

Approved 03/28/17

**CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, FEBRUARY 28, 2017**

This meeting of the Wixom Downtown Development Authority came to order at 7:32 am with the following individuals in attendance:

DDA MEMBERS: Vice Chairman Tom Berry, David Gavron, Mayor Kevin Hinkley, Anthony Moscone, Marvin Poota, Caleb Sheng

ABSENT: Chairman Melanie Cheney, Dino Grossi, Jeff Keel

STAFF: Stacey Banks (Assistant to the City Manager), Debra Barker (Economic & Community Development Director) and Crystal Opalko (Recording Secretary)

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 Gavron and Poota to approve the February 28, 2017 Meeting Agenda.

VOTE:

MOTION CARRIED

Public Comments:

None.

Approval of Minutes:

MOTION and second by Board Members Gavron and Sheng to approve the January 24, 2017 and January 30, 2017 DDA Regular Meeting Minutes.

VOTE:

MOTION CARRIED

*7:35 a.m. - Anthony Mascone arrived.

Old Business:

A. Action Items Review/Update

Ms. Barker stated there was no change as things were items that were ongoing.

B. Events/Update

Ms. Barker encouraged the Board to solicit sponsorship for the events as they were the best representation being Board members. She noted how they had secured sponsorship from larger companies like Robertson Homes, Waste Management and Schonscheck, Inc. but hoped

to get some sponsorship from the smaller downtown businesses. She explained how she reached out to Genisys Credit Union and they seemed interested but haven't committed yet. She asked that the Board reassure the businesses to participate in the events as she imagined they would appreciate the assistance with their marketing.

Ms. Banks explained that the tickets for the Forbidden Art Exhibit were on sale. She asked the Board to encourage their families and business associates to attend the event. She explained that the reception would be held on March 19th and how they received twenty sponsorships. She noted that they raised almost \$10,000 not including the grant they received. Ms. Banks hoped that ticket sales would be higher than where they were given that the event was coming up so soon. She said they were on track to have a very nice evening with a great ambience; they just needed people in the seats.

Vice Chairman Berry noted that many signed up to volunteer at the event. He hoped there would be an email reminder explaining the time and location to those that volunteered. Ms. Barker said that she would be sending something out as the event got closer and volunteer placements were made.

Vice Chairman Berry asked if businesses outside of the DDA district could sponsor the events. Ms. Barker said yes.

Vice Chairman Berry asked if a tiered level of sponsorship would be ideal or if leaving the amounts open-ended would be better. Ms. Barker explained how she received various donations; not exactly a set amount of dollars but for items like porta-potties, gift cards, etc., and those donations authorized the donator to have their name on the back of the t-shirts. She said that she emailed out a tiered list of sponsorship donations but would send it again to the Board members.

Mayor Hinkley explained how he belonged to an association that had a tiered sponsorship program; the more you pay, the more sponsorship and promotion you received. For example, if you paid for the highest sponsorship, you might get your business name on the website, be part in all events that year, have your name in all the brochures, etc. He thought having a fixed dollar amount allowed for a good guideline to those that have a certain amount of money in their budget for advertising. In his opinion, for that reason, a tiered plan would be ideal.

Vice Chairman Berry asked that those fixed amounts be added to the form that Ms. Barker created. Ms. Barker asked that Vice Chairman Berry come up with a tiered plan and submit it to the Board. Vice Chairman Berry agreed.

C. Update from Promotion Committee

Mr. Gavron said that the DDA logos were narrowed down as Josh Donnelly worked hard and did an excellent job. He believed by the next time the Board met, there would be something to show the Board.

Ms. Barker said one of the things Mr. Donnelly brought up when they were designing the logo was that the logo should say "Downtown Wixom" because if you wanted people to be aware of

your downtown, you must present it that way. That resonated with her and she loved the idea.

New Business:**A. DDA Organization Chart- Mayor Hinkley**

Mayor Hinkley said what he had hoped to convey was that the DDA Board was not just made up of Ms. Barker, the City Manager and the Mayor. He noted that the DDA Board was a very important Board to the City. He hoped to deliver that message because the folks on this Board were the caretakers of developing and revitalizing the City's Downtown. The roll the City played was to provide the mechanism for the action. He explained that from an Organizational Chart standpoint, when there was a task or duty that needed to be taken care of, the responsibility needed to fall on the backs of the Board members, not him or Ms. Barker. He believed that in order to have a prosperous community, you needed to have a prosperous downtown. He explained that recently he went to downtown Detroit near Third Man Records and became jealous at the amount of people that were on the block because Wixom had twice as much roadway in their downtown but did not have nearly the amount of people. He believed that there were people on this Board and in the community that were genuinely interested in growing Wixom's Downtown. When you looked at the Organizational Chart and the duties of the Board, you realize there was a lot of responsibility on this Board. He thought this Board was progressing well but he didn't want them to lose sight that they were the mechanics of this organization. He understood that the revitalization of the Downtown was a big bone to put on their back and he appreciated each and every person but he asked that the Board do more. He asked the members to try and get more people involved. He thought that maybe they could invite people to a meeting or he offered to meet someone for a cup of coffee if they thought it would help.

Ms. Barker said that the DDA Board was not only about events. She indicated that the representative from Main Street explained that to them. She explained that there was so much happening that the City and DDA could be part of with the Rails for Trails, Barn, etc. that would make Wixom a great place with a thriving downtown.

Mayor Hinkley said that the City staff could put on the events because they could get volunteers and the lineup as they do those things all the time. The real issue was that they needed to make the Downtown and City inviting for people to want to come and open up their business.

Mark Cooper (730 Sibley Court) asked who, what, and when decided what business came into the City. He asked who decided where they added the buildings and how do they add the buildings. In his mind, you could bring people to the City for an event but they would leave afterward unless there was something here to make them stay. He thought if you wanted to go out to dinner, you would probably think of Novi instead of Wixom. He hoped that would change. He had been to three DDA meetings and this was never mentioned in the discussion because it was always about the events.

Mayor Hinkley thought the answer to that was the Planning and Master Plan. The Master Plan really drove the direction in which the City wanted to go. One of the things that hurt the City

currently was the wonderful piece of property located across from City Hall because the owner hasn't developed it yet.

Ms. Barker reminded the Board members whatever they decided to do or say to keep the City in mind as the City was ultimately responsible and didn't want to find themselves in any legal issues.

Mayor Hinkley said they wanted the Board to be aggressive but to understand they are part of the City so be aware of what you email, promise or say.

Vice Chairman Berry thought maybe we could have something drafted up that would assist the members on what to say so they were all communicating the same message. It should be called an Ambassador Statement.

Information:

- A. Business Forum Events
 - March 14 – Wixom Community Center (Wixom Road Update)
 - April 11 – Michigan Community Insurance Agency
 - May 9 –OPS Solutions

- B. City Events Calendar

Mayor Hinkley mentioned the State of the City address was this Thursday, March 2nd at 7:00 p.m.

Public Comments:

None.

Executive Director's Comments:

Ms. Barker said that May 11th was the Main Street Party and she would be going. She would love to take some members of the DDA Board with her. It's a great event as you get to see what other communities are doing. If you are interested, please let her know.

Ms. Banks asked the DDA Board Members to participate in the City as there were so many things going on that they could be part of. She promised they would not be disappointed once they were involved. She suggested they attend the Business Forum and Forbidden Art Exhibit.

Board Members' Comments:

Board Member Sheng hoped that football bowling would be added to the Block Party as there was a pretty large following. Ms. Barker asked if anyone would like to take this on and obtain the pins, footballs, etc.

Vice Chairman Berry explained how he emailed thirty-eight emails to HOA and only received one response.

Adjournment:

This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:25 a.m.

Crystal Opalko
Deputy Clerk