

CITY OF WIXOM

**DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, OCTOBER 26, 2017**

This meeting of the Wixom Downtown Development Authority came to order at 7:36 a.m. with the following individuals in attendance:

DDA MEMBERS: Vice Chairman Tom Berry, Melanie Cheney, David Gavron, Dino Grossi, Kevin Hinkley, Jeff Keel, Anthony Moscone, Caleb Sheng, Wes Umlor

ABSENT:

STAFF: Steve Brown (City Manager), Debra Barker (Economic & Community Development Director) and JoAnn Parkinson (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 Cheney and Moscone to approve the October 26, 2017 Meeting Agenda.

VOTE:

MOTION CARRIED

Public Comments:

An introduction of John Smith and Kristin Rzeznik.

Approval of Minutes:

MOTION and second by Board Members Cheney and Moscone to approve the June 27, 2017 and the September 26, 2017 DDA Regular Meeting Minutes.

VOTE:

MOTION CARRIED

VOTE:

MOTION CARRIED

Old Business:

A. Welcome Packets Update

Ms. Barker stated that she sent out emails to the DDA businesses about three months ago as to what should go in the bag and got no response. Therefore, would like to bring it up again. I did get some chamber books that are going to be placed in the bag. This is an opportunity for our businesses to put coupons or whatever you want. A discussion followed about how many she would like to distribute. Ms. Barker said she was going to open it up to the whole city. Am thinking about starting with 100. We are probably getting about 25 to 30 new homeowners a month. That slows down in December and January and then it picks back up. From the city, we put in a recycling packet, a letter from the department of Public Works, with information that would be on their website like leaf pickup and what type of garbage can to purchase, things like that. By the way, these were purchased from the 25-dollar donations that we received from our members last year.

Member Keel suggested that maybe we could include a map of the DDA businesses. Perhaps someone from a committee could walk around to the 20 or so businesses downtown and find out what they would like to put in the bag. It was decided that they were going to talk about committees more in the new business portion of the meeting.

New Business:

A. DDA Donation to Holiday Markt'

Vice Chairman Berry introduced the new business of donations to Holiday Markt' which will be taking place on the first weekend of December 2017.

Ms. Barker reminded the members that for the past three years that the DDA has donated 1000 dollars to Holiday Markt' and she would like feedback from the members. This donation has come from the general fund which has a balance of 3000 dollars. Would the members like to continue this donation at the same dollar amount?

Member Cheney said that she was perhaps for lowering this amount to 500 dollars or 750 dollars taking into consideration the DDA budget.

Mayor Hinkley noted that Holiday Markt' is an expensive event and they of course could use the funds, but the event is at a crossroads and they need to generate more revenue. If they are not mindful of the quality of the crafts being sold, and the vendors chosen, then the event may not be able to move forward.

Vice Chairman Berry then asked if they would like to make a motion. A decision was agreed upon to keep the 1000-dollar donation this year and they would get some feedback from Parks and Recreation Department and Steve, the City Manager, and at the January meeting decide on some possible changes and/or conditions to the donation that may include some recognition of the DDA.

VOTE:

MOTION CARRIED

B. DDA By-Law Revisions

Ms. Barker directed the members attention to the revisions by noting that these changes were to clarify the role of the chairman. The changes would include the hopes that the outgoing chairperson would stay on as an advisory chairperson to help the new chairperson. Also, that each DDA member should expect to hold office as a chairperson at least once during their four-year term and have some involvement in the Main Street program. As we develop there may be other changes that we may want to make in the future.

City Manager Brown added that we want everyone to be involved so that no one person becomes burned out.

Member Cheney noted that she liked the changes and they should be implemented.

Mayor Hinkley asked for clarification on membership. How many residents may serve verses business/property owners? Ms. Barker stated that this is included in the current bylaws and pointed out the language to the Mayor. Vice Chairman Berry asked if ready to make a motion?

Member Cheney made a motion.

VOTE:

MOTION CARRIED

C. Election of DDA Officers (Chairperson/Vice Chairperson)

Ms. Barker stated that regarding Main Street I would like to explain the responsibilities of the Chairperson and the Vice Chairperson. The Chairperson does not have to do everything. They are meant to be the overseer of the board and overseer of the meetings and have very hands-on and honest

conversations with your board members and assignment of duties. We are here to recruit neighbors, business co-workers, or anyone else who could be of help. It is about recruitment, volunteers, and committees. John Bry, the Main Street Oakland County Program Coordinator, is a valuable, valuable resource and he is going to come to help us. He is going to help us as a board to decide on committees. The chairperson must be someone who is willing to take this on. The city, we are here to help you, Laura will be a great resource, she is learning about MainStreet herself. Member Cheney said this should not be all on one person we need to work on this as a team.

Vice Chairperson Berry asked if anyone is willing to be the chairperson.

Mayor Hinkley added that it does not matter if you are the chairman or the vice chairman you are going to oversee a committee and go out and recruit others to help you.

Vice Chairman Berry announced that he would be the vice chairman if someone else wanted to step up.

Member Cheney stated she would. There was a short discussion about whether they can be paid.

City Manager Brown explained that the DDA's principal source of funding is revenue generated by increasing property values within the DDA district. For example, if the DDA does a great job at building up the downtown businesses from say a million dollars to a million and a half. Ms. Barker expressed that some of these groups are even 501C3.

Mayor Hinkley made a motion for Member Cheney to be the Chairperson of MainStreet.
Member Keel second the motion.

VOTE: MOTION CARRIED

Mayor Hinkley made a motion for Vice Chairman Berry to be the Vice Chair of Main Street.
Member Keel second the motion.

VOTE: MOTION CARRIED

Mayor Hinkley stated that this is for one year and speaking for everyone we appreciate that you both have stepped up. Motion for a period of one year, 2018.

VOTE: MOTION CARRIED

Member Keel asked how many members can we have? Ms. Barker stated we have 9 including the mayor and we can have up to 11 members appointed by the mayor.

D. Main Street Committees (Organization/Promotion/Design/Economic Vitality)

Ms. Barker certified that there are four committees: Organization, Promotion, Design, and Economic Vitality. The Organization committee is the DDA members and we can recruit others as well. When John Bry comes out he will talk about who should oversee each committee because you all have specialties. He will be at a future DDA board meeting and will also attend the January Joint Board meeting for "Main Street 101" training. We will look for the right person to head each committee and at least one DDA member must be a part of each committee.

Vice Chairman Berry added that you should be thinking about your talents and where you want to help, and we will discuss at the next meeting.

E. 2017-2018 Board Member Partnership

Ms. Barker stated that last year we began donations of 25-dollar memberships, but we are going to wait until John comes to discuss this. When John and I speak to you, you will have the opportunity to decide that you really want to be a part of the Board or this could be your out, as this is important to the city. A thriving downtown is important to you and your business and the city and if you are a resident it is important to your property values.

Mayor Hinkley affirmed that this is important because of our growth. Ms. Barker indicated that as soon as she gets a time when Mr. Bry can come, perhaps in November, then we will discuss this again.

F. 2018 Events

Ms. Barker affirmed that we had three events last year, the Forbidden Art, which was a fantastic event and a onetime event, the Derby Day, and the Wixom Block Party. By all accounts, they were all a success. There has been some criticism, but overall, I believe they were successful. I do believe we need to focus on fundraising events. I have some great ideas and Laura is a good resource. The Derby Day is kind of set or do you want to expand it? Over 50 percent of the runners were Wixom residents and the feedback I got from the residents was fabulous.

Member Keel asked if there was any opportunity to shift these events to Parks and Recreation.

City Manager Brown noted we are having discussions about that and if Parks and Recreation wanted to take over any of these events then they will want to put their own stamp on it so how comfortable are you about that? Do you want to have control over the event or a committee for the event? My feelings are that the DDA still needs to have some control.

Mayor Hinkley stated that part of the problem we have in Parks and Recreation are the committees. The committee goes to quarterly meetings and in my opinion, that is not enough. We need to have meetings on a bi-monthly or monthly basis and then we know we are moving forward. They were focused on our parks and now our parks are developed. The DDA's focus is developing the downtown. Do we want to focus on the downtown or events? In the short time that I have left, perhaps we can do some recruiting and get some new members. You should stay focused on what you all have been doing. Maybe in another year then they may take over some of the events.

There was a discussion about a possible conflict of events between the DDA and the Parks and Recreation Department both holding events. It was established that this is not a problem that is unique to the City of Wixom, this happens everywhere when people are trying to hold events. Perhaps we should work on our communication. The Derby Day can just be a run. Our common ground is the community.

Ms. Barker introduced the idea of another event, something like the Forbidden Art, that is more cultural. We need to settle on these two dates, May 5, 2018 for the Wixom Derby Day, which is also Cinco de Mayo, and September 8, 2018 for the Wixom Block Party.

Vice Chairman Berry handed out a copy of dates for the DDA meetings for 2018.
Motion to approve 2018 DDA meeting dates.

Mayor Hinkley made the motion. Member Gavron second motion.

VOTE:

MOTION CARRIED

G. Information:

A. Main Street Focus – November 6 and 7

Ms. Barker added if you would like to go and learn more information about Main Street, I am going, and Laura is going with me. And there are some cool places in downtown Pontiac to eat so let me know if you would like to go. She also handed out a flyer for the Oakland County, Small business Saturday to Saturday, November 25 to December 2, 2017.

City Manager Brown added that there were two good reasons to go, one to expand your business and two that you are part of the DDA and it sends a good message that you care about the DDA.

B. Business Forum Events

- November 14 – Lakes Area Community Coalition (City Hall)
“Drug Screening for Employees or Not”
- December 12 – Java Master (46956 Liberty Drive)
“Coffee Anyone”

Public Comments:

Laura, Ms. Barker’s assistant, there are pictures in the packet of the lights for Holiday Lights, it is just an example.

John Smith, regarding the \$1000, is there an opportunity for a business to promote the holiday market?

Ms. Barker stated that they do get corporate sponsors and then the city adds to that.

Mayor Hinkley added that one of the things we have done in the past is purchase a holiday hut. The sponsor bought the hut and then they own the hut and their sponsorship is on that and then it is used at the holiday market. The idea of the holiday market is to get 10 or 12 of these huts and then they consume a portion of the downtown for making candy, or chocolates, or whatever.

Vice Chairman Berry, Thank you for your comments.

Executive Director’s Comments:

City Manager Brown stated that he wanted to apologize for texting during part of the meeting. He said he was dealing with the water main break issue.

Board Members’ Comments:

A short discussion on other ideas:

Vice Chairman Berry added great job on our water pressure. Our neighbors have given us many positive comments about the situation.

City Manager Brown added that decisions were made long before he came, and he wanted to thank the mayor for being a part of the decision to take care of our wells and that was a good decision because when other communities did not have water we switched to our well and we had water pressure. And yes, the water is safe to drink, but we must tell you to boil the water.

Vice Chairman Berry made a motion to adjournment. Member Keel second the motion.

VOTE:

MOTION CARRIED

Adjournment:

This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:54 a.m.

JoAnn Parkinson
Recording Secretary

*Entities that can seek 501C3 determination from the IRS include corporations, trusts, community chests, LLCs and unincorporated associations. The overwhelming majority of 501C3 organizations are nonprofit corporations.