

**CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
Tuesday, October 25, 2016**

Approved
11/22/16

After the reading of the mission and vision statements, this regular meeting of the Wixom Downtown Development Authority came to order at 7:36 a.m. with the following individuals in attendance:

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

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 Berry and Keel to approve the October 25, 2016 Meeting Agenda.

VOTE:

MOTION CARRIED

Public Comments:

Josh Donnelly introduced himself as the owner of Detroit Branding Company a Northville based company which he is interested in moving to Wixom. Mr. Donnelly said he does digital marketing and advertising and lives in the community. He is passionate about the downtown development.

Caleb Sheng introduced himself as an attorney, council for SMJ and liaison to Verizon. He said he recently started another web-based business so is very busy in the community.

Approval of September 27, 2016 DDA Regular Meeting Minutes:

MOTION and second by Mayor Hinkley and Board Member Berry to approve the September 27, 2016 DDA Regular Meeting Minutes.

VOTE:

MOTION CARRIED

Old Business:

A. Action Items Review/Update

Ms. Barker said the Action Items list in the packet has been updated. She said that it has been difficult getting information on the Pure Michigan website. She asked Board Members to be thinking about how they want to brand the DDA. She said that it has been discussed previously and the DDA will want to have something beyond the logo and said the Promotion Committee and the Board will be addressing this in the New Year. She added that she has some great ideas from the conference in Traverse City that she recently attended. Ms. Barker noted that one of the changes in the packet was that budget discussions were added after Dr. Weller requested it in a previous meeting.

B. 2016-2017 Board Member Agreement

Chairperson Klebba-Cheney said that this Agreement was a way for the Board Members to show their commitment to the DDA and their position on the Board. She said that Agreements from Board Members Berry, Gavron, Moscone, Keel, and Mayor Hinkley have been received. Board Member Grossi and Chairperson Klebba-Cheney said that their Agreements were forthcoming.

Ms. Barker noted that Board Members Poota and Weller have not submitted their Agreements and Chairperson Klebba-Cheney said she would reach out to them.

New Business:

A. Current DDA Board

Chairperson Klebba-Cheney said that she wanted to talk briefly about the state of affairs of the DDA. She said that one of the Action Items for this October meeting is holding elections. She said that the DDA has developed in the three years that she's been on the board. She said a lot of changes have occurred on this Board. She thought one of the things that needed to be understood is that the Main Street program is here to stay which means Board Members will be asked to be more involved. She said it also means the DDA will be reaching out to the community and have more of a presence in Wixom where it hasn't before. She said that she is excited about the upcoming year and that the DDA has had a first event; The Wixom Block Party.

Mayor Hinkley said that the DDA has two vacancies so if Board Members know of anyone interested in the DDA they should fill out an application which is available online and in the Clerk's office. He added that if any interested party has questions about the DDA, Board Members should tell people what it is about and what they are doing. Chairperson Klebba-Cheney added that she felt everyone knows what kind of person they want to fill those empty spots. She said it should be someone who is engaged, has ideas, and is energetic and enthusiastic about what the DDA is doing. She said the Board doesn't want someone to sit in an empty seat just to fill the spot and if anyone on the Board knows someone who fits that mold, ask them to join us.

City Manager Goodlein thought that each current Board Member needs to do some soul searching about if they want to be involved and participate on the Board. He said that he has heard comments from Board Members that they are not too enthusiastic about it and if they don't want to devote time to this, they need to open that seat up. He felt that the job of the DDA is really important to the development of the downtown area and the promotion of the community. He said that if there are only 12 people pushing the cart and 2-3 don't push, it makes it difficult to be successful and makes the job that much harder.

Board Member Keel thought that it's important to get as many as 12 Board Members. He felt there is strength in numbers, especially since it is a volunteer position. He said every person on the Board represents a whole community of people that comes with them. He wondered what the criteria are for being on the Board. Chairperson Klebba-Cheney said that a Board Member needs to have been a resident of Wixom or a business owner in Wixom for at least one year. Board Member Keel said everyone comes with their own business and community connections so why have eight people sitting on a Board when we can have 12.

Chairperson Klebba-Cheney reiterated that it needs to be the right 12 people.

City Manager Goodlein said everyone who sits on this Board has other responsibilities to their businesses and to their families. He said that if you get 12 people who are enthusiastic and who want to work on promoting the DDA, then the task becomes so much easier. He felt that the DDA is better than it was two years ago, but nowhere near where it wants to be as an organization. Chairperson Klebba-Cheney said that the DDA is certainly a work in progress and we have made strides.

Board Member Gavron said in light of the conversation, he wanted to thank the Board for letting him be a part of the DDA. He said that he has been in business across the street for two years and is trying to grow his business and is looking to get involved. He said that he is enthusiastic and ready to work.

Chairperson Klebba-Cheney thought Board should hold each other accountable.

Board Member Berry said that the DDA mainstay events will be the fall and spring events. He thought that the Board Member Agreement could be used to hold each other accountable by adding some definition of the roles and requirements of the Board Members. He thought that the requirements could be defined more clearly by adding the requirement of chairing a committee.

Chairperson Klebba-Cheney thought that the Board could revisit that item at the next meeting and added that there is a requirement for Board Members to participate on at least one Main Street committee already written into the Agreement.

B. Discussion of By-Laws

Chairperson Klebba-Cheney thought the Board should revisit the bylaws on a yearly basis and said they are scheduled to be reviewed in January. She said that last year when the By-Laws were reviewed there was a change made and that was to increase the number of meetings.

Mayor Hinkley thought there should be an email sent to the Board with a copy of By-Laws.

City Manager Goodlein wondered if the By-Laws have to go to City Council for approval. Chairperson Klebba-Cheney said that changes to the By-Laws do have to be approved by Council. Ms. Barker added that many of the By-Laws cannot be changed because they are State Laws.

C. Election of Chair/Vice Chair

Chairperson Klebba-Cheney expressed her desire to step down and see if anyone wanted to step up. She said that since no one has shown an interest in stepping into the position, she is happy to continue on as Chairperson. She said that today is the day for elections and so nominations needed to be made. Board Member Keel wondered when the transition would occur and Chairperson Klebba-Cheney answered that it would be from this point forward. She added that elections are always held during the October meeting of the DDA. Board Member Berry said that he is interested in the Vice Chair position and supporting Chairperson Klebba-Cheney in her position. City Manager Goodlein asked if someone would make a nomination. Chairperson Klebba-Cheney said that she would nominate Board Member Berry as the Vice-Chair.

MOTION and second by Board Members Berry and Keel to nominate Melanie Klebba-Cheney for the position of Chairperson of the Downtown Development Authority.

VOTE:

MOTION CARRIED

D. Information Table at Holiday Markt (sell bags; provide info on DDA)

Ms. Barker wanted to see if the Board was interested in working a table at the Markt. Chairperson Klebba-Cheney asked the dates of the event and it was stated that the event would be Friday, December 2 from 5:00 p.m. to 10:00 p.m. and Saturday, December 3 from 12:00 p.m. to 10:00 p.m. Chairperson Klebba-Cheney said that she would be there on one of those days. Ms. Barker said that this has to be a group effort, it can't be a situation where Chairperson Klebba-Cheney is going to be there for an hour one day and I'm going to be there for 12 hours the next day. She said everyone has to participate. Board Member Keel wondered if they were supposed to sign up or just discuss Board Members' interest in doing it. He said that he will be there the whole time and fill in where needed. Ms. Barker said that it sounded as if everyone was interested and she would get a sign-up sheet together.

Ms. Barker asked Ms. Venegas if the DDA could have a table at the Markt and offered to bring the table. Ms. Venegas said yes, absolutely.

City Manager Goodlein wondered how many barn bags were left and how much they were. Ms. Barker said that they've sold about half of them so there are about 120 left and they sell for \$5 each. She wondered if City Manager Goodlein wanted to buy them all and he answered that he might.

Ms. Banks said that Ms. Barker does a great display and could suggest that people fill their bags with items they purchase from the Holiday Markt and send it off to out-of-state friends and relatives.

Ms. Barker said that Board Member Grossi bought a bunch of the bags and sold them all. She also said that Express Employment bought a bunch and gave them away to employees.

City Manager Goodlein said that his idea is to stuff the bags with promotional items and "coupons" for local downtown businesses and give them away. It could be a welcome packet to pass out at ribbon cuttings or new business openings. Ms. Barker said that is an idea that has been discussed and the DDA should continue to talk about that. Chairperson Klebba-Cheney thought that would be a great thing for the promotions committee to take on.

Ms. Banks thought it would also be a good idea for sports tournaments that are hosted here for people from out of town.

Information

A. **Business Forum Events**

Chairperson Klebba-Cheney stated that the next Forum is scheduled for November 8 at Volare Ristorante and encouraged everyone to attend. She said that it is a great platform to meet other business owners in the community.

B. **2017 Events**

Forbidden Art Exhibit, March 20-April 6, 2017

Ms. Banks reminded the Board that a grant was received in the amount of \$3,825. She clarified that the grant from Michigan Council for the Arts and Cultural Affairs is strictly to help bring the art to the community; it will not be used for the reception. She also said that it is a matching grant which means the DDA has to contribute \$3,825 to be used towards the cost of bringing the exhibit here. Ms. Banks explained that the grant and matching funds can be used for expenses that include the \$2000 honorarium, moving expenses and promotion. She said that a total of \$8,875 has been collected thus far. When the grant and matching funds are subtracted from that total, there is currently \$1,225 for the reception. She said that sponsorships are still needed.

Board Member Keel wondered if there is an idea of what the costs for the reception will be. Ms. Banks said the costs can be increased or decreased based on how much money is collected. Board Member Keel asked if there is a fixed cost for the use of the space and Ms. Banks answered that the DDA is getting the space for free. City Manager Goodlein wondered what the entertainment costs are, for example, food, wine, etc. Ms. Banks estimated that cost would be approximately \$3500 including \$1000 for the speaker from the Polish Mission.

Mayor Hinkley thought that estimate is probably accurate since he spends about \$1000 for the State of the City reception.

Board Member Keel wondered how many people would be attending. Ms. Banks said that 250 is the maximum capacity for the ballroom. Board Member Keel then wondered how much tickets cost. Ms. Banks answered that tickets will be \$20 each prior to March 1, 2017 and \$25 after that.

Ms. Barker added that an Event Sponsorship at the cost of \$150 will also include two tickets to the reception so that will be 40 tickets given away with Sponsorships since there are 20 pieces of art.

Chairperson Klebba-Cheney wondered how many sponsorships have already been received. Ms. Barker answered that there are three or four depending on how we look at it. Ms. Banks added that there are three sponsorships so far but two of those are far above the \$150 cost and we could allow them to sponsor more than one piece of art.

City Manager Goodlein said that more than one person could sponsor each piece of art.

Board Member Keel thought that sponsoring the pieces will be the easiest since it is pretty clear cut. He thought that if the sponsorship amount is more than the \$150 we should try to give them something else if possible. He thought putting the sponsor logos on the ad work would be a good idea. He noted that he wants to sponsor a piece himself and thought this will be an easy sell with businesses.

Chairperson Klebba-Cheney said that what she was hearing was that we need to keep up with promoting the sponsorships. Board Member Keel agreed and said that he really thought if a business wanted to give a \$500 sponsorship, instead of giving them three or four pieces of art, they should get something else such as advertising and promotion.

Mayor Hinkley wondered what day the reception is scheduled for. Ms. Banks answered March 19.

City Manager Goodlein clarified that the \$2500 Ms. Banks mentioned earlier was strictly for the food and beverage costs and that the additional \$1000 was for the transportation costs of the speaker. He wondered if there were other expenses to expect. Ms. Barker thought that there would be some decorating costs. He wondered then if the total cost then would be \$4000 for speaker, food and get the room ready for reception. Board Member Keel other expense with speaker such as lodging. Chairperson Klebba-Cheney answered that the Polish Mission would take care of her lodging expenses. Ms. Banks said that she thought it would be nice to give her a little something such as flowers or a thank you gift.

Board Member Berry said that about 15 more sponsorships should take care of the event. Chairperson Klebba-Cheney said not necessarily. She said that \$150 per piece is needed and the money for the reception is above and beyond that.

Ms. Banks said that the Board seems to think this will be an easy sell so she is looking forward to Board Members bringing in those sponsorships.

Ms. Barker said that Mr. Donnelly is doing fliers and marketing material.

Board Member Keel thought that there should be steps for different sponsorship levels above the \$150. Ms. Banks said that she felt that due to the nature of the exhibit she was hoping to stay away from that. Ms. Barker said that those sponsors could be included in other marketing materials such as notices to the Business Forum, etc.

City Manager Goodlein suggested putting the sponsorships on placard or easel at the entrance to the reception to demonstrate that the exhibit has been sponsored by these good people and businesses.

Board Member Keel thought that maybe we could have additional plaques or boards if we go above and beyond.

City Manager Goodlein wondered who has been contacted so far for the purposes of sponsorship and fundraising. Chairperson Klebba-Cheney said that the sponsorship letter has gone out to all the businesses. Ms. Barker said now that we're moving forward, it will come up at all the Business Forums. Ms. Banks said there was a delay in official graphic for this due to the fact that the grant has come in and we are required to use two logos on all promotional material. Board Member Berry said that hopefully we will have flier made up by the Holiday Markt. He thought that would be a great time to get some awareness about the event.

Derby Day, May 6, 2017

Ms. Barker said that she is working with the City Attorney on a contract with Trivium Racing. She said that there is some difficulty since it is an out of state company and the laws in two the states are different. She said that once it's locked in she will continue to plan and promote it. She said that if it does not work out with Trivium Racing, we will have to decide if we still want to have a Derby Day. Ms. Barker said that after speaking about having an event like this a year ago; one of the cities at the conference took that idea and did a Derby Day. Because it was a first time event, it was a learning experience, but she said it drew a lot of attention and that person will be sending over her ideas. She added that event was an evening event that was held at the time the Derby was being run, so it was different from what we're talking about, but there will be more to come about this event.

Board Member Moscone thought that it would be a good idea to do the run starting at Total Sports and ending in the Village Center Area. He thought that whoever participates in the run could get an invitation to watch the Derby at Volare or other area restaurant with a discount on dinner. Ms. Barker said that we need to wait and hear yes or no if this is going to work with Trivium Racing. She said that if it doesn't work with this race company, it might be too late in the game to find another race company.

Mayor Hinkley asked for clarification about what Ms. Barker meant by a race company. Ms. Barker said that a race company will come in and organize a 5K or 10K race. That organization includes timing, the trails, and a lot more that goes into it.

Board Member Moscone thought that if it doesn't work with the race company we could contact a hospital or a charity and turn it into a fundraising run/walk and grow it for next year.

Mayor Hinkley, wondered about when the City used to do the race at Gilbert Willis.

City Manager Goodlein said that race was a 5K and went out of the park around and down Loon Lake, around Chantclair, back out onto Loon Lake Rd. and then around the park again.

Mayor Hinkley said that we've done that kind of thing before and it was timed and we never used a race company. City Manager Goodlein said that the race wasn't sanctioned. Mayor Hinkley felt that the lack of certification would be a big stop gap for the first event. Chairperson Klebba-Cheney said that for this event we were looking at a 10K rather than a 5K and she liked the idea of working with someone for the planning. Board Member Moscone thought that the certification also adds credibility. Chairperson Klebba-Cheney said that she is not looking to do this kind of event on our own. City Manager Goodlein added that the company would also handle all of the promotion and they have people who follow their runs and then just show up. He said with the hometown events you'll get a handful of people and with the events that are organized, the whole world comes out.

Block Party – Final Information

Ms. Barker passed around a hand out with the financial information on the Block Party. She said that the total amount in donations was \$2,650 and total expenses were \$2688.99. So out of the current DDA budget \$38.99 was spent. She added that does not include the City expenses that City Manager Goodlein agreed to donate for the day. She said you can see that with the event we had and the services that were donated, it was more like a \$5000 event since those services total \$2,271.65. Ms. Barker said that as we move forward, we need to keep this in mind because that means the DDA will have to come up with that much more money.

City Manager Goodlein said that if you're talking about personnel expenses at this level for an event of this magnitude it's not too overwhelming for the City to absorb this cost. He added that if the amount that becomes significantly more, the fundraising will need to accommodate those expenses.

Public Comments:

Mr. Sheng said that he is good friends with someone who has done a number of large art events and he said if there are any questions about the Forbidden Art event, he would be happy to ask her opinion.

Executive Director's Comments:

Mayor Hinkley thought that the direction that we're going with the DDA and the ideas of growth and numbers is going according to plan. He thought that the plan is to make this Board an active part of our downtown and he likes what he sees.

City Manager Goodlein asked the Board to try to promote Holiday Markt with your friends, neighbors and colleagues. He added that the next weekend after Holiday Markt is Breakfast with Santa. He said if you live in the City and have kids or grandkids it is a great family event. He said that when you register the Fire Department makes sure there is an age-appropriate toy and they get to visit with Santa. He said the community loves this event and the Fire Department has done it for more than 30 years.

Board Members' Comments:

Mayor Hinkley noted that there is a Town Hall meeting scheduled for tomorrow, October 26 regarding the Millage Renewal at 7:00 at the Community Center. He said that if you're a resident or business owner and have questions about our upcoming Millage Renewal you should come.

City Manager Goodlein added that the power point presentation from the Millage Renewal Town Hall Meeting is available on the City website. Mayor Hinkley said that the millage is important to our community regarding our Police and Fire and other services. He said that the Power Point Presentation is available on the website as well as a 15 minute interview that Walled Lake TV did. He said if anyone has any questions they can contact City Manager Goodlein or himself.

Ms. Barker wanted to remind Board Members that there is an informal meeting after this regular Board Meeting where they will be discussing more information regarding some of the needs for upcoming events.

Adjournment:

This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:24 a.m.

Kathleen A. Venegas
Recording Secretary