

**CITY OF WIXOM  
DOWNTOWN DEVELOPMENT AUTHORITY  
49045 PONTIAC TRAIL  
TUESDAY, JANUARY 23, 2018**

This meeting of the Wixom Downtown Development Authority came to order at 7:38 a.m. with the following individuals in attendance:

**DDA MEMBERS:** Chairperson Melanie Cheney, Vice Chairperson Tom Berry\*, David Gavron, Dino Grossi\* Anthony Moscone, Caleb Sheng\* John Smith, Kristin Rzeznik, Wes Umlor, and R. Ziegler, Mayor.

**ABSENT:** Vice Chairperson Tom Berry, excused, Member Grossi.

**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.

**Reading of Vision and Mission Statement:**

Vision Statement: The Wixom Downtown Development Authority is to provide a friendly, welcoming downtown which will enhance and honor our history while promoting cultural, business and recreational opportunities that attract businesses and residents.

Mission Statement: The Mission of the Wixom DDA is to coordinate the efforts of businesses and residents to promote the growth of the downtown area for the community's benefit.

**Approval of Agenda:**

**MOTION** and second by Board Members Moscone and Gavron to approve the Meeting Agenda.

**VOTE: MOTION CARRIED**

**Public Comments:**

Introduction of visitors: Timothy Colbeck, Main Street Oakland County, Sheryl Lucas, Administrative Assistant to City Manager, and Laura Cloutier, Assistant to Director of Economic and Community Development.

**Approval of Minutes:**

**MOTION** and second by Board Members Moscone and Smith to approve the November 28, 2017, DDA Regular Meeting Minutes.

**VOTE: MOTION CARRIED**

**Old Business:****A. Wixom Derby Day Update**

Member Rzeznik passed out a Derby Day packet. The members discussed the event which will be taking place on May 5, 2018, at Sibley Square Park, Downtown Wixom. This is a race that is celebrating and highlighting the Kentucky Derby and Cinco de Mayo. The purpose of the event is to bring the community together and to give back to the community by fundraising and creating an awareness for a local nonprofit partner. Five dollars from each registration will be donated to the nonprofit with an opportunity for racers or other participants to donate more during the event. The goal for registration is 400 participants this year. The desire of the DDA is to expand and grow this event into a daylong event featuring: daytime family events, potential beer tent after the race, and an evening gala with the viewing of the Kentucky Derby that would also include local entertainment.

Camp Casey was the nonprofit partner chosen. Camp Casey is an organization that provides free therapeutic horse riding programs to children who are ill with cancer or rare blood disorders. They began thirteen years ago and are based out of Farmington Hills, Michigan and they help families throughout the Metro Detroit area and Grand Rapids, Michigan. They offer three different programs: Horsey House Calls, Cowboy Camp Outs, and Outlaw Outings. Horsey House Calls brings a horse to an ill child's home and the neighboring community has a party. They provide T-shirts, horseback riding, and have a pizza party. Cowboy Camp is when ten families are invited to their ranch and each family stays in a cabin and they have a weekend full of events. The parents have an opportunity to have a date time and the children participate in fun activities. Outlaw Outings is when patients and families are invited back to celebrate for a day. Each year Camp Casey creates a calendar filled with photos of the programs and their passion is evident from all the pictures. The star of the event will be the therapy horse, Stella. The children will be able to pet and feed her.

\*Member Sheng arrived, 7:42am

Twenty-five volunteers have already been secured, by Camp Casey, for the race route and the race have been posted to their Facebook page and their website. Last year, there were thirty-two volunteers. The more people involved the more successful the event will be. The race start has been changed from 8am to 9am. More sponsors are required. Member Rzeznik has a list of businesses who helped last year so the members will need to contact them and secure new businesses to help as well. Food sponsors are needed to provide: bananas, bagels, and water and medals must be ordered, so the board needs to expedite and confirm the sponsors and their contribution. Ms. Barker noted that last year Kroger's donated a one-hundred-dollar gift card. This year, approximately two thousand dollars will be needed just for the medals.

The members discussed their connections and their ability to help. Chairperson Cheney stated that the board should focus on sponsorship. She would give the members the names of businesses from last year and they could divide up the responsibility of contacting those businesses. Each member could focus on businesses in their area. Member Gavron volunteered to go to 7-11 and talk to them about donating water since they had donated last year, but Ms.

Barker said the local store would not know because the donations were made by the regional director. She suggested that he find out who the manager is and then the members could follow up. Member Smith discussed his connections with a day care and Chairperson Cheney asked if he needed some flyers and he said yes. Member Smith also commented that he could talk to his church, stating that there are 5000 members, including City Manager, Steve Brown.

### **B. Sponsorship Campaign Review**

Ms. Barker reminded the board of a previous idea to get banners and flower pots for light poles in the downtown area. Each sponsor would have their name on a banner for each light pole. At least ten or more businesses would be needed. Her office will follow up with an email and more information. The Robertson Homes will be contributing to the Derby Day and the lead sponsor will be Member Moscone's business, Total Sports. Regarding the trail, the trail management will manage the trail itself and the bike path is its own group, but the DDA's responsibility would be leading up to the bike trail. Sponsors are essential for donating bike racks throughout the DDA. The DDA could donate to the Air Line Trail and request signage. Ideally, the plans are to have signs that have nearby restaurant information or maps for riders.

### **C. 2018 Board Member Partnership**

Chairperson Cheney reminded the members of the commitment of twenty-five dollars to donate to the board. She noted that she had received the donation from most members. She thanked them all for their support.

### **New Business:**

#### **A. Timothy Colbeck, Main Street Oakland County - Promotion 101**

Mr. Colbeck has been with the Main Street Oakland County board for 2 months. His prior experience includes being a DDA Director for Mainstreet in both Highland and Ypsilanti, MI.

Main Street Oakland County was established under the leadership of Oakland County Executive L. Brooks Patterson in 2000, MSOC is the nation's first and only county-wide Main Street program. Their mission is to maximize the economic potential and to preserve the heritage and sense of place of Oakland County's historic downtowns and commercial districts by encouraging and facilitating the use of the Main Street Four- Point Approach that emphasizes comprehensive economic development within the context of historic preservation.

There are 22 program members: Select Level: Rochester, Ferndale, Holly, Lake Orion, Farmington, Pontiac, Ortonville, Oxford, Highland, Franklin, Clawson, Associate Level: Birmingham, Lathrup Village, Wixom, Affiliate Level: Leonard, Clarkston, Hazel Park, Waterford, Oak Park, Groveland, Holly Twp., South Lyon.

The Main Street Approach for community transformation is a 4-point implementation plan: economic vitality, design, organization, and promotion. Economic vitality requires building a

diverse economic base, catalyze smart new investment, cultivate a strong entrepreneurship ecosystem. Design involves creating an inviting, inclusive atmosphere, celebrate historic character, and to foster accessible, people-centered public spaces. Organization is to build leadership and a strong organizational capacity, ensure broad community engagement, and forge partnerships across sectors. Promotion is defining the market district's assets, communicate unique features through storytelling and to support and buy into the local experience.

Within the 4-point plan is: Community Vision and Engagement, Market Understanding, Transformation Strategies, the Mainstreet 4-point Implementation, Outcome Measurements and Impact.

The ten guiding principles include: comprehensive, incremental, self-help, partnerships, asset-based, quality, change, implementation, flexibility, repeat, repeat, and repeat.

Comprehensive – complete, includes all elements.

Incremental - translates into baby steps. This will all take time.

Self-help - involves everyone becoming involved: local leaders, residents, and volunteers.

Partnerships - are crucial to your success.

Asset based - means that you must capitalize on what makes Wixom unique: this could be historic buildings, cultural, or any amenities that are special to your city.

Quality - such as store front design, educational, concentrate on quality not on quantity.

Change - the general population change will be slow, but it will come around as time goes by.

Implementation - to succeed you must show results.

Flexibility - recognizing what is working and what is not.

Repeat, repeat, repeat - this is a continuous process.

The following is a link to a video on Main Street America.

<https://www.youtube.com/watch?v=6JnbRN8mRrM>

Promotion is building excitement and promoting the district which will influence attitudes and perceptions towards downtown. The Main Street Program can: reinforce positive impressions and shift consumer behavior. Promotion happens through working in the following three areas: image development activities, special events, and retail or business activities.

There are three types of business promotional activities: cluster, cross, and market segment promotions. Cluster promotions are when similar businesses get together to plan an event, cross promotions are a variety of businesses hold an event to help make customer connections, and market segment promotions focus on attracting a specific group of people.

The promotional team should include members that have expertise in: marketing, advertising, event planning, website design, graphics, public relations, and/or retail management. Their mission is to market the district to all audiences, develop and implement the programs, recruit volunteers, expand sponsorships and fundraise.

A discussion followed that included other successful local downtown events: the Plymouth Ice Festival, Downtown Rochester recreating a famous painting in a downtown store front, Ypsilanti creating a video with their tag line that continuously plays in their hotels and other businesses, and Ferndale that has their downtown theme on posters that audiences can view throughout the city. The best events are authentic and creative, they need to be specific to each individual city, and they should have a long-term impact and help drive the image or brand of the downtown.

A good exercise for the board to engage in is for each member to ask, what three words do you think most describe Wixom? What and who are you trying to attract? Identify your downtown's image or brand and identify your target markets.

Mr. Colbeck stated that he would be the main liaison for the City of Wixom. Ms. Barker stated that she understood that this is a great deal of information and the board needs to focus on beginning the process. Chairperson Cheney stated that her focus would be for the board to concentrate on trying to develop a brand for Wixom and to push for action by the board. She added that she was going to challenge herself by beginning to have simple conversations with her clients and she encouraged the members to do the same.

**Information:****A. Business Forum Events**

- **Adept Plastics, February 13, 2018**
- **March 13, 2018 (location pending)**
- **Detroit Branding, April 10, 2018**

**B. City Events Calendar****C. Main Street Oak. Co. Workshop:**

- **“The Connected Downtown – Tech to Trails”**

An informative day and a half workshop with experts from inside and outside Michigan covering many topics. Sponsored by Oakland County Michigan, Economic Development and Community Affairs. This event will be held on February 15 and 16, 2018, at 290 West Nine Mile Road, Ferndale, Michigan. The hours on February 15<sup>th</sup> are from 8:30am to 4pm and on February 16<sup>th</sup> from 8:30am to 11:30am.

<https://www.eventbrite.com/o/oakland-county-department-of-economic-development-amp-community-affairs-3133761846>

**Public Comments: None**

**Executive Director's Comments:**

Mr. Brown encouraged the board to attend the training, Tech to Trails. One of the benefits of attending, as well as the information, is networking with other participants that will be there.

Ms. Barker added that Member Gavron is now the proud owner of a building, Alternative Healing Chiropractic, in downtown Wixom, and the board should consider having a grand opening event.

**Board Members' Comments:**

None

**Adjournment:**

Chairperson Cheney made a motion to adjourn the meeting. Member Gavron second the motion. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:33 a.m.

JoAnn Parkinson  
Recording Secretary