

City of Wixom Downtown Development Authority Meeting
49045 Pontiac Trail, Wixom MI 48393
Tuesday-March 28, 2017

This meeting of the Wixom Downtown Development Authority came to order at 7:33am with the following individuals in attendance:

Roll Call:

DDA MEMBERS: David Gavron, Dino Grossi, Jeff Keel, Anthony Moscone, Caleb Sheng

Absent: Vice Chairman Tom Berry, Melanie Cheney, Kevin Hinkley, Marvin Poota

City Staff: Clarence Goodlein (City Manager) Stacey Banks (Assistant to the City Manager) Marilyn Stamper (Finance Director) Debra Barker (Economic & Community Development Director) Brenda Sanchez (Recording Secretary)

Public Attending: None

Guest: Josh Donnelly, Detroit Branding Co.

Determination of a Quorum:

A quorum of the Downtown Development Authority was present for this meeting.

Approval of Agenda: Mr. Goodlein asked, "Do we have any additions or corrections?" No? Then we will move on

VOTE: MOTION CARRIED

Correspondence:

Letter from Melanie Cheney to step down from Chairman, Mrs. Barker speaks regarding the letter saying:

As you have all read and at no surprise, Melanie has been talking about this for a while. She feels that with her travel and life in general, she has not been able to serve the Committee in the best capacity as a Chairperson.

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Barker: On that note, I would like to say, we can work without a Chairperson for a while, I think this takes a lot of consideration from everyone. I know everyone is saying in their heads, it isn't going to be me, and that is fine, but we need to all work as a group, look for that right person. It is a big commitment and a lot of work, I had sent an email to the Mayor saying we should not rush this, just because we have a board does not mean we have to have a Chairperson right now, and we can treat as a vacancy at the moment.

Public Comment: None

Approval of Minutes: MOTION and second by Board Members **A. Moscone** and **D. Gavron** to approve the February 28, 2017 DDA Regular Meeting Minutes.

VOTE: MOTION CARRIED

Old Business:

Action Items:

Barker: There is really nothing changed, we're still at a stand still with some of those except for the fact that Melanie has also taking herself off of the "Block Party" chair and she also is not going to be there because she has travels for Sept that were moved up, so I will just take on that chair since I am kind of doing that anyways, but hopefully later on I will be able to update everyone about that.

Event Updates:

Barker: I want to thank Stacey Banks very much for all your hard work with the Forbidden Arts Exhibition, it was close to a black tie event and it was a huge success! Everyone really, you all participated with the food, music and your support, it was a great event and we've been getting a lot of wonderful feedback on this.

Goodlein: I wanted to thank Jeff Keel; I don't know how you were able to get that violinist to show up for what I would say the little money that we paid her. I think everyone was surprised and certainly pleased for the fact that she did come play and she certainly has a reputation from what she played that evening that was not undeserved. I don't know how you did it Jeff, but we were all pleasantly surprised and shocked that you got her to come. It worked out very good. Also, I have to thank Stacey for all she did on this because honestly, she was up to her neck in this everyday, along with all her own work at the office, she put a lot of extra work and time with this and it became her pet project, so I just wanted to say thank you in front of the DDA because she certainly did put in a lot of extra work. So I just want to thank you again and as well Debe and everyone else.

Banks: Echo Debe, Thank you all, but it was really a group effort, and for you all being there, the food, music, it all came together.

Goodlein: Oh, and we can mention about the Polish Conciliate coming unexpectedly over the weekend, calling on Friday and saying, "Hey, I'm going to be there tomorrow!" we were like what?

Banks: We were notified on Friday that the Polish Council in Chicago (the person that is just under Ambassador) was going to be coming to visit the Polish Mission on Saturday and he wanted to visit the Forbidden Art Exhibition and it happened to be here in Wixom, so we hosted the Polish Councilman on Saturday for about an hour.

We managed to gather police and fire detail along with a gift and the Mayor to greet him and with the help of the library; we were able to pull that all together. There are more pages on the Polish Mission Website with some fabulous pictures of us at the reception and the exhibit.

Barker: We are going to move on to Josh Donnelly from Detroit Branding Co, giving an update on the DDA Branding.

Donnelly: As you all know, we have been talking about rebranding for a while and talking about giving the DDA logo and the village center area a new image. This is a brief presentation that kind of goes through an overview of what the recommendations are, I say we are about 80% there and we are open for comments and suggestions. I'll show you some of the reasoning behind this and what it can look like in the real world with images. The task was to create a logo; the goal was to create a logo that calls back the history of who Wixom is, what Wixom is built upon and certain plans ahead for Wixom's future. The DDA has done a great job of building up the Downtown Wixom, we have referred to it as the Village Center Area for quiet sometime, but the Village Center Area is more like zoning jargon than it is conversational thought. This was just some of the thought process behind the logo that we ended up. So recommendations came first, to provide respective by referring of it as Downtown Wixom verses the Village Center area. Second was to portrait a vibrant downtown and a representative but also encompasses where we plan on going, We obviously plan on growing so let's focus on the downtown area, knowing this, create a logo that is modular or something that can be broken up and used for an event day such as Wine Tasting, Derby Day, Block Party, Forbidden Arts etc. It can be used as an event logo or just for the Downtown development. This is the primary logo concept; I can actually send the presentation to you so you can read through out and I am just going to give a bird's eye view it for you guys. The reasoning or purpose behind it was to focus on the city and some of the architecture with something is very simple line art that can be used for embroidery or merchandise and stuff like that. Then lock it up with the anchor below where it says, Downtown Wixom actually a play off sort of old colonial main street signs, but also is a settle call back from to the railroad. It pulls from the traditional railroads signs with the cut off corners. This is meant to represent the current "West Retail" that is built right now, we will go in and fine tune some of the details to make it match up, its about 80% done.

Donnelly: So you have the Downtown graphics and the anchor with the text, but what if we have an event, we do something like a Lock-Up, we hold the base, the Main Street Sign, but then we lock it up with custom creative icons. Here is an example of Derby Day, a horizontal lock up, we can break up the primary logo and use it in different use cases. The other in a vertical event lock up, this one again can be a glass of wine instead of a Derby Hat and it can be the Wixom wine tasting. Then there is color, it can be colorized in many different fashions, I'm showing a multi-color version but it can be a single color like green or blue version for special events or holidays. So what would this look like in the real world because on paper is one thing and real world it's another? For things like vinyl or glass, you can have something like this (demo) on doors entering the city offices, something like cards (demo) you can use the lock up as we did for Wixom Derby Day. Now it starts to make sense with some consistency across the brand, something like this we can use for wine tasting, business cards, and it now becomes something we can over and over again. The goal is to basically show that this logo, its dynamic, its modular, and simple enough we can use on apparel, or to print on vinyl and other things like that. One of the goals was for the logo to be cool enough as a logo and to use for events and things like this, but also formal enough to use for city documents. We toyed around with it so we could find that balance. Plus, the logo could use colors behind it as I have demoed today. There was a lot of thought process to narrowing this down and research along with research of history to get ideas and inspired for this logo, as well as looking at others around our city to get ideas of do's and don'ts by looking at surrounding cities. Again I can send this to you all, but there were a lot of alliterations we went through to get where we are at now. A lot of logos were put together and a lot of how will this work. Is it cool because it will look good on a hat or will this work across the board or to be used for the DDA?

Sheng: That modular aspect is awesome! I guess what I am wondering as to terms of who would actually be designing these files in the future for instance like the block party or July 4th.

Donnelly: We can do this, but we will provide you with source files so that if one day you guys say that Josh, we can't stand you anymore, you guys can go out and do it on your own. Once we have finalized the source files, changing the colors will be as simple going to the source files and picking out a pallet for the event. So for 4th of July we can make red, white, and blue across the buildings, but it also can be done in single color as well where you could have a Red Logo if the brochure is white.

Goodlein: I like the logo a lot, for all the reasons that you said and I feel it represents well and it would be easy to put on garments. The design of it allows simple scaling, with some that we spoke of in the past, the problem was it looked good on stationary, or good on a sign, but if it got real big or too small it didn't look good because of the design. I think this if you scale up or down with this one it is still going to look exactly the same and it's a pretty good representation of the idea, which is the Downtown area for the city. So I really like it cause it seems easy to switch up and add things for what we are looking to be a logo.

Keel: I think when you have the rest of the development in Downtown; it will become even more representative of the Downtown. Right now it's the one block that looks like this, but as we grow it's all going to look like this, and developments that happen in other areas I'm sure will take on the same character. Right now it's attached to the one block, but we have the fortune of growing it, and as it does unfold it will look more and more like this in the future.

Donnelly: That is exactly spot on to some of the adulation process that we went through. So it was, do we focus only what's true of what Wixom is now, or do we focus on what Wixom's future is and where Wixom wants to go as a Downtown. I have been sitting in many of these meetings and talking to Deb, this logo is, "we plan on growing a vibrant Downtown" so by focusing on this one aspect where I feel we really got it right, is kind of future proofing us. Now as more develops, more grows, and more follows this design architecture, now its true everything else and we don't have to change the logo to fix that.

Barker: Yes, because when we were meeting and talking about bringing the rails to trails into this and putting a bike wheel and spokes in this, I think there are so many more things we can do with this type logo plan.

Donnelly: That's actually a good point as well, if you look at one of the samples, we used architectural sketches here. Disregard the logos themselves, but you see that arch where it says, liberal play? That's just an example, but those we talked about a 3rd lock-up, where you could lock up this primary logo with some kind of arch around it or below it, so that its kind of a badge look. The idea behind this was "lets create something that is modular and it has potential to use in various use cases," so to your point, you could do something with spokes of a bike wheel, or it could be something to promote rails to trails or it could literally be a text with arches around it if we wanted to promote a business in the area.

Goodlein: That's a good anchor for any of those special activities that you would do, and as a centerpiece to any other tweaking that you can do with this. I think that's the value of it.

Barker: What I like about this logo as well is, its not saying Downtown Development Authority, its just speaking as the Downtown as a whole. So we can use it for the community services events, and know one will get offended that this isn't our event and such.

Keel: People don't even know what DDA is, so why burden with attaching that to a logo cause there is too much explanation. Everyone knows what "Downtown" is and that makes it simple.

Goodlein: Also I think its future proof too, because the reference to Downtown as opposed to DDA, one reason being is because the DDA will expire in 2028. There is actually legislation in Lansing and a lot of discussion right now about ending DDA's and ending Tiff's. If that comes to pass, then you probably would not be able to renew DDA and if you were not able to renew it, then having DDA in the logo would have to be reworked. If you spend a bunch of years identifying with a certain logo, and all of a sudden you have to change it, I think that would be a little awkward and

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Goodlein: I think if you get something to avoid that then your probably better off and that's why I like this design. Downtown is a good way to describe the idea of the point your trying to get too.

Donnelly: Too that point, I didn't talk about this much, but there is a primary logo that you can lock up with fireworks, you can lock it up with DDA if you needed that.

Keel: I can even see we can replace the building if needed with a barn and we can use other things like that. It is completely functional.

Goodlein: It allows the city to promote all the activities that happens downtown area and the DDA Members can easily tweak that for themselves as a DDA Business or members, including businesses around.

Mosccone: Josh will you provide some type of book showing us how to use it and what not to do?

Donnelly: Yes, We would actually give a style guide for you guys and it would actually talk about things like pixels size and what not to use or do at certain sizes. Go to other modules lockups and we test it all and put in a Style Book explaining how to use each logo.

Goodlein: Plus, embroidery will be less expensive on a garment then a locomotive or something like that, this will be much simpler.

Sheng: Thank you for this presentation, it all works well and I see this being a great thing for the city and it's a giant thing that you're doing for us. Very Awesome!

Barker: Thank you, what we'll probably do with this, in an email we will ask for any thoughts or discussions and then we will make a decision to how we want to move forward with Josh and the direction.

New Business:

DDA Budget

Stamper: Not a ton of changes as far as expenditures this year, we did add a \$12,000 line item towards marketing and branding to put a little bit of money towards that in future years, and we actually put that in for the next 3 years starting the next fiscal year. As far as the tax capture, the taxable value increased about 4.9 million dollars basically due to the construction and a little bit CPI increase from what was already there last year. That equates to about another \$113,000 dollars or so of captured taxable value. So that brings us closer to getting to the point that the DDA is completely supporting the debt payment that's due on the DDA Construction Debt that we have. We're slated to have 14 houses and 1 condo unit that should definitely be constructed this year, so we used that amount to go into the following years projected budget. With with that projection we believe that by fiscal year 2020 and possibly the year prior, that the DDA will be able to fully support the debt payment that they have with the captured values coming in, so of course at that point we can start looking at the pay back to the city of the portions that the city has put into that. Basically next years budget includes the increase of the property taxes coming in from the captured value, the additional \$12,000 we are adding in for the marketing and branding. We are still including donations and equivalent to that, additional expenses that would be for events and promotions. The agreement that we had before; is as long as that money was coming in as donations, that money would be used for events and things of that nature. We wouldn't capture that money to pay the debt payment; that we would allow that money to stay with the DDA to assist with some of those events. Basically what I have done with the fun balance on this is once the year is done, and if you have brought in donations equal to \$20,000 dollars and but that year your event expenditures were only \$12,000, we would roll over that \$8000 and let it ride for future events and not take back. Standardly in the past it was whatever money came in went to the debt payment regardless of where it came from and the DDA was left with an \$11,000 dollar fun balance.

Stamper Cont.- Because the money is being solicited as donations, it would be used for that purpose, not just to repay debt. We will allow that to ride, so that is what has been included in the fun balance. This year we have done really well so far with donations, we are at about \$16,500 and there will be some more expenditures to come in, to offset that with that Forbidden Art Exhibit that are probably being paid currently, but we also expect more donations as well. So again, the offset of that will stay with the fun balance. We will hope that we are tracking with more development than we were anticipating with this budget and hopefully we will be able to support the debt quicker and get that repaid back as fast as we can. There is not a whole lot more detail about the expenditures themselves; they are pretty much the same as they have been. If you look a little further back in the document I have provided the debt repayment schedule; I'm not sure if you how many have ever seen this, but I thought it was important at this point to show where we are on the debt repayment cycle and how much we have remaining to pay the last payment is in the fiscal year 2026-27. Like I said in the commentary below, it would be anticipated that we would be able to start the repayment after fiscal year 2017-18. As Clarence had said before, we realize that the DDA expires in 2028, whether we will be able to extend beyond that to redo the plan, because obviously we are not as far into it as we thought we would because of what had happened with development in 2008/2009, we are definitely not as far as we had thought we would be at this point. We thought we'd be capturing a lot more tax dollars at this point and be able to continue on with a lot of projects. So it will be nice if we can extend this past 2028. We will see how that all transpires. I also did a quick calculation last night on future development, that if we start repayment of that bond in fiscal year 2018/2019, it would probably take 5 years to repay that debt of what we loaned the DDA at that point. That is something to consider as we move forward. It looks like we have a couple 100 or so houses of possible construction in the DDA, still in different development stages. I kind of just split those up 25 a year over the next several years because we really don't know exactly when that building is going to happen. Of course if any of those constructions happen sooner, the more development there is the more tax monies we receive.

Barker: Unfortunately, it's hard to promote to potential buyers with future numbers because they only base off what numbers we have now. So I have been constantly contacting the realtors, and they say, "well, we cant tell the potential retail business what is coming in the future, they want to know what we have here in Wixom now!" It's a difficult challenge.

Keel: But we do have a lot of potential for it, where as, a lot of cities don't have the potential as we do. We have the space and a lot of land within the DDA

Goodlein: If the enabling statute does not change between now and the expiration of the DDA, then probably when the city is about 3 years from the expiration it will start working with the taxing jurisdictions from which we capture money, how to convince them to allow us to redo the plan and authorize the captures of monies again. At that time you'd be able to change the DDA plan if you wanted as long as those taxing jurisdictions would agree with the plan. The plan now though, kind of creates certain restrictions relative to any money beyond the money that would be used to repay the debt. So if you had, just for the sake of argument, let's say in 5 -6 years and all of a sudden the debt was repaid and the first year you had \$250,000 dollars, the DDA could take that money and spend it, but only according to the DDA plan. You would have to spend according to the plan that the other taxing jurisdictions from which your captured tax money had agreed to. It's not a tremendous problem, but it does constrain how you spend your money. I spoke to the city attorney yesterday and she agreed that the document has restrictions.

Barker: What could we spend the money on if we had it? Is it for property?

Goodlein: I forget, the plan is so thick, but there is \$30 million dollars in planned development and of the \$30 million dollars there is \$5 million that is already completed. There is construction, there is property and there are all sorts of stuff in the plan. Because we have no money, I didn't dig deep into it. I said this is very nice and I just set it aside.

Barker: I just asked because you read about DDA in different cities buying property and they are going to develop the land, etc.

Stamper: Within the plan they had an item for VCA property acquisition; that was originally planned for \$2.4 Million dollars that all these jurisdictions married into and said they would support that. So I am thinking that would fall into that category. It's basically future development opportunities within the plan, so I think something like that would possibly fall into that category. They did cover promotional materials, concept plans, updating, road improvements, market studies, drain improvements, signage, park improvements; a wide variety of things that I think many of these things will fit into the plan depending on how its worded. But then again, once we get to that point to get that debt paid, the more houses that are built the quicker we can do that. Then can start new development opportunities on our own without depending so much on the building of new homes. Questions?

Sheng: So really its future forecast based on current growth, so really 5-10 years is what we are looking at?

Stamper: Yes, I would hope it would move quicker, but we try to be conservative because of past experience, we say we know today that there are about 14 houses in the permit process and its very likely that they will be completed by the end of the year, but we don't know what next year is going to bring. So we try to keep it conservative, and balance it for the years to come.

Information:

Barker:

Zagster bike sharing has sent some information about bike sharing. I'll have to look at a little more, I'm not sure our city is big enough to support it, but they may want to give it a trial out here for money of course. Once the path is done I will look into it a little deeper to see if this is something we would want to consider as we look into it more.

Also, I didn't want to get too heavy into our event updates in case someone had to leave, but here is where we are at with the Derby Day schedule, I will be sending these out via email as well because there is registration the night before at Total Soccer. Just so you all know, I have received in kind donations of \$2950 for t-shirts, bags, Finisher's Cups. Everything down at the bottom has been donated, listed at the bottom of the schedule. Along with the in kind we received \$2650 dollars in cash and about another \$1500 committed to go towards the Derby Day.

Barker: I'm already working on the Block Party, for those who do not know, Genisys Credit Union is going to be our main sponsor for this. They are used to doing things big time; so Josh is going to tweak up the flier from last year, and they are going to advertise in all their branches (28) and in their mailings, lots of in-kind sponsorship from them. Total sports has bought bowling pins for Football/Bowling, we still plan on having Corn Hole, so if someone can get with Melanie to get what she has put together since she won't be here, that would be awesome. We have Judges and Contestants for the Meatball Eating Contests. We will need volunteers for Derby Days if you can start asking friends and co-workers. We need to fill in some of those spaces. If you all would like a Derby Hat please take them, put them out in your businesses, promote everywhere. Let's get them out and talked about!

Public Comment:

None

Executive Directors Comments:

Goodlein: Debe you're doing a great job, everyone is! Also, I want to comment about this card for Derby Day, Josh Donnelly thank you for creating this promotional card; it presents excitement that we have not been able to create in the past.

Keel: With spring here, its good opportunity to get out and start talking these events up. We all start coming out of our houses now so lets all start letting our neighbors and friends about the plans and events we have coming.

Banks: There is already a face book page that is linked to our current face book page, also a website page with a friendly URL:

wixomgov.org/derby-day.

Also, I want to go around to the businesses and get people to put the hat on and talk about the Derby Day and post on Facebook, I'd like to do this everyday to start promoting the event, get everyone excited.

Motion to Adjourn:

This meeting of the Wixom Downtown Development Authority was motioned by Gavron and Keel and adjourned at 8:26am

Motion Carried

Next Meeting: April 25, 2017