

**DOWNTOWN DEVELOPMENT AUTHORITY MEETING
Wixom City Hall
49045 Pontiac Trail, Wixom
Tuesday May 23, 2017 - 7:30am**

CALL TO ORDER: 7:40am

ROLL CALL/DETERMINATION OF A QUORUM: Tom Berry Vice Chairman to read the roll call and there being a quorum present the meeting was declared in session. The meeting was called to order at 7:40am.

MEMBERS PRESENT: T. Berry, K. Hinkley, D. Grossi, J. Keel, M. Poota, C. Sheng, M. Cheney

MEMBERS ABSENT/EXCUSED: D. Gavron, A. Moscone

CITY STAFF: Clarence Goodlein - City Manager, Steve Brown-New City Manager, Debra Barker (Absent)
Alaina White- Debra Asst.

SECRETARY: Brenda Sanchez

APPROVAL OF AGENDA:

MOTION and second by Mr. Keel and Mr. Grossi to approve the Agenda for May 23, 2017

VOTE

MOTION CARRIED

APPROVAL OF MINUTES:

MOTION and second by Mr. Keel and Mr. Berry to approve the April 26, 2017 Minutes

VOTE

MOTION CARRIED

CALL TO THE PUBLIC:

None Present

OLD BUSINESS:

A. John Bry, Main Street Oakland County

Goodlein: Welcomes Mr. Bry for being here from Main Street Oakland County who is here to discuss updates and new information regarding Main Street news.

Bry: Good Morning everyone, I have a few updates and dates that may be of interest to you. Unfortunately short notice, but we would like to invite you Thursday the 25th at our building in Waterford, MI, I am hosting a contact that I have from Indianapolis of a developing company from called Flarity-Collins. They have a wonderful reputation and they do new development, mixed use, historical rehabs, affordable housing, market rate housing, so they are a really interesting company. I reached out to them a few months back to start giving them some of my contacts of some of our Main Street communities here in Oakland County. I forwarded some information about different city properties and some that Deb had given me from Wixom. They will actually be at my office at 10am on Thursday the 25th for a meet and greet, I have extended the invitation to some of the Main Street communities and to the One Stop Ready communities. An opportunity for the communities to meet with them, hear what they do, and what they look for in terms of potential properties, etc. We will have a private meeting in Pontiac following that; then I will be driving them around the County. They haven't said specifically if they're interested in anything further with the City of Wixom, but we did send them some information. But you never know, it is a large firm and conversations go off in different directions with in them sometimes, with different folks, with different specialty focus verses the historical rehab projects verses the new infield type projects; you just never know what they want to come and see. So if anyone is available from Wixom, you're more than welcome to come to the EOB on Thursday at 10am to have the opportunity to meet with this group.

Also, if you get a chance to check out their website, again its Flarity-Collins, you can kind of get an idea of their portfolio and one of the major projects they are involved in right now. Several years ago they imploded the Old Market Square Arena in Indiana and Flarity-Collins is the one that won the contract that and they are building a 40 story tower on that site which will be a mixed use; development, with housing and retail. They do some really good projects for smaller communities all the way up to big cities so we are thrilled that they are coming out to Oakland County to take a closer look.

Goodlein: Are they looking for property or vacant property that they can rehabilitate as opposed to building sites.

Bry: No they do both, as example, they are looking at an old historic school in Lathrup Village on Southfield Road and they are also looking at an old historic school that's empty in Holly as well. They said they're interested in West Bloomfield Township and Southfield too, so they're hoping to find something in terms of their market, so vacant property as well as existing structures are all potentially on the board. So they will come and give an overview of how they operate and what they look for.

On May 31st we will be hosting a workshop in Clarkston at the library at 9:30am, and it's on how to become a Certified Local Government (CLG). As I've been traveling around the county and meeting with the communities, one of the tenants of the Main Streets Program is historic preservation, and a lot of the communities kind of struggle on where to find the funding for those types of projects; whether its bricks and mortar money or planning money in that regard. There is a CLG program, and there are 30 CLG's in the State of Michigan, and 5 of them are in Oakland County; Farmington Hills, Rochester Hills, Northville, Franklin and Birmingham. Some of the communities have some things in place to become a CLG, but they weren't aware of the program. So we have invited the State to do this workshop, and we have the staff from the State will give an overview as well as the staff for the CLG for Washtenaw County, and they are going to talk about how it operates and the funding opportunities that are available for being a CLG. We currently have about 40 communities registered; you can register for that and it's free through the County's Main Street Website and that's coming up on May 31st.

The other thing that I wanted to mention to you guys, Debra Barker and I were talking recently; as I traveled the county, and seeing what's happening with the DDA's, Downtown programs, and Main Street programs across the county; we have a unique situation with communities like Wixom. Wixom, that I call sort of the emerging town center, meaning you're these older communities but through the years you've

morphed and grown and there has been a lot of development, your kind of this interesting blend of an older community but newer community because of all the growth you've experienced here in the recent past. I think the message that got out across the County with communities as yourself, and Auburn Hills, New Hudson, and Lyon Township that you weren't eligible ever to elevate further into the Main Street program in Oakland County. So I have come today to tell you that this is not the case anymore. I am looking to make some changes and I have the County's support to make some changes, because I don't feel that a community should be punished for being somewhat newer. Lathrop Village is a good example of that, even though Lathrop Village was platted out in the 1920's and they had a downtown that was platted as part of that, they really didn't see the development of their downtown until after the World War II, in the 50's and the 60's. So naturally during that time in history, their development was more auto industry focused verses the 1900 Century downtowns that have the zero back up lines and some of that traditional feel. I personally don't feel, and thankfully I got the backup of the County, that we shouldn't be punishing a community for the time period that a downtown developed. No downtown in this County has stayed the same from 1830, 1870; they constantly change and evolve; but they do have a traditional urban type setting about them and Wixom has been doing that with their new development, attempting to do sort of a traditional downtown look and development. So basically we are trying to come up with a new definition for these emerging town center communities such as the Wixom, the Auburn Hills, the New Hudson's, the old parks etc. So if you want to you can fit in and elevate up into the select level of the Main Street Programs. We have the 11 Select Level Communities, we have 24 communities overall in the Main Street Program. If there is interest in the community of elevating to the Select Level Community I wanted you to know of some of the advantages that come with that in terms of some of the funding that we have available from the county, along with some of the design services available from the County. I basically wanted to come and tell you today that this is an option now. As we do the definition of what we call some of these emerging town center communities, keep that in mind that we will be passing on that information so you know as this process comes refined, and it comes available to you. I know talking to Deb one on one that was the message the Wixom has got in the past, but I don't think it's fair to say because you developed in this time period and you look this way, that you're not really a traditional downtown. I think that's not really an accurate assessment, so we are looking to change that and I have got the blessing from my bosses from Oakland County to go ahead and proceed with looking at this change.

Cheney: You said you will be sending out this information, when will you get this information out so we can understand the criteria of becoming a Select, and do we want to be a Select, so we can start diving into this information to decide if this is something that would be good for our City?

Bry: As part of that my hope is by the end of this year, beginning of 2018, the communities will get new information about that process, because with that process we currently have an application for Select affiliate associate levels. We are even looking at a new tier of community above Select. Potentially the Ferndale's, the Rochester's, the Farmington's and so forth, these would fall into the new tier. We are looking at creating these new tiers and new definitions, and with that the application process because it hasn't been updated with the County in a long time. I hoping to streamline that application process too. I already have a draft going around among the staff, and we are working on that. Basically I think I can tell you safely that some of the basic components really won't change if the community wants to become a Select level, and they have some kind of downtown organization, which you do because of the DDA. I think you may have heard me say during my first visit, that Michigan is an anomaly because of the DDA stuff, I've worked with Main Street for over 20 years all over the country, and that DDA structure is both a blessing but also a curse, from the Main Street prospective. It's amazing talking with other communities around the County. They have these very healthy budgets on paper, but are also cash poor because they have bonded out the money. I can think of Ray Schreiber who is the State Main Street Coordinator for Louisiana; he'll come in and look at our budget and he said, " your budget is larger than my entire State of

Louisiana's budget!" Well, that is true, as Oakland County is a coordinating program; there are 38 coordinating programs across the country, most of them are at the State Level. Michigan has a state Main Street program that we sometimes collaborate with, but Oakland County operates separately because, alone Oakland County has 24 communities in the program, we're as big as some of the state programs. So to put that in some perspective, Oakland County's Main Street budget is the 7th largest in the nation as a County. Then you have individual communities that are DDA's that have budgets that are larger than some state programs of Main Street. This is one of the things that I found. We are having a training for our Main Street communities in August. We have this DDA structure with most of the communities in our County, however, Pontiac and Franklin are 2 examples that are not DDA's. They operate under more of the traditional non-profit model, which most of the Main Street world operates under. So, I found that most of the communities don't know how to raise money beyond their DDA's. They don't have that skill set and knowledge, and they don't necessarily have that organization structure in place. We have been having conversations with some of the Select Level Communities to also have a non-profit arm in place, a 501c3, because you never know what's going to happen with the DDA in legislative; so we are kind of being pro-active about having the conversation with communities about how to raise money beyond your DDA structure and the different means that you can do that.

Goodlein: I think that those type of discussions about 501c3 are particularly important because it's no secret that the state doesn't like the DDA's and quite honestly some of the participants like the school districts and the counties don't like the DDA's either, so I think that the current DDA's around the State are going to be challenged when their terms expire to renew. In that regard, I think what DDA's today should be doing is having serious discussions about morphing themselves into 501c3 organizations, to be able to exist beyond the termination of their funding. That day will be coming, and there will be no guarantee as to whether or not there will be enabling statutes to allow them to even go back and try to reform and renew that status.

Cheney: How do we start that conversation here, so we are more pro-active in our position as a DDA here? Is that a conversation we should be having right now?

Keel: What is the timeline?

Goodlein: The current DDA here does not expire until 2027, so you have some time. But it's a discussion that Debra Barker should have with all of you, to try to talk about what happens in 2027 when the DDA expires. There is no guarantee to that all these tax amenities will line up and agree to let you capture that money. Quite honestly the State hates it and there has been talk for the last 3 years in Lansing about them dispensing the DDA's and passing legislation that will preclude future DDA's. Everyone will just sunset and that will be the end of it. The only way to move forward will be fundraising, I would say, that there would have to be coordinated fundraising between the DDA and the City for events that are going to happen around the City and the DDA so there isn't a collision between that fundraising effort and there should be a discussion to create one entity. This way when you are soliciting around the City it is coming from one place.

Bry: If I could add to that conversation, on is Aug 17th and 18th we will be hosting a training on fundraising and volunteering development for Main Street programs. Kathy LaPonte from the National Main Street Center going to be are presenter and she also comes from a long time line working with Main Street programs, she was a manager and is also National now, so she is going to be a part of that and most likely it's going to be in Pontiac. I will be inviting all 24 communities to participate in this workshop and that will be a conversation that you could start dipping our toes into. Also, from the traditional Main Street in regards to funding, I've been telling the DDA programs from around the county that are creeping up on the time line, to give yourself a 2-3 year window to begin looking at expanding or diversifying your

funding. In reality in terms of going into a fundraiser effort, it is more of the preparation than the act. In order to put together successful fundraising it kind of takes 9 months to figure out your strategy in terms of evaluating your prospects. Your prospects could be a foundation, a corporate giver, or private individuals, and then developing your approach materials to go with it. Start thinking about that fundraising question about 2-3 years prior, especially if you're looking at that expiration of DDA. Then you want to start thinking about the transition in terms of fundraising. When I was a manger/coordinator before the traditional main street program we looked at our workplan target and put it into 3rds. If there isn't a DDA program 1/3 would come from public sources like city contribution, one sector is private (broken down: businesses, property owners, non-profit, local businesses, financial institutions, etc.) Then your last one would be miscellaneous category like special events you do in community that raise money, maybe a foundation that has a particular interest in the community or it could be a variety of things. This way your budget divided into 1/3, then you're not dependent upon one source or another. Also there are other mechanisms, like principle shopping districts, or in some states known as "Bids" or "SSA's", business improvements where the property owners within the district can say, "these are scope of services that we would like to continue, so we are going to essentially access ourselves a certain amount of dollars every year and that will go to pay these things!" So there are other ways of looking at the funding, and I am happy to work with you guys in developing these different ideas. So, that is why I came here today. We are making changes at the County with the Main Street program, developing a new tier, opening the door for some of the communities that might not fit the traditional view of what a Downtown is supposed to look like, and my message is, that's ok, you be you. You develop the way that you want to develop but the good thing here in Wixom is that you're developing this traditional urban type setting of a downtown. It's not your fault that you had all these buyers in the years that kind of changed the dynamic of a downtown. The fact is you are creating a downtown and your building on the historic assets that you had that survived and you kind of filled that back in into traditional mode and to me that is perfectly fine. To answer your question with that application; as long as you have this downtown entity, you are following the basic principles of a Main Street, those are the 4 points of DOPE (Design, organization, promotion and economic vitality) you are using economic data to steer our strategy of economically market wise what you want your district to be and where you want it to go it's based at a community vision. Those are at the principle cores, you don't have to have a committee for all 4 points, my philosophy is as long you are following the 4 points, as long as you following the principles, as long as using market data to guide your direction and you have an organization entity, how you get there, the old main street approach or new main street approach, as long as you follow the basic recipe, I'm good.

Goodlein: Two things that are important, first the 501c3 process is a long process and it's not unusual during the process of submissions to be reviewed and then for there to be deficiencies, and then you have to correct those deficiencies; so that probably is about a one year process. Second, I wanted to ask Mr. Bry, if he was aware of any work at the state level, because there was a discussion as at one time about DDA's being able to capture tax revenue and that they were going to be able to assess themselves? At one time some of the talk was that they were going to take the current legislation that allows for special assessment districts for infrastructure improvements, and they were going to take that to expand it to allow the businesses to tax themselves for the purposes of collecting money for the economic development and promoting their business in the downtown area, and they were going to do that either through the existing SAD statue or they were going to inact a new legislation in order to do that. Have you heard anything about that lately on whether they were going to do this? Because I heard this discussion about 12-18 months ago that they were going to try to do something like that to help some of these business areas to generate revenue among themselves for the purpose to promoting their businesses and their areas.

Bry: No, I have not heard anything about this lately, however, two things I want to add to that with the 501c3 process, Holly is looking to set up a parallel 501c3, Franklin currently has a 501c6 organization and they also have a 501c3 and their merging all into the 501c3. Also Pontiac has a 501c6 and we are also helping them set up a 501c3. So since those three communities are at the Select level, that's one of the things that we do through the Main Street at the County. We are paying for the legal process for them to establish the 501c3. We have an attorney that specializes with the nonprofit and she is working with them through the process and we are paying for it. The good thing is that so many Main Street communities have already done this already in terms of the 501c3, but I do have to a lot of communities make this mistake by using the words "Business Development" and it automatically sends a red flag. There is a way to word this and your right the process can take up to a year or longer. Again, you are more than welcome to join us for the meet and greet with Flarity -Collins Thursday at 10am at the office and if you're interested in the certified local government you are welcome to join us as well. I will keep Debra Barker in the loop regarding the workshop in August. Hopefully we will launch this new classification and revamped process for the Select Level Communities. By all means, just because you're not a Select Level Community, if you have questions or have needs for us, or interested in any kind of training, please feel free to call on us and we will see what we can do.

B. Derby Day Recap:

Goodlein: Moving onto a recap of the Derby Day, did everyone get the notes, than you know that honestly the Derby Day was very successful for a first time run event in this City. We had a 142 registered participants and 52% of them were Wixom residents and when it was all over and done the fees exceeded the expenses by about \$2200 dollars. I think that's absolutely outstanding for a first time to have all those people show up, and I think it's a good example of how organizations can partner with people in run events in in a turnkey style. Where basically they'll bring all of the knowhow and much of the hardware to an event and set it up with maybe a little bit of additional work and some volunteers from the City. It was a great way to promote the downtown businesses and to get people aware of the City. But mostly I think the route was very important because the route actually took everyone to the north end of the City and through many neighborhoods included the new developments, which hopefully encourages people to want to move here. I think it was a real good opportunity to showcase the downtown area. I think that Debra Barkers paragraphs here, talking about the role of the DDA and Main Street program is also important because I think that when we start talking events as a vehicle to promote the downtown area, maybe we get to lost thinking one of the purposes of the DDA is to sponsor a bunch of events, however, the purpose of the DDA is really to bring business to the downtown area and to enable the downtown businesses to prosper, to bring new business to the downtown area. One method is events but there are other ways to do this also. I think that in future DDA meetings perhaps there needs to be a discussion of to what those methods are, because I think there is a bunch of them to make all of your businesses more prosperous and thereby make the City more successful in that regard. If the DDA was in a position and if you didn't have as much debt as you have, and you could hire a DDA Director you may be able to see more of that. In the absence of that though, I think what the DDA Board in the future will need to develop the commitment collectively to move in that direction and say, this is how we are going to promote the downtown and the businesses whether it be fliers, welcome packets, new homeowner packages and/or special offers from the downtown businesses. There are all kinds of stuff to fire up the downtown.

New Business:

Cheney: Those are the things we can do individually as business owners, is to tap into those resources at the hotels but I think collectively we should look at the Welcome Packages because that would be a great idea, but we just need to move it forward.

White: One of Debra's assignments for me, is to actually start the welcome packet. So any ideas, coupons, fliers, would be of great help. Please send my way!

Goodlein: Could you imagine that someone who is new to the community, and then they receive this packet with all the info; this could paint the picture of downtown businesses and services we have to offer. In that regard, many people who live in the sub-divisions don't have a good appreciation of the services in the downtown area and we need to project what we have here in the City.

Keel: I think the main objective that we really need to address is going to be the social media approach because as the clock ticks, it's going to more and more relying on how you reach everyone on their device. I think we need to get some young thinkers to help us in the group. This is the only connection in the world that the younger generation knows and as time goes by if we are dealing with that, along with knocking on the door and the fliers which are traditional in our minds, but we need to head to the direction of social media.

Hinkley: We need to have an online welcome packet that would have the coupon right there online. The dry cleaners I have in Jackson, 90% of the millennial that come in are asking for a coupon on Facebook. They aren't going to take the time to print one.

Keel: I think also for our purpose to grow downtown, we have a unique situation that is different from everyone else. Everyone else does have an established downtown. We don't, we are just growing ours and attracting the business and giving the reason they want to be here. Having the answers when they ask, having the demos and giving the info they want, this will help grow that.

Goodlein: I think as time moves forward, there is a need for a person both at the City level and DDA level, to manage social media and manage our websites. This is going to get to the point where it will be absolutely impossible for either entity to ignore. I agree with you Jeff, I think that many of us in this room with the exception of a couple, are dinosaurs in that regard. If you read some of these business publications to see the number and percentage of total amount of business transactions per day that happen electronically where cards are not even swiped or inserted into devices, and people come in and pay with Apple Pay for example on their phones, it's all electronic! Businesses have to set up to be able to accommodate that type of commerce, because if they can't pay that way, they will go elsewhere because of the way they handle transactions.

Keel: That is how they are going to reach their customers as well and we need to reach them in the same fashion.

Cheney: I think Caleb Sheng had mentioned this a year ago when he first started in the DDA; you had said all this to all of us. You said businesses have to set up in a way to support the changes in the way they handle transactions and advertising.

Sheng: I am actually going to be starting this in July. Apparently the City publishes the newest business license list in July, so what I am going to do is not a very young thing to do, but what I plan to do is to go to all of the businesses and make sure they all are on Google Map and that their hours are accurate

and that their key words for their type of service they provide are accurate. Unless you blanket the entire area so that we become a reliable, saturated search grid, then we don't get the benefit of someone simply going in and searching restaurants near me and them seeing 4 of 5 star restaurants all around them as opposed to maybe 3 stars at a Chinese restaurant that's 20 minutes away or something like that. We want that kind of instant search result of that subconsciously tugs someone towards them to say ok, let me just zoom into the area. That takes a ton of ice berg under the surface health work, and there is no other way to do other than to email, knock on people's doors, make sure if someone changed the ownership and changed the business hours. The first time someone goes to that place of business and they close at 9:30 instead of 10:30, and say well I am not going back. A lot of times if I can't look at a menu on line then I am not going there. Also, if there are not online coupons and/or I have to print out, I won't go there. We have a lot of work to compensate for searchers laziness. So that was part of my goal through the end of the year, because it's a long list of businesses and a lot of them don't know what to do.

Keel: I think we should have that information, that base, and it should be readily available to us.

Cheney: It takes all that work like Caleb is doing, all that underneath work to get on track for at least that part to get up to date on the businesses.

Berry: I think the first stop to doing that is accessing more of what Caleb is doing. I think we should make this an agenda item for the next meeting that we can start to establish where we are at in the social media presence and then maybe go from there.

Hinkley: I think more on this subject, at the July-Aug special meetings we would be better served to effectively talk about downtown awareness strategies. I think the DDA is more of what we just talked about today. Event planning is one thing but I think these meetings should be strategies of some of the things we just spoke about such as social media, welcome packages, etc. Event planning is great and we have one on the books and it will do nothing but grow. I think that we need to start searching other avenues.

Goodlein: I have one last comment on this, I think this is important, not only for bringing the business and people to the downtown area, but also important to bringing developers to our area. Make no mistake about it, when businesses are looking to bringing their businesses, they will go online and social media to see how the DDA is in fact promoting themselves and what they are doing and how strong they are. That drives decisions to bring their businesses to the downtown area and drives decisions for them to look at property to buy. It is all how you paint the picture, and it has other benefits to bringing traffic to your front doors, it will bring more businesses to the area to want to be a part of it.

Keel: Statistics is the best thing we can do; it tracks data on social media. What people shop for, where people eat, etc. All the numbers are there, the data is so powerful, and new businesses are going to have questions that we can answer now. If we could have one paid position in the DDA, which would be the position I think would be worth all, is someone to handle social media.

Sheng: I also want to flip to the other side as well, on the upside; Debra just came in and got to know my business, because opening a business is a very emotional thing. So when the City sends someone out there that's warm blooded, talks and acts like they care about the people and asks questions that is a lot of mileage. That is the old fashion side of this story here.

Keel: That is true! We all should know the businesses and who is trying to do what and what changes are being made. I think even that falls through the cracks right here among us let alone our community. Half of us, me included, don't even know what's going on here. So shame on me and shame on us; that should

be our opening talk at meetings, making sure everyone knows, what's new here, what going on here in town. Let's get the information out there.

Goodlein: The importance of social media and the people using social media as Caleb says to locate businesses and make decisions on where they want to eat, or where they are going to conduct their business such as lunch meeting, and things like that. It's interesting because Apple did a survey and it was to determine whether or not they would pay for a new application that they are going to come out with, whether people would reject a price point of \$800-\$900 dollars, and 65% would pay for that for an Apple Smart Phone. This tells you how important that people place this device for giving them a bunch of different things including what Caleb says. It's just become a dramatic part of their lives now.

Grossi: Back on social media, I pay \$500 a month to manage my Facebook, Twitter and Website. If I had to do this myself, I wouldn't have the time, with events that I create, wine dinners etc. They have to be put out on social media. It's too much with me trying to run a business too! Along with keeping up emails for birthdays, anniversaries, and more, it's tough to manage. I don't know how any of us can manage this Social Media for the DDA and run our businesses at the same time.

Goodlein: No, I don't think that would work, and that's something down the road the DDA and the City will have to look at about bringing in a special position for this, because that's a full-time job! How would we pay someone, what sources will we pull from etc. Along with this, is the worth of this position going to pay off?

Hinkley: How much did we put in the budget for additional funding for the DDA? We asked for the City council to add a budget to put towards the DDA, it has been a little bit of a battle, we should find out tonight if we get approval. If it gets passed, maybe we look at that as part of funding towards something like this. But that is why we should have these meetings and come up with a plan. The challenge we have as a City, we would love for the departments to be able to handle their own area, but we can't put the City in that position from a legal standpoint. So we really have to get to a point where we have a gatekeeper. Each department would need to go through them so we can keep consistent and manage what's being put out there. Hopefully going forward as Clarence Goodlein retires after today and Steve Brown takes over as our City Manager; he has been sitting in a lot of meetings these past few weeks, trying to soak it all in and trying to understand what our challenges are, what our goals and dreams are within the city, this will be something he and his staff will be looking at. How we will accomplish finding funding for something like this.

Brown: Hypothetically, you can think about having somebody that can give all these services as a deal. Maybe some of the DDA budget can partially subsidizes this to do all the services needed such a social media, custom mailings, and a mix of things. Find a service that can do all the above.

Keel: The information gathering, to understand our importance, would be an easier sell at the City council if we had a value to them and the community.

Goodlein: That person should be an individual that cannot only deliver the mechanics that are required to manage the website and social media effectively, but also a person that's capable of brain storming and bringing ideas and concepts that will facilitate the promotion of the downtown area and each of your businesses. When you get to that point, the selection of doing this work will be critical to the success of the campaign to this matter.

New Business:

Berry: So maybe we add the social media to the next agenda. Couple things to finish up, I think its important to have a meeting or two before the Block Party, any objections to this? We would have them July 25th and Aug. 22, any objections to this?

Donation for the firefighters- we can discuss this next meeting when Debra comes back.

Derby Date is already set for next year on May 5, 2018 and maybe involving the Parks and Recs possibly

Michigan Air Line Trail- The ribbon cutting on Tuesday May 30th at 2pm at Gunnar-Mettala Park. Let's try to attend this if we can.

Comments:

None

Public:

None

Motion to Adjourn:

This meeting of the Wixom Downtown Development Authority was motioned by M. Cheney and K. Hinkley to adjourn and ended at 8:45am

Motion Carried

Next Meeting: July 25, 2017