

**CITY OF WIXOM  
DOWNTOWN DEVELOPMENT AUTHORITY  
49045 PONTIAC TRAIL  
TUESDAY, JUNE 26, 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, David Gavron, Dino Grossi, Anthony Moscone, \* Caleb Sheng, John Smith, Kristin Rzeznik, Wes Umlor, and R. Ziegler, Mayor.

**ABSENT:** Chairperson Cheney, and Member Grossi, excused  
Vice Chairperson, Tom Berry, Resigned, excused

**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.

**Approval of Agenda:**

**MOTION** and second by Board Member Smith and Board Member Rzeznik to approve the Meeting Agenda.

**VOTE: MOTION CARRIED**

**Public Comments:**

Ms. Barker introduced Amanda Habbouche, Client Relationship Manager, who is a member of Express Employment. Her father owns the business in Wixom.

**Approval of Minutes:**

**MOTION** and second by Board Member Gavron and Board Member Umlor to approve the May 22, 2018, DDA Regular Meeting Minutes.

**VOTE: MOTION CARRIED**

**Correspondence:**

- A. Resignation email of Thomas Berry. Vice Chairperson Berry has sold his home and has moved out of Wixom. We will miss his presence and especially his enthusiastic support on Derby Day.

\*Member Sheng arrived 7:32am

**Old Business:**

- A. Wixom Block Party Update

Laura Cloutier provided an update. We are getting new artists every day. The pet adoption portion is growing. We have received the Oakland County Animal Shelter application. We are reaching out to more people and it is going to be a great event on September 8, 2018.

- B. Promotion Committee Update

Member Smith provided an update. As everyone knows we had a working meeting last month. We are starting to put our three words together to promote and brand downtown Wixom. Our first official meeting of the Promotion Committee was last night. We are still working to involve more people and we have identified four or five Wixom residents that have marketing backgrounds that, hopefully, will join us. Our next meeting will be August 7, 2018.

**New Business:**

- A. 2019 Derby Day

Ms. Barker stated that after the conclusion of the 2018 Derby Day that a recap meeting was held with the race officials who suggested that we start marketing the 2019 Derby Day by offering early promotions. Next year's race will be held on May 4, 2019 and will be part of a series of race events. Each year, we hope to expand the event. Member Smith added that the Promotion Committee would be like to be a part of marketing the event. Ms. Cloutier added that many ideas have been suggested: a beer tent, discussions on how to keep families downtown after the event or expanding the event into the evening and having a strolling dinner. Mayor Zeigler recalled that races that have held the fondest memories for him had a picnic and family friendly activities that followed the race. Ms. Barker added that this year's event was successful, therefore, there are some monies available to expand the event, but added the importance of baby steps as the DDA moves forward. The key is funding. After July 1, 2018, Ms. Barker can take this proposal to the City Council for approval.

Ms. Barker requested a vote to approve the date of May 4<sup>th</sup>, for the 2019 Derby Day and to begin to fund raise and promote the event. Motion and second by Board Member Rzeznik and Member Smith to approve.

**VOTE: MOTION CARRIED**

#### B. Holiday Lights

Ms. Barker informed the members that for the last couple of years the DDA has received monies for the Holiday Lights event. There also has been a discussion of changing the Holiday Market event to a one-day event. Ms. Barker is not sure what has happened with that discussion but realizes that moving the event to include other businesses is essential. Member Gavron offered his building for the Holiday Lights event. Ms. Barker asked the members to give this event some thought so that it can be planned and be successful. She has had many lighting companies that have contacted her, but, of course, depending on the amount of lights these services of manual labor can be very expensive. There is a rent to own program that Wixom might consider. She is investigating and has talked to three different companies, in Wixom, that do the lighting displays. The business owners that she has talked to have some concerns about wasteful use of the lights purchased after the event.

Member Rzeznik added that repetition of lights is how you make the most spectacular decorations. The budget is around three thousand dollars for the occasion. Ms. Barker could work with Menard, Meijer, or At Home and get some good prices and possibly some donations, but she needs more direction for the event which would run from early December through possibly early February. Mayor Zeigler added that there has been some discussion of not having the Holiday Market, due to lack of attendance and interest, but the City Council has not discussed that yet. Perhaps it would be beneficial for some of the committees to attend other meetings such as: Parks and Recreation, City Council, and vice a versa, to know what is being discussed. Ms. Barker added that the DDA could partner for this event. Member Smith will bring this to the attention of the Promotion Committee.

#### C. Trails to Downtown

Ms. Barker informed the board that the profits from Derby Day amounted to around six thousand dollars. She suggested that perhaps the DDA should start to put up some “attention getters” for the trails to downtown such as: bike racks, painting some old bikes that could be placed in the bike racks, signs, flowers, and decorating alley ways that would showcase the trails. A business owner donated five hundred dollars to enhance the city and stated their desire to be involved in future projects. She asked the members what they would like to see or do regarding this topic. City Manager Brown stated that the trail was moving along, and they should see some results in 2019. He suggested that the DDA should start putting up bike racks in some strategic locations before the trail is finished. Ms. Barker added that she has become aware of a grant that could be used for multiple uses towards the bike trail. A Wixom resident, who is an experienced grant writer, has offered to help. The board decided to get more information and revisit this topic later.

**Information:**

**A. Business Forum Events**

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

**B. Genisys Credit Union  
Main Street Oakland County Grant Program**

**Public Comments:**

Laura Cloutier stated that volunteers for the DDA booth were needed for the Wixom Block Party.

**Executive Director's Comments:**

None

**Board Members' Comments:**

Board Member Rzeznik wanted to share information about an event at the Drafting Table called Lager's Fest, Sunday, July 15, 2018, from 1-9pm. They are celebrating lagers, about nine of them on tap. She is partnering with a bicycle team and they are raising money for the Make-A-Wish foundation. All money raised will be matched by Cooper Standard whose headquarters are in Novi, Michigan.

**Adjournment:**

Mayor Zeigler made a motion to adjourn the meeting. Member Moscone second the motion. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:07.

JoAnn Parkinson  
Recording Secretary

