

City of Wixom Downtown Development Authority Meeting
49045 Pontiac Trail, Wixom MI 48393
Tuesday-June 27, 2017

This meeting of the Wixom Downtown Development Authority came to order at **7:34am** with the following individuals in attendance:

Roll Call: Called by Stacey Banks

DDA MEMBERS: Melanie Cheney, David Gavron, Dino Grossi, Mayor Kevin Hinkley
Anthony Moscone, Marvin Poota, Caleb Sheng

DDA ABSENT: Vice Chairman- Tom Berry, Member- Jeff Keel, Debra Barker -
(Economic & Community Director)

CITY STAFF: City Manager- Steven Brown, Stacey Banks (Assistant to the City
Manager) Alaina (Assistant to Economic & Community Development Director)
Brenda Sanchez (Recording Secretary)

PUBLIC ATTENDING: None

DETERMINATION OF A QUORUM:

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

APPROVAL OF JUNE AGENDA:

MOTION and second by Cheney and Grossi to approve the Agenda for June 27, 2017

VOTE

MOTION CARRIED

CORRESPONDENCE: None

PUBLIC ATTENDING: None

APPROVAL OF MINUTES:

MOTION and second by Board Members **Cheney** and **Poota** to approve the May 23, 2017, DDA Regular Meeting Minutes.

VOTE

MOTION CARRIED

OLD BUSINESS:

A. Derby Day 2017 Donation to the Firefighter Association:

Hinkley: Derby Day proceeds of \$1661, In your packet there was a report on this, something regarding an unforeseen invoice totaling \$300 was received from Trivia Racing, which is a \$105 directly going towards the Firefighter Association, therefore the new amount minus the \$595 deposit for next years Derby Day, would be \$1066 to go to the Fire Fighter Association.

Brown: The \$1066 is the netted amount at the end of the proceeds, so the decision is already made to donate to the Fire Association.

We have a **MOTION** and second by **Cheney** and **Moscone** to approve the Donation of \$1066 to the Fire Association for June 27, 2017

VOTE

MOTION CARRIED

B. Forbidden Art- Final Cost Analysis

Hinkley: Stacey completed a final cost analysis of which the Forbidden Art Exhibit, the final numbers reflect that the total cash revenues exceed the total cash expenses by \$2142. Any additional comments you would like to make?

Banks: The timing of it wasn't mildly poor; the Polish Commission got me a final invoice on the cost of the transportation for the speaker to the reception, I am about to close that out and get a written final report to personnel; But I was happy with it, we didn't want to be negative but we didn't want to be embarrassingly positive.

Hinkley: I guess based on what we took in on contributions, sponsorships, and ticket sales, total expenses were \$2142 or that was the differential.

Banks: Yes this was the differential and the Debra Barker's suggestion would be to put it into the DDA for future cultural events?

Hinkley: Motion would be to retain that \$2142 in the DDA for future Cultural Events

We have a **MOTION** and second by **Poota** and **Gavron** to approve that the \$2142 raised from the Forbidden Arts Exhibit to be retained by the DDA to be used for future cultural events.

VOTE

MOTION CARRIED

NEW BUSINESS:

A. Welcome Packet

Hinkley: From the memorandum, Welcome packets have been the subject and discussions among the DDA for a couple years, including promotion of the downtown at the local hotels. The City Staff have been working on hard copy versions as well as virtual versions on the City of Wixom Website; please discuss at what extent we would like to see both versions. I guess my question has anyone here ever reviewed the welcome packet here, because I'm guilty and have not.

Cheney: I have not and didn't know we had one, but the concept is that the DDA is involved. When Debra and I went to another city meeting we received a welcome packet and we're really intrigued by it. I think that's what the idea is coming up with specific materials to go into a welcome packet here for the city. What's in it?

Brown: I think we have to review the city packet, what is current, and all that. The question is DDA oriented, are you interested in the one or having two versions. This would be a welcome packet that Alaina has been working on some preliminary ideas.

Alaina: Debra wanted me to create a welcome packet for new residence as well as new business. We do have a new business packet in the city but I haven't seen anything for residence. I am working on the new business packet, but have nothing to show you yet. I do have the hotel fliers done, but these are mock-ups, so we can pass these around. One side has all downtown restaurants on it; the other has links to the Wixom visitor's page such as library events, total list of the DDA, parks and recreation events, some miscellaneous businesses we think visitors may want to go to as well as parks in the city. Here is our new DDA Logo and then I incorporated the URL codes because we are trying to get our visitors linked into our social media and website. This is just a mock-up to give us a base to work off of while we finish up details.

Brown: The concept would be, that the businesses featured on this, would make a modest contribution towards these and I believe it is pretty fair for the advertisement they would receive.

Alaina: I did look up the pricing for a 1000 copies, it would be \$215 dollars and if you get about 20 businesses to be a part it would only cost each business about \$20 per run of fliers. There are a little over 300 hotel rooms here in the city, and with a 1000 would give them a small supply to replenish if needed.

Cheney: I think we all have been in hotels and have seen what hotels give us. We will always look to see what they have near by where you are staying.

Sheng: Will there be a map on it?

Brown: For discussion sure, that is something you think we should add? Today is to see if you like the concept, this is a first draft. We are looking for ideas, not approval to proceed with this today. Do you like the general direction, have any ideas, etc. As a city perspective and as a new City Manager, I was thinking of the fact that we have a lot of opportunities related to the Welcome Packets, when we have a lot of people bringing new businesses to the community along with their employees, this is the opportunity to get the word out about Wixom. That's something I would like to see us work on. New resident will be one we are working on as well.

Hinkley: My goal would be, to keep the out of town visitors here in Wixom and keep them from heading to Novi since we don't have a huge amount in restaurant offerings. My suggestion is to go to the hotels to see how this flier fits in hotel slots that they offer. For example, if they have brochure racks down in the lobby and will this size fit in the racks of all 3 hotels before we make these up.

Alaina: Debra has already gone down and checked on this with the hotels and received approval from the Hampton and since the Holiday Inn is the same owner, I believe there too. These hotels already have their own brochures but it does include Novi, so our will be Wixom specific brochure. We are planning on rooms and on racks.

Cheney: I agree with Caleb about the map of downtown area.

Sheng: Yes, it removes a step, since I have to jump on a map to search restaurants in the area where Novi is going to pop up anyways, and this is one thing for the City of Wixom, we are trying to avoid them leaving the city.

Brown: Potentially on a DDA website, we can have a situation like this for the companies, to have a link on the website with a pre-set map for those who have participated with the brochure, it would be like a tie-in.

Alaina: I like the printed off map, which I can put on the bottom half of a page.

Brown: I'm not saying that you should do the website instead of the brochure, but as Caleb was saying, somebody that interested in doing things off the phone, you would have these options also. This way you have that option, might be the better option then someone taking the card out of the room and the room never seeing that city brochure or map again.

Hinkley: Once we have a plan in order, then the suggestion would be to go around to the city businesses here in town to see if they would like to participate and be on the brochure I gather.

Alaina: Yes, we would send out some type of flier or application out to the local businesses to rally up our participants.

Cheney: I think the map stating you are here, on this flier would catch my eye, stating where the local businesses are and the parks, or walking trail. I think we need a visual.

Sheng: I think the orange color is really nice and stands out nicely. This will be a good visual to attract one eye.

Mosccone: What about all the concerts downtown, something to attract me as a family man and looking to entertain the kids.

Alaina: Yes, one of the URL code links to the entire list of events for the community and DDA and will update throughout the year right through the page as dates change.

Majority of All: We don't know how to use the URL

Hinkley: OK, so we realize that we need to get the information out to all, so does the URL have to be that big? So the question would be, is how to provide all information to all of us if we are not technology savvy? I think we need to provide a -www link on the brochure for those of us who do not know how to use a URL. We have a fine line also to find a way the brochure is not too busy. Also do we get the County involved regarding the parks and recreation and maybe to help some of the costs? That may be a resource to look at also.

Cheney: I think if we are all out traveling about, lets do some field research on this for more ideas and information.

Alaina: For the business side, we have a folder that gives the city requirements and business license application but it honestly has nothing else in there.

Grossi & Sheng: In the new business packet, could we provide coupons from the local businesses for them or their employees to use? Maybe menus, or the businesses pamphlets, or some form of info?

Hinkley:

I agree, because at the Beck Business Center when they have a new business in the center, they bring them around to all the businesses to meet everyone and I am on a contact list for them for any questions.

Sheng: As a non restaurant owner I'm very greedy when I'm hit with all this information thrown at me, unless there is a coupon on there, most likely I'm going to throw away or I'll lose it. It will stick around in my hands longer if there is a coupon on it.

Brown: In terms to have a coupons on the flier, that's going to be tough because its is so small, but in the New Business Packet, as far as the Flier maybe we can have the URL code for coupons or a note to ask the hotel desk for a more, then we could have a one sheet flier with coupons on it for them to give to those who ask. This is something we can talk about. Plenty for Alaina to work on that's for sure!

B. Hats to sell at the Wixom Block Party

Hinkley: From the memorandum, the DDA currently has some proceeds and donations for marketing purposes. Now that the downtown has new logo, this would be a great time to begin advertising the logo and hats would be a great place to start as a DDA fundraiser. Please make a decision move forward.

Alaina: I am passing out a sample of hats that Debra and I had picked out, and though these would give a choice that would best fit and the new logo would look good on as well. We were looking for a grey hat, but that is hard to find. There are several choices here of color and the logo would be white. Debra would like a motion to choose. The first one is our favorite and it's more of a charcoal by color then what you see here. Not quite as dark.

Cheney: How many are we looking to order?

Alaina: That is up for debate as well, the money would be coming from the barn bags we sold at a previous event. I have put a sample of the profit we would make if we were to order 50 total and if we were to sell them for \$15 each, then if we sell out we can order more.

Cheney: Does anyone know how we did on the previous hats from the past?

Hinkley: I can say we had 3 colors and some sold when we had events, and other times, for whatever reason, they were given away. In the past there was a big trend going around about “where in the world has your hat been” and I bought one and took it to the Boston Marathon, but I ended up leaving it there at the Shrine. A lot of people will buy because they may collect from all over and I think the logo will attract cause it is uniquely different.

Cheney: How do the rest of the board members feel about the hats? I feel like we should start with a small number such as 50, then if we sell out, great! We can always order more.

Brown: We can look at putting stuff on the website for sale too, especially if we can get to the point and add a few other things to it such as shirts and other memorable items. We can have a plus store on the website. We would have to research the limitations of it in terms of processing and orders and such, just the information alone would be a little more spontaneous on information out there.

Moscone: Some CVS stores sell local High School hats, shirts etc. Does the CVS store here in town do that? It may be a common thread with CVS stores and/or it may be the local managers who try to be community based. 7 Elevens, Meijer, Menards, etc. may also be somewhere to look at for possible hat sales placement.

Brown: That would be an investigative answer, but I agree with Melanie, we buy a small amount of hats, see how they go, then we can grow it as we go. A cautious approach and if we cant keep them in stock then we have a good problem to have.

Cheney: I think our decision is to move along and give a motion to do the hats and we all agree with the first hat in the charcoal color.

Hinkley: Motion would be to approve the custom hat with the DDA Logo in the quantity of 50

We have a **MOTION** and second by **Cheney** and **Gavron** to approve the custom hat with the DDA Logo in the quantity of 50

VOTE

MOTION CARRIED

C. May 5th Derby Day

Hinkley: Motion would be to approve the date for next years Derby Day on May 5th, 2018.

We have a **MOTION** and second by **Cheney** and **Moscone** to approve the date for Derby Day to be held next year on May 5th, 2018

VOTE

MOTION CARRIED

INFORMATION:

A. Business Forum Events

July 11 - The Hampton Inn

Aug 8 - Lingenfelter

Cheney: I would just like to say you guys should really should attend those, its good to meet the other business owners in the area. I enjoy them very much

Brown: There is a bunch of things to go towards that, good to meet others in the business community and there are some synergies that may be available. It's a welcoming thing to those that may often times be new to the community. I think an attendance to those would be worthwhile in a lot of ways, and help the DDA to know some of the players in town. The other businesses may choose to get involved and active interested. In fact, they may be willing to get involved with the DDA or join in the community. It's a good idea.

Hinkley: I say if you attended 3 a year, and didn't acquire a new client or new business or additional business, there is something wrong. I haven't been to all that many but I have managed to pick up a handful of new clients from attending. Its funny but many like to do business with others in there own communities before going outside the city. No matter what your service is, it's worth going. Its just a meet and greet and when they have at different places you get to see what they are all about.

B. One Stop Ready Academy

Hinkley: If you are on the board or a commission in the City of Wixom I would highly recommend at some point of time to give me an evening of your time and go to a One Stop Ready Academy. I wish we could get one here, but they have them up at the County. It's easy to get up there at that time of day. I think it gives you a first hand overview of what One Stop Ready is and what we are trying to do here in our community. You would benefit from this in learning to understand the economic context within the community and what we are trying to do by getting a new business in new property, through the planning process, down from a 90-120 day cycle, to a 45 days or less. I'm sure a few of you have the experienced having to go to the building department and permitting and it was like pulling teeth to get anything handled years ago, and this One stop Ready has been the mind set to take that and change the communities to be more customer service oriented and move the process faster.

Brown: I'm attending the June 28th one coming up tomorrow from 6-9pm and if any of you are interested in attending we can check for space for you. If not this one, maybe the next one would interest you, we would be happy to get your involvement.

Sheng: Is there a benefit from attending in person verses the videos.

Hinkley: It gives you more of a personable effect and you'd meet other business owners and learn more about what other businesses and owners are doing to utilize the county and the offerings that county has to give. Lots of opportunities that most of us would never know, I wouldn't ask you to go if I didn't think it would be good for you.

PUBLIC COMMENTS:

None

EXECUTIVE DIRECTORS COMMENTS:

Hinkley: Spread the news about the Light the Night this Thursday.

BOARD MEMBERS COMMENTS:

Poota: I just wanted to thank you all for letting me be a part of the committee, this is my last meeting officially on the books. It has been a pleasure working with all of you and I thank you all and the Mayor for appointing me 3 times. Unfortunately with my busy schedule I will be stepping down at this time, but I'm sure the Mayor has plenty of highly qualified candidates to replace me. I've enjoyed my time here and thank you again.

MOTION TO ADJOURN:

We have a **MOTION** and second by **Cheney** and **Moscone** to adjourn at 8:26am

VOTE

MOTION CARRIED