Board, the DDA has never done anything and given it to Parks & Rec. Board Member Weller said that for as long as he's been on the board it's been about giving ideas on doing things to improve the City. Ms. Barker said that the DDA used to be more about ideas when there was no infrastructure, but that's been done and completed in 2005. She said that what the DDA is doing now is adapting the Main Street Program. She said this is a nationally recognized program that has proven to enhance downtowns. She said we have a downtown that's half built and unmotivated property owners. She said that our downtown is on the verge of something big here and this program gives us tools to help create the vision we have. She said that's where the DDA is headed and that's what everyone needs to be on board with and if you don't want to do the work you need to consider getting off the Board.

City Manager thought that the Main Street Program gives the DDA credibility not only with people that they go to asking for money and donations, but also with City Council. The thought that since the program is proven across the country as being successful helps.

C. Main Street Committee Chairs

Chairperson Klebba-Cheney said that the Main Street Program is not going away and that the Board has been talking time after time about the Committee Chair positions that need to be filled by Board Members. Those Committees are: Organization, Design, Promotion, and Economic Restructuring. She said that we need to find people that want to volunteer and want to be part of these committees but she would be looking to the DDA Board Members to head up these committees.

Ms. Barker said that Dr. David Gavron is going before Council for appointment to the DDA Board and has volunteered to chair the Promotion Committee.

Board Member Berry thought that there was a previous sign-up that went around and said that he had put his name down for a committee. Ms. Barker said that he did put his name down but not as a Chair. Board Member Berry said that he would chair the Promotion Committee and Ms. Barker said that Dr. Gavron has already volunteered for that committee, but that Board Member Berry could co-chair if he wished. Board Member Berry agreed to co-chair the Promotion Committee.

Board Member Keel wanted to thank Ms. Barker and Chairperson Klebba-Cheney for all the work to make our big event happen. He said it's no easy task and he can't imagine how they did what they did to make it happen. He felt that it was important to recognize that a lot of work is going into that. Ms. Barker wanted to thank Board Member Keel for what he brought to the event as well. She said that for those who weren't there, the event had an amazing 13 year old singer who was spectacular.

New Business:

A. October – Election of Officers

Chairperson Klebba-Cheney said that there will be DDA Board Elections next month. She said that she wants to step down as Chairperson but she was not going to step down without someone

being in place to take over. She felt it was important that whoever takes over be fully aware of the full responsibilities of the Chairperson. She believed that the person in the position needs to be highly involved and engaged in the community and even live in the area. She said that before she does step down, she wanted to meet with anyone interested in taking over as Chairperson along with Ms. Barker and City Manager Goodlein and talk about the expectations and make sure he or she is the right fit for the position.

Board Member Keel wondered how short the Board is given the fact that Mr. Gray resigned. Ms. Barker said that Mr. Hay has also resigned and the Board can consist of 11 people so it is two short of the maximum. Board Member Keel said that he appreciated what Chairperson Klebba-Cheney was saying about the importance of making the right choice for the position. He thought that the Board might be on the verge of a couple of new people and might be at a time of transition. He thought the Board might need to get out and find some new people.

Ms. Barker said that it's ok to not have a Chairperson for a while if it's not the right fit. She said that does happen when people are either new to the community or to the committee and they don't know what to expect. She also said that this DDA is in an unusual situation because there is no Director.

Ms. Barker said there were some great residents who volunteered for the Block Party event. These are people who are starting to see what the Main Street Program is all about. She said that she is also talking to other business owners about getting involved but, as the present business owners understand, you all have your businesses to run. She said people should really know what they're getting into. Chairperson Klebba-Cheney said that she had a conversation with Kristen Rzeznik who was very interested in being on the DDA Board but once she realized the commitment she felt that she didn't have the time. She added that Ms. Rzeznik did volunteer to be on the Design Committee.

Chairperson Klebba-Cheney said that she is happy to sit next to the person who takes over as Chairperson and help them along, but the Board cannot continue to put everything on Ms. Barker.

Board Member Berry wondered what the process is if someone is interested in being on the DDA Board. Chairperson Klebba-Cheney said that they should get in contact with her and she will walk them through the application process. Board Member Berry wondered if it was different if someone is interested in the Chairperson position. Chairperson Klebba-Cheney said to let her know about the person and why they're interested.

Board Member Keel wondered how the Board should go about getting more people. Chairperson Klebba-Cheney said the best approach will be just talking about it with volunteers, residents and business owners.

Ms. Barker said the Bylaws state that "the Board should be not less than 8 members and not more than 12 members".

Board Member Keel said that the more people we have around the table, the more support we have in the community. He thought that if the DDA can have up to 12 members, we should be looking to get 12.

Ms. Barker added that the Bylaws also state, "Not less than a majority of the membership shall be persons having an interest in the Downtown Development District."

Board Member Berry thought the opening should be put on the DDA website in order to reach out to the community. He said that current members are reaching out to neighbors, but thought the public should be made aware. Chairperson Klebba-Cheney added that it could be added to

the Facebook page. Board Member Keel wondered if something could be sent to the Home Owners Associations. Ms. Barker thought that one on one contact is the best way to reach the right people. Chairperson Klebba-Cheney said this is another thing that was talked about in the past. She said DDA members should think about whom they know that would be a good fit for the Board and make personal contact and give them a personal invitation to come and see what it's about. She thought it's better to hand pick people. Ms. Barker said that John Smith who was here and is on the promotional committee is still considering joining the Board.

City Manager Goodlein thought that it is easier to recruit people as volunteers or as board members as the DDA is able to have events and visibility. He said you'll have people who want to be affiliated because of the success.

B. Recap of Block Party Event

Ms. Barker said that even though it rained on the event, when it was all done the response from the business owners and people who participated was phenomenal. She said people sat out in the rain all day and they were happy and businesses neighbors were getting to know one another. She said there were good attitudes and responses from those who were there and from people who want to be involved next year. She said she is working on the costs to see where we came out and so that you'll know where we stood. She said most things were covered and a lot of items like the banners are reusable. She said, however, the DDA didn't pay for City Services; police, fire and DPW, but she has those costs so we know what to expect going forward.

Ms. Barker said that over all she was very pleased with what happened and wanted to thank Mr. Moscone for the help of his chef.

Board Member Keel said that he's been involved with hundreds of events like that. He thought that what went well was that the organization was exactly what it should be. He said that the weather in Michigan is always a factor. He said now that the first one's out of the way, we can focus on going forward and by next year have a grander scale theme. He added that when you're approaching people with the fact that it's our 2nd event, it gives you more clout. He said he was excited about what it can be next year.

Board Member Keel said that he is still confused about the dynamics between other events going on in Parks & Rec and the DDA. He felt like there is a disconnect and he would like to understand that better as we go forward and have everybody pushing in the same direction. He said he gets a sense that there's a little bit of that going on that needs to be worked on. He added that overall it went well and we didn't do anything wrong.

City Manager Goodlein said that ideally, if there was more funding and more participation by volunteers and by the DDA Board, in the DDA area, the DDA should design, organize and direct the events. There would be participation by Parks & Rec and other City departments. But if it worked the way it should, the DDA would drive the event and Parks & Recreation, Police, Fire and DPW would provide horsepower. But he thought all the events in the DDA should get designed and directed by the DDA but they just haven't had the money to do that. Chairperson Klebba-Cheney added that the direction hasn't been there either. She said that historically, this Board has not been focused on events. She said that Parks & Rec has done the events, not the DDA.

C. Update of 2017 Events

Forbidden Art Exhibit

Chairperson Klebba-Cheney turned the meeting over to Stacy Banks to speak about the Forbidden Art Exhibit, March 20 – April 6, 2017.

Ms. Banks said that there is a page on the website that describes the event should anyone need a refresher. She said she wanted to emphasize that this event is big. It is a travelling art exhibit that has been at the United Nations, many universities, will soon be at West Point, and Wixom will be the first municipality to host this exhibit. She said this is already huge and just got kicked up a notch because we just received the grant from the Michigan Council for Arts and Cultural Affairs (MCACA) which is a little under \$4,000. She said that in addition to the money, we are also getting their endorsement so that all promotional materials will include that we are Endorsed by the MCACA and Funded by the National Endowment for the Arts. She said that the City is really looking forward to the help of the DDA in putting this exhibit on and that we really want to give it all the due it deserves.

Ms. Banks explained that the art will be exhibited in the library. Also, we have planned this year, to combine the Wine Tasting event during the time that the art is here and people will be able to view the exhibit after library hours. Ms. Banks said that the DDA will be working with Parks & Rec on this and will need volunteers for that night.

She said that on March 19 there will also be an “almost black tie” reception before the exhibit opens to the public. Ms. Banks said that due to the grant received, there is now money for a speaker from the Auschwitz museum. She said the DDA will pay for the cost of airfare and the Polish mission will take care of room and board for the speaker. She said that the reception will include a lecture that will last approximately 45 minutes to one hour starting at 7:00 p.m.

Board Member Berry wondered if there is a maximum capacity for the room. Ms. Venegas confirmed that the maximum capacity in the Community Center ballroom is 250. Ms. Banks said advance tickets will be sold through Parks & Recreation in order to use the registration software that they have. People will be able to buy tickets online and will be able to use credit cards. She clarified that there won't be any actual tickets; it's actually just a registration and check-in process at the door. At the door each person will receive a book mark with their time to view the exhibit in order to control the traffic.

Board Member Berry wondered if there is a lead person that is coordinating this. Ms. Banks said that the goal is to have a committee with Ms. Barker as the lead person. She said that Ms. Barker's background is planning events and Ms Banks is really looking forward to this event being handled very well. She hoped that a lot of people would sign up to be on the committee for this event. Ms. Barker said that the reception will include food and we will be looking to our DDA businesses and restaurants to do the food. Ms Banks added that this will be a somber evening because of the nature of the event, but very elegant.

Ms. Banks said that there are 20 panels of art that will be sponsored. Event sponsors will receive 2 free tickets to the reception. Tickets for the reception will cost between \$20 and \$25 each and the sponsorship fee will be \$150. The sponsors will be listed on the display in a black on cream framed plaque. City Manager Goodlein wondered if there are different levels of sponsorship and Ms. Banks answered that there are not different levels.

Board Member Weller wondered if anyone had contacted the Holocaust museum on Orchard Lake Rd. He thought that if they weren't aware that this exhibit is coming here it might be seen as a snub to them. He thought that the museum would know people within their organization who would want to come to this exhibit. He felt that letting the Jewish community know about the event would be considerate.

Ms. Banks said that she has gotten a number of similar suggestions and she understood why people feel that way, but she said she would love to see this event sponsored by Wixom businesses. She said that this exhibit is a travelling one and other organizations or communities such as the Holocaust Museum and the JCC may want to bring the exhibit to their facilities.

Ms. Barker said that the committee will be set up very soon and emails will be sent out to the volunteer group shortly.

City Manager Goodlein thought it would be a good idea that other sponsors be included on promotional material along with the MCACA and the National Endowment for the Arts. He said that the City will sponsor the event by providing the venue, and the DDA should consider making a small donation out of its budget in order to get a logo on the promotional materials as well.

Chairperson Klebba-Cheney thought that the DDA could use the \$25 donation from each Board Member and become a sponsor of the event. City Manager Goodlein suggested raffling off the two tickets to the reception to a Board Member. Chairperson Klebba-Cheney said that once the Board Members have all given their \$25 donations that can be put that on agenda.

Board Member Berry wondered if the exhibit will be open at the library free of charge during the day. Ms. Banks said that yes, the exhibit will be there and open during library hours. Chairperson Klebba-Cheney thought that it should be promoted in the schools for classes, field trips, extra credit, etc.

Ms. Banks said that the budget for this event includes advertising in Spinal Column as well as on social media. Board Member Weller wondered about letting the main news outlets know as well. Ms. Barker said that she hoped some of them would pick this up as a story.

Ms. Barker said that she reached out to the gentleman from Detroit Branding Company for help in designing the marketing and promotional items.

Board Member Berry thought the DDA needs to set up a donation box so when they walk through City Hall they could donate to the event. Ms. Banks said that's something that could be discussed. She thought that had been attempted with the City's fireworks event and wasn't sure it was very effective. Ms. Barker asked Ms. Venegas if the donation boxes worked and Ms. Venegas replied that Parks & Recreation receives very little in the way of donations for the fireworks via the donation boxes that are placed throughout the City. Board Member Keel thought that it might be good to collect donations at the event.

City Manager Goodlein thought it would be a good idea to look at the calendar for dates that are anniversaries of events at Buchenwald and Auschwitz. He thought that promotions could be centered on those event dates. He thought it would be a good idea to contact each of the Home Owners Associations about the event as well.

Ms. Barker said that she hadn't talked to Stacey about it yet, however, would like her to speak about the event at the November Business Forum on Election Day. She added that she would hopefully have fliers soon to hand out to businesses so they can host their own event at the Community Center for a private viewing if desired

Board Member Keel wondered if we have media connections when the time comes. City Manager Goodlein said that he has a relationship with Stephen Clark from Channel 7. He said that there are also some contacts through Police Department. He thought that Mike Martindale still writes for the Detroit News and he knows him very well. Board Member Keel thought that it would be good to have coverage beforehand and especially on the day of the almost black tie reception.

Ms. Barker said that she was not afraid to go visit news stations. City Manager Goodlein thought that Ms. Barker should make contact with and develop relationships with some of the TV and

radio stations. He thought that it would then make it easier to promote the DDA events. He thought that Ms. Barker should have a one on one relationship with them.

Derby Day, May 6, 2017

Ms. Barker said that she has been in contact with a couple of different race event planners including Trivium Racing and Kona Racing. She said that Kona Racing is not interested in helping in the way that we need. She said that she reached out to Trivium Racing wanting to make sure we have something to talk about. She said that the person she is working with has a full time job in North Carolina but he does have the experience to put this together. She said that she is meeting today with Public Safety Director Yon and Lt. Moore from the Police Department for possible routes for 5K and 10K races. She said that she has lots of information but not anything very concrete. She said she would be speaking with English Gardens about potentially sponsoring the perennial p swap part of the event.

Board Member Weller wondered about asking Brainers instead. Ms. Barker said that Brainers' business is for sale and she would really like to get an English Gardens here in Wixom.

Board Member Keel wondered what the plan for Derby Day will be. Ms. Barker said that the race will be in the morning about 8:00 a.m. Board Member Keel wondered what the location of the event would be. Ms. Barker said that's why she's meeting with Police staff today. She said there are some negative factors about certain places in the race and so the meeting today is to look at several things. She also said that police staff has been in contact with CSX and before she talks about too much, she wanted to get some concrete information from the Police and their thoughts on certain aspects of the event.

Board Member Keel said he loved the idea of the closed road and that it gets everyone's attention. He wondered if that is something that will become routine for DDA events. Ms. Barker said that may be where the race ended up with an after party. Board Member Keel said that he realized that there was some help from the City but closing the road was a relatively simple thing to do. He felt that if we could keep focusing events there, it would really draw a lot of attention.

Ms. Barker said that she hoped to have more information at the next meeting about the Derby Day.

Ms. Barker said that at the Block Party, it was unfortunate that the pet adoption was the same time as the Detroit Zoo's adoption day. She thought that it would be worth looking at having Pet Adoptions as a signature part of all the events given the feedback

Ms. Barker said the DDA definitely needs to have an event in the spring and there should be more information at the next meeting.

Information:

The Wixom Historical Society Newsletter is attached. Chairperson Klebba-Cheney thought DDA members should be aware of upcoming events on their calendar

Business Forum events are October 11 at Total Sports and November 8 at Volare.

Public Comments:

NONE

Executive Director's Comments:

Board Members' Comments:

Board Member Weller thought that maybe City Manager Goodlein can look at Norton Park. He said across the street they are putting in a park. Ms. Barker wondered if Board Member Weller meant Anthem Park. Board Member Weller said that the sign says Norton Park. He wondered who the brainiac was who planted a tree in front of the park sign. He wondered if the tree could be moved somewhere else because as it grows it will cover the sign. He said it's going to be a really nice park. Board Member Keel wondered if the park is inside the development. Board Member Weller said that it is.

Ms. Barker said that everyone was given a flier for the grand opening of the new DDA business from 6-9 PM this Friday.

Adjournment:

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

Kathleen A. Venegas
Recording Secretary