

**CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, MAY 22, 2018**

This meeting of the Wixom Downtown Development Authority came to order at 7:30 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 Berry and Member Grossi, and Member Moscone
STAFF: Steve Brown, City Manager, Debra Barker, Economic & Community Development Director, Sheryl Lucas, Administrative Assistant to City Manager, Laura Cloutier, Assistant to Director of Economic and Community Development, 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:

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.

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.

*Member Sheng arrived 7:31am

Approval of Agenda:

MOTION and second by Board Member Mayor Zeigler and Member Rzeznik to approve the Meeting Agenda.

VOTE: MOTION CARRIED

Public Comments:

Chris Free, attended the meeting. He has been a Wixom resident for about a year and a half.

Approval of Minutes:

MOTION and second by Board Member Smith and Member Rzeznik to approve the April 24, 2018, DDA Regular Meeting Minutes.

VOTE: MOTION CARRIED

Old Business:

A. Wixom Derby Day Recap

Kristin Rzeznik, Derby Day Co-Chair, provided an update. This year there were two hundred and fifty-five participants, compared to last year, with one hundred and forty-one. The Derby Day committee was very happy with the attendance. There will be a follow up meeting next week, May 29, 2018. At that meeting, the committee will report numbers and profits and there will be a discussion on what went well and what can be improved for next year. Because of the number of participants on Derby Day, Wixom DDA will be donating one thousand five hundred and

seven dollars to Camp Casey and Stella, the horse. The meeting will be at 8:30am and the presentation will be held at Sibley Square at 9:30am. Everyone is welcome to attend. Member Rzeznik thanked everyone for their help. City Manager Brown and Laura Cloutier will schedule a press release.

B. Wixom Block Party Update

Laura Cloutier provided an update. DIA Away truck has been confirmed, bands are set, there is a waiting list for food trucks, and more artists are indicating an interest. There has been some discussion about the Wixom Sixtieth Birthday Celebration being tied into the Wixom Block Party. City Manager Steve Brown added that he will have an update later in the day.

C. Promotion Committee Update

Member Smith provided an update. He is still working to form the committee. He received a list of names from Ms. Barker. Most of the names on the list are on the DDA Board. He would like to see a little more diversity. Please submit suggestions of people who might be interested in serving on the Promotion Committee. It would be good to involve Wixom business owners and residents.

D. Branding the Downtown

Member Smith took the lead on the discussion of the DDA Board's three words that describe Downtown Wixom. These three words will begin with the DDA Board, but it is critical that Wixom business owners and residents, since they are our customers, are involved, also. This is how we think about the downtown and how we are going to promote Downtown Wixom. After the meeting today, the DDA Board will meet, in the conference room next door, to continue this discussion. The following words and phrases were shared:

- Active sidewalks parks trails
- Growing young
- Evolving
- Character
- Potential
- Connecting
- Community
- Inspired
- Ready
- Opportunity
- Accessible
- Conservative
- Families
- Gathering
- History
- Businesses
- Fountain
- Drafting Table
- Total Sports
- Trail
- Barn
- Community Center
- New Development

New Business:

None

Information:

A. Business Forum Events

- **“Autonomous Vehicles – Kettering University”, Tuesday, June 12, 2018**

Showcasing Kettering University’s courses and training with autonomous vehicles.
Held at Denise’s Grill, in their banquet room, 29710 Wixom Road, Wixom, Michigan 48393.

- **Signarama -- July 10, 2018**
- **NGK Spark Plugs-- August 14 (Pending construction completion)**
- **Wixom Fire Station – September 11, 2018**

Public Comments:

Chris Free, a Wixom resident attended the meeting. He added that his idea for the three words that describe Wixom was also, potential. He thanked the DDA Board for the opportunity to sit in and listen to the meeting.

Executive Director’s Comments:

None

Board Members’ Comments:

Member Umlor mentioned that Brian Wilson sold his property. There was a short discussion on properties in the downtown Wixom area.

Adjournment:

Member Umlor made a motion to adjourn the meeting. Member Rzenick second the motion.
This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:25am.

JoAnn Parkinson
Recording Secretary

*The DIA Away is a free, mobile interactive classroom and a creative exploration space for people of all ages. It brings educational, hands-on art experiences to schools, community centers, senior facilities, fairs and festivals throughout Macomb, Oakland and Wayne counties.