

City of Wixom Downtown Development Authority Meeting
49045 Pontiac Trail, Wixom MI 48393
Tuesday-April 25, 2017

This meeting of the Wixom Downtown Development Authority came to order at 7:37 am with the following individuals in attendance:

ROLL CALL:

DDA Members in Attendance:

1. M. Cheney 2. T. Berry 3. D. Gavron 4. J. Keel 5. A. Moscone 6. C. Sheng 7. K. Hinkley

Absent:

D. Grassi, M. Poota

CITY STAFF: Clarence Goodlein (City Manager) Debra Barker (Economic & Community Development Director) Brenda Sanchez (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- **J. Keel** and **D. Gavron** to approve the April 25, 2017 Meeting Agenda.

VOTE: MOTION CARRIED

APPROVAL OF MINUTES:

MOTION and second by Board Members- **J. Keel** and **D. Gavron** to approve the March 28, 2017 DDA Regular Meeting Minutes.

VOTE: MOTION CARRIED

PUBLIC ATTENDING:

None

OLD BUSINESS:

A. DDA Branding:

Barker: At the last meeting Josh Donnelly from The Detroit Branding Company, was here to present his branding ideas. I followed up with an email to you all, so if you weren't here you could take a look at it. I think we were all pretty unanimous at the last meeting that we really liked where he was going with this logo branding. He is just waiting for direction from us, so it is up for you to decide whether you like what he has done, then to vote on whether you we want to continue or not. Once we vote, we can move forward and finalize to have some branding.

Keel: When we vote to finalize it, we are just talking about the concept or all the different variables?

Barker: The concept

Cheney: So now he is waiting for us to say, "yes we like it, lets move forward?" Then that is it?

Barker: Then he'll present final designs and that will be it. That will not be a vote then, it will be us choosing the design with a yes or no. He will make one specifically for Downtown and specifically for events.

Keel: He will make those at this point or just move forward. So this approves so we have something to run with for the concept?

Barker: Yes

Cheney: So we will have to have a Motion to approve this design.

APPROVAL OF DDA BRANDING DESIGN:

MOTION and second by Board Members: **C. Sheng** and **T. Berry** to approve the Concept presented by Josh Donnelly

VOTE: MOTION CARRIED

OLD BUSINESS CON'T:

Cheney: So if you can let Josh know that he can go on and move forward with this design that would be great!

Hinkley: Will this primarily be with promotional things in regard to the DDA or the entire city.

Cheney: My thoughts were that it's going to be for the DDA only.

Barker: Not necessarily, because it's going to be the downtown design. We are not promoting the DDA; we are promoting downtown, so we will need to get some of the other departments on board with the idea to use his design, because he would like to promote some of their events and programs too. For example, he could use this logo with fire works coming out the top, a glass for the wine tasting, or a design for the BBQ. For other events in the city, Josh said he will have 8-10 designs that will already in the file to use, or he can design something for that specific event. Then if we want to do something with the bike trail, he'll incorporate with a bike or wheel on the backside of it or something. The logo is about representing Downtown, the DDA is who we are but the people of the community don't know who we are, so it's the wrong way to go, we just need to keep focus on downtown.

Hinkley: Is this something we need to trademark?

Berry: Well is Josh ok with all the people borrowing it would be the question?

Barker: Let's ask the attorney about trademarking?

Sheng: Yes I suppose so. I'm not sure how much mileage the people would get out of it, but does no harm to do it.

Hinkley: Just because we have had some issues with the City of Wixom awhile back ago having to do with Trademarking. I am just thinking of protecting what you have done, what you have designed, what you have paid for.

OLD BUSINESS CON'T:

Goodlein: You don't want someone to take that design and put it on the website with some type of content that you don't want it to be associated with, that could be a concern.

Sheng: Yes, let's get an email from Josh saying, "This is yours to do what we want with it!" Definite language shows transfer of ownership to us and then we can throw a TM on it while the trademark is pending. That is public notice that we are going to own it and it will be trademarked.

Keel: What about the other departments, do they have to choose to use this, or will it just fall in line.

Gavron: Should we present it at a board meeting to see if they like it?

Goodlein: I would think once this logo is decided upon, other departments sponsoring events are going to use this logo. We are not going to go off in 300 directions. There will be an email from the City Manger presenting the new downtown logo and this will be used now for all special events, etc.

Hinkley: You have done this great work, but you will need to protect yourselves, the trademark is important and we will bring this logo up at the City Council Meeting tonight. We shouldn't have a problem with being able to use in all departments, but for the obvious reasons we will want to trademark your work.

Keel: I just don't want to commit to something and then see another department with their own logo all of a sudden, that would defeat this whole purpose. If we make those files available to them, we will see some consistency.

OLD BUSINESS CON'T:

Hinkley: Keep in mind we are promoting the downtown and the community center is part of the downtown. Well, we are getting ready to dump \$350,000 into the community center to a remodel. That might end up being a part of the promotional to sell it for weddings and so forth.

Barker: This is something we can use on letterhead and we can decide if we want color. Josh is going to do all this, but he didn't want to put any more work into concepts. Now that we had agreed to move on with his concept, he will finish final details for this.

Cheney: So we just need language emailed to Josh for confirmation.

Sheng: Just a letter that City of Wixom owns the design, and then we could put a TM started on it.

Goodlein: There is an application process for Trademarking, it's a pain and it takes a while, but good to get it started.

OLD BUSINESS B:

Barker: We are coming up on Derby Day and we are getting a lot of public feedback. When I put the signs up through out the neighborhood, I thought I would get lots of complaint emails, but only received 5, which were just questions, which is good. They are inquiring if they can get out of their homes, etc. I have informed them yes and relayed that they be careful looking for runners along the way. (Barker showing map of route) So, I still need some volunteers to help on the route. I have water stations covered, we have 2 ladies in this area that are going to try and secure all these positions for me, then I will be filling in the rest needed. It's really just to direct the runners and walkers, we will have signs but having live bodies to direct will help move them along best.

Berry: Where do you need exactly, I have 2 families in my sub division that are ready to volunteer. Just tell me where to put them.

OLD BUSINESS CON'T:

Barker: I will give you a map Tom and let you know. Volunteers for route should be in downtown at 7am, except the Northern route. I can meet with them separately so they don't have to come down here and then go back. Also, Caleb is going to be treating pizza to anyone that can come help put the finishing cups. Shouldn't take us too long, but 10am to noon is scheduled. These will contain the coupons from the businesses in the area.

Keel: What about the Race Coordinator guys? Will they be providing people for the course? I'm just not sure how involved they are, what they're part is and how they are promoting this race.

Barker: They have a few people to help, they will do total set up and finish area. They will be at Total Soccer for pre packet pick up from 4pm-7pm. They do have 2 races going on that day; they have access to other race websites and have been helping it get promoted. We have Valores, Alex's and Wixom Station opening early along with the Total Sports food truck, and Bagel Station will be there. We have a flower vendor coming in and David Gavron will be helping with a pre-stretch before the race.

Hinkley: We still need a few volunteers right, I suggest we go into Facebook and tie into my (Mayor) Facebook, and like and share for the Derby Day and needs and it should help spread the news. It did for me during my campaign.

Barker: This does work! I had two volunteers, from Waterford call me, and are coming down to help. They love Wixom and come to many events here. So they asked to volunteer here for us.

Keel: We can also do a Boost! They are inexpensive.

Hinkley: I just think we keep updating every other day to Facebook and getting the message out. We can do better then we have in the past.

OLD BUSINESS CON'T:

Barker: I have a Photographer and a Drone coming to get photos of the day so we'll have some media for next year to promote.

Goodlein: Who listens to the country radio station on AM, 93.1? David Grinwall lives here in Wixom and I think we need to make some calls and see if he can talk about it and maybe get involved. Plus Eddie has contacts from Channels 2, 4 and 7 and can maybe get them to talk about the race too.

Barker: St. Catherine's is supposed to get back with me. But interestingly enough, I was talking to the new director Laura of Lake Area Chamber, who actually came from the Huron Valley Chamber; who put on Milford Memories. The Milford Memories had 500 volunteers but they were paid. She would get business sponsors to sponsor the local sports teams in area to come do the work. Moving on to volunteering, I will be sending a lot of emails out to get help stuffing the cups. Also I will need people for Friday night at Total Soccer to do the pre-run check-in.

(Chatter by all regarding the lack of volunteer help and what will it take to get the community involved)

Berry: I sent notices to Home Owner Associations 3x to all 26 subdivisions regarding the volunteer status and the only response I had was from my own subdivision. I was very surprised by the lack of response.

Cheney: I think it will take sometime for people to catch on to these events and the volunteering, we haven't been a year yet. This September will be a year, so I think we are planting the seeds, we are getting out there and doing events, I think we are showing the community that we are coming together, I think it will take time.

Cheney: I think people are more reserved and will sit back to see if this is really something that will continue? Will this really be a tradition?

OLD BUSINESS CON'T:

Barker: Moving on, lets talk about the Wixom Block Party that is coming up in September. Genisy's Credit Union is the lead sponsor; they are also paying for the musician who is Audrey Ray, a local, she is a great musician. The stage has been sponsored and I am also speaking to "Taste the Local Difference" and they go to a lot of Farmers Markets and encourage local farmers to come to local events. Also Melanie has got a couple food trucks o come as well.

Cheney: Yes, I have Oakland County and Adopt A Pet for pet adoptions and I am speaking with other pet adoption that fosters dogs. I have secured a couple food trucks, Dale Barlow who does food for the Drafting Table, and I am waiting to hear back from another who does BBQ.

Barker: Caleb, Have you talked to Wixom Bar?

Sheng: I have, they said thanks for letting us know. Then I spoke to Mr. Kirkpatrick about of a ton of things, we got caught up in talking, but the crew does know about the Block Party.

Barker: Once Derby Days is over, I'll focus on the Block Party, so I will back track to the restaurants/bars. Shakers Bar has taken the application and paperwork for the health department and will set up an area down here. So I wanted to let you all know things are starting to come together for the next event.

New Business:

Barker: John from Oakland County is a no show, he most likely got stuck in traffic so we should move on.

Cheney: Then we skip over the new business then and move forward.

Information:

Cheney: We have business Forum Events: May 9th is going to be OPS Solutions, June 13th David Newhouse? Where is he from?

Barker: He is from the MEDC, and the forum will be held at Hosco, one of our companies that came in and took an old moldy building and remodeled it, which is fabulous. Hosco is winning all kinds of exporting awards here in the State of Michigan right now; Hosco is located off of Grand River.

Cheney: Please take a look at the City Event Calendar that is in your packet. Also the Main Event, this is something that is put on every year and it talks about the different communities that are part of Main Street program. They give out awards; they do appetizers, drinks, and dinner. You get to meet other people and communities that are involved in Main Street Programs and you can pick their brain, do some networking and it is a great event; I have attended a few of them. I encourage anyone that can make it on May 11th try to do so.

Keel: Can I go back and ask why the Derby Day is not in the Community Calendar?

Goodlein: We are aware of this and see the disconnection between the Parks and Recs events and the DDA events that I am in the process of fixing. We will take care of it internally.

Public Comments:

None

Motion to Adjourn:

This meeting of the Wixom Downtown Development Authority was motioned by J. Keel and T. Berry to adjourn and ended at 8:15am

Motion Carried

Next Meeting: May 23, 2017