

APPROVED

BY: _____ DATE: 11/27/18

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

This meeting of the Wixom Downtown Development Authority came to order at 7:30a.m. with the following individuals in attendance:

DDA MEMBERS: Chairperson Melanie Klebba-Cheney, David Gavron, Dino Grossi,* Amanda Habbouche, Anthony Moscone, Caleb Sheng, John Smith, Kristin Rzeznik,* Wes Umlor, and Richard Ziegler, Mayor.

ABSENT: Member Rzeznik and Member Grossi

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.

Public Comments: None

Election of New Officers:

MOTION and second by Chairperson Klebba-Cheney and Member Habbouche to nominate Member Anthony Moscone for the next Chairperson.

VOTE: **MOTION CARRIED**

MOTION and second by Chairperson Klebba-Cheney and Member Moscone to nominate Member Caleb Sheng for the next Co-Chairperson.

VOTE: **MOTION CARRIED**

Establishment of 2019 Meeting Dates:

MOTION and second by Member Klebba-Cheney and Member Habbouche to approve of the DDA 2019 Meeting Dates.

VOTE: **MOTION CARRIED**

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 Member Habbouche and Member Smith to approve the Meeting Agenda.

VOTE: MOTION CARRIED

Approval of Minutes:

MOTION and second by Member Cheney and Member Mayor Zeigler to approve the September 25, 2018, DDA Regular Meeting Minutes.

VOTE: MOTION CARRIED

Correspondence:

Ms. Barker announced that an email had been sent regarding feedback from Member Habbouche who attended the Meeting of the Trail-Water-Land Alliance. She thanked her for attending and noted that her enthusiasm from what she learned was expressed in her email. Member Habbouche added that she enjoyed attending. She met many passionate people that share the same goals that are in line with what the DDA is trying to accomplish - to enjoy the outdoors and bring people together.

Old Business:

A. Academy of Russian Classical Ballet – “Nutcracker” Update

Ms. Barker provided the update stating that a memorandum was sent to the members stating that although the DDA wanted to partner with the Academy of Russian Classical Ballet, that was not going to work out. She added that she had been to Wixom Station and noticed an outside patio that was closed for the summer season. She spoke to the manager about the idea that the ballet was looking for a spot to do some fifteen-minute performances. The manager of Wixom Station and the Ballet are collaborating and hopefully that will work out. She did have the idea that perhaps the DDA would be interested in purchasing some tickets for the ballet and then customers who are dining at Wixom Station would have the possibility of winning the tickets. Perhaps the ballet or the restaurant would donate tickets. She will have to investigate the cost and the details and return with more information.

B. Promotion Committee Update

Member Smith provided an update stating that the committee had met again since the last DDA meeting. The committee decided they wanted to put together more guidelines for the Facebook Page before they moved forward. Some of the guidelines they decided on were: to be able to monitor and manage the Facebook Page not only, so they could have great content, but also regular postings and responding or filtering negative or inappropriate comments within twenty-four hours, update and remove old content, and to summarize past events to understand the great success of those events. They also discussed various features that could be on the Facebook Page, such as “Random Acts of Kindness” and featuring different businesses and putting them in the spotlight. Another idea would be to have “Help Wanted” postings for the businesses and be their resource so the Facebook Page gives them a voice and allows the DDA to communicate with individuals in the community. The committee would also like to use the Facebook Page to reach out to the Wixom Historical Society and Parks and Recreation to tie all the events together that are happening in the community. They hope to post at least three times per week and to be active and responsive with the Facebook Page. Perhaps they can link to the Kensington Metro Park or the Michigan Airline Trail and provide updates as things change.

A short discussion of questions followed. Member Smith told the DDA members that launching the page is simple, they would like to get started soon. Ms. Cloutier would perhaps be one of the administrators as well as himself. Member Klebba-Cheney recommended that at least one administrator should be someone who lives in the community. Ms. Barker advised that the Facebook Page does fall under the umbrella of the city therefore she and Steve Brown, the City Manager, will have to work through some of the details.

Member Smith also added that they were working on taglines for the city. The one that was generating the most enthusiasm was, “Undiscovered History, Pathway to Adventure”. Wixom has sixty years of history and has a trail community and lots of pathways to explore.

New Business:

A. Distrix – Mobile App for Main Street Communities

Ms. Barker informed the members that this app has been around for awhile and her office received this information from National Main Street. Ms. Cloutier did some research on the app. It is a free app and when someone visits Wixom and opens the app they will be able to see all the businesses that are participating. Each business will pay ten dollars per month to be accessible on the app.

Ms. Barker added that three years ago she heard about another company that has been trying to develop a similar app and the company is in Royal Oak or Berkley, but they have not finalized their business yet. Her office did verify the Distrix App with Oakland County Main Street and they assured her that it was a legitimate and safe app. She was hoping that someone local would offer a similar app like “What’s Up Detroit? These apps are geared towards the downtowns in each state. It is free for the city and the DDA would control the content and each business that paid for the service would control their content. The way it works is that an adapter may be placed near the business’ front door and when the customer is near the adapter all the content

that the business wants to be seen such as daily specials is loaded onto the customers app. There is also the feature that you can set up walking tours on the app and have a recognizable voice from Wixom to do the speaking. There is a fee for that feature. It is available for both Apple and Android phones. A short discussion with questions followed about what other communities were doing this in Michigan- Ortonville, Oxford, and others that are not quite ready to launch. Would Distrix do a revenue share or could the DDA charge a fee over and above the cost to make a small profit? Ms. Barker and Ms. Cloutier stated that they would have to investigate further and bring back more information.

B. 2019 Derby Day – Discount Code for Early Sign-Up

Ms. Barker informed the members that there will be a ten percent discount code for early sign - up for 2019 Derby Day. The DDA will be promoting this for the month of November beginning November 1st. It will be sent out to past participants to help them know the number of people who will be attending. The DDA hopes to double the numbers next year which would be around six hundred participants. This year Derby Day had some good exposure and several prominent participants such as Fox News. Our biggest competition last year was the Susan G. Komen 3-Day. Next year, the Susan G. Komen Run is a different date than the 2019 Derby Day.

C. Design Committee – Downtown Dazzle

Ms. Barker provided the update stating that over the past three years the DDA or the city now has four thousand dollars for the downtown dazzle. Member Gavron received a shipment of holiday lights from Bronner's that were ordered specifically for his building. Many of the Wixom businesses have agreed to participate. The Downtown Dazzle will kick off on November 30th. Ms. Barker's office has already reached out to the homeowner's associations and the Robertson's Homes. The townhomes are restricted to only using white lights, but the private homes can do anything that they like. She offered the idea to have a competition with a small prize such as dinner at Volare. To convey the information about the contest, they would start by notifying the homeowners associations because they connect by email, make flyers to be placed into individual mailboxes, and advertise on Facebook.

MOTION and second by Mayor Zeigler and Member Smith to spend two hundred dollars to support a holiday lights competition for the Downtown Dazzle.

VOTE:

MOTION CARRIED

D. Wednesday's in Downtown Wixom

Ms. Barker stated that nation wide most businesses and restaurants are slow in the cold months of January and February. Therefore, Ms. Barker proposed that the DDA might consider partnering with the Wixom restaurants to offer Wednesday's in Downtown Wixom. For each of the five Wednesdays in January and perhaps the four Wednesdays in the month of February, the DDA would purchase gift certificates from the different restaurants and offer a savings on

evening meals. Maybe, one restaurant for each Wednesday. This would help the businesses, who are typically slow at this time of year, and promote the downtown. This would require the DDA member/s going face to face with the businesses to discuss the proposal. It would be helpful if the restaurants pitch in and donate part of the special offers. Perhaps it could be an offer during Happy Hour providing the restaurant offers happy hour specials. The hope would be to start publicizing this soon. Perhaps run a whole campaign, have some media coverage, and market this to the business forum. Member Smith stated that the Promotion Committee would be able to help with this idea. Chairperson Moscone offered to set some parameters and then send an email out to all the members for their approval.

Information:

A. Annual Board Member Partnership Form

Chairperson Moscone stated that this is the third year the DDA has required the Board Member Partnership Form. Each member donates twenty-five dollars to express their commitment to the DDA and the City of Wixom. Please fill out and turn in as soon as possible.

B. Business Forum Events

-November 13: ANCA, 31129 Century Dr.

-December 11: Wilson Marine, 48500 W. 12 Mile Road

Ms. Barker added that the Business Forum Events were booked until June 2019.

C. Downtown News/Events

-Downtown Dazzle: November 30, 2018 to January 4, 2019

-Tree Lighting Festival: November 30, 2018

-“Nutcracker” Performance -December 8, 2018

Public Comments: None

Executive Director’s Comments:

City Manager Brown expressed that he is excited about the Tree Lighting Festival. This will be a 30-foot tree. This is a combination of things from the stand point of the Holiday Market and the Holiday kick-off. Some of the money that the city had from that event was used to purchase the tree for the Tree Lighting Festival which will bring in a lot of people to Wixom on those days. The city pulled away from the Russian Ballet, so they could keep that away from that side of the road away from the Holiday Market. Manager Brown stated that he is looking forward to talking

about the Facebook Page and how that can be tied in to some other things and coordinate with other city activities.

Board Members' Comments:

Co-Chairperson Sheng thanked Member Klebba-Cheney for her service as Chairperson of the DDA. He added that everyone needs to feel appreciated for the time and service that they put in. Government is just people.

Member Smith asked about updates on banners and City Manager Brown responded that the city is starting with the 60th Anniversary banners and that they are on their second try on how they will display the banners. There has been a discussion about having metal supports which are a substantial investment. The city has conversed about perhaps having a partnership with the DDA, but they would like to try a different approach, so they will not have to incur that cost. The idea is to have seasonal banners: a Holiday Season/Winter, Spring, Summer, and Fall banner. Right now, they are observing how the banners are received and noting the number of banners needed. There will be more information forthcoming on the banners. Member Smith added that once a tagline is decided on for the city he would like to see the tagline on the banners. City Manager Brown agreed, but they will have to consider the length of the tagline because it must fit on the banner and be easy to read.

Chairperson Moscone added that they had an "Active Shooter Training" at Total Sports. The officers did a great job. The training was three hours, yet everyone was riveted on the instructions of what to do and what not to do. There is a less than one percent chance that this will ever be needed, but it is worth knowing the procedures in an emergency. He talked to his wife, who is a substitute teacher, and the guideline the schools are teaching - to shut the lights and go into a corner is absolutely the worst thing to do. Their instruction was to break a window, get out and run. City Manager Brown added that he would research the idea of having some training for the city.

Adjournment:

Chairperson Moscone made a motion to adjourn the meeting. Member Habbouche second the motion. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:10am.

JoAnn Parkinson
Recording Secretary

