

CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, JANUARY 22, 2019

APPROVED
BY: _____ DATE: 2/26/19

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 Anthony Moscone, Vice-Chairperson Caleb Sheng, David Gavron, Amanda Habbouche, Melanie Klebba-Cheney, John Smith, Kristin Rzeznik, Wes Umlor, and Richard Ziegler, Mayor

ABSENT: Excused: 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 Mona Freiburger, Recording Secretary

Determination of 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 opportunity that attract businesses and residents.

Approval of Agenda:

Vice Chairperson Sheng indicated he would like to insert a new item, Strategic Marketing and Design proposal by Josh Donnelly of Detroit Branding Company, under New Business.

MOTION by Vice Chairperson Sheng and second by Board Member Smith to insert, Strategic Marketing and Design to New Business and to reorder the following items accordingly.

VOTE: MOTION CARRIED

MOTION by Board Member Klebba-Cheney and second by Board Member Rzeznik to approve the Meeting Agenda.

VOTE: **MOTION CARRIED**

Public Comments: None

Approval of Minutes:

MOTION by Board Member Rzeznik and second by Board Member Habbouche to approve the November 27, 2018, DDA Regular Meeting Minutes.

VOTE: **MOTION CARRIED**

Correspondence: None

Old Business:

- Promotion Committee: Downtown Branding/Marketing update

Member Smith provided an update. He stated Wednesdays 'N' Wixom were going well and he had a chance to be a part of two of three thus far. Member Smith indicated he was excited to be a part of this campaign. He told a story of a family that came in, a husband, wife and two young children. The husband left within five minutes, they shared the gift certificate with the family. When they got up to leave, the wife shared that the certificate made her day because her husband is a police officer in Commerce and he had to leave to respond to an emergency. Member Smith indicated capturing that essence is what we are trying to do with this campaign and continuing to do things like this is how we are going to win people over and continue the moment. He stated that businesses and residents were taking notice as we start to build the promotional side and add value to this campaign.

Vice Chairperson Sheng stated that in our work and our efforts, we realize that the things that Mr. Josh Donnelly goes over and above the volunteer portion. He indicated that we all volunteer our time but to take it to a new level, it requires a little extra support from Mr. Donnelly. Vice Chairperson Sheng stated we are excited to partner with Mr. Donnelly and his efforts to identify the different channels where we can promote this campaign.

- Air Line Trail Update

City Manager Brown handed out papers in reference to the Trail Update and the DDA/VCA Development Bonds.

City Manager Brown gave an update to the Air Line Trail. There was conversation about Walled Lake not continuing on the Trailway Council. There was a letter put together by the Michigan Air Line Trailway Council distribution of the agenda and the actual council meeting that took place in Walled Lake.

City Manager Brown gave highlights regarding the Trail which is included in the letter. The pedestrian bridge was constructed with the majority funded by MDOT. There were additional funds from Commerce for aesthetics to the bridge. There will be additional work on the bridge that will take place in the spring. The Trail property was acquired in February,, there is explanation on the funding. This resulted in a net zero acquisition cost for the communities involved. We had to front some money but it was reimbursed to the communities to acquire the property.

The Trail Council was approached by Mr. Mike Levine, who agreed to donate money to facilitate the design work on the Trail. This accelerated the activity on the Trail greatly. Mr. Levine said he wanted to pay for the design work as long as we moved very quickly. He made a \$220,000 contribution to the Trail. The design work has been completed. We made an application for a TAP grant. We asked for \$3.4 million, we got \$2.1 million because MDOT said they already gave money for the acquisition of this property. We had not anticipated this shortfall of \$1.3 million. We were invited to make an application to the Ralph C. Wilson, Jr. Foundation, owner of the Buffalo Bills and other sporting enterprises, through some great work by Mr. John Hensler and others on the Trail Council. We made the presentation and we were successful in receiving money to fill the shortfall of \$1.3 million dollars.

The operating budget for 2019 has been approved. Initially, a very limited budget was drafted and City Manager Brown made an issue that we expected to construct the Trail in 2019. The budget was revised to reflect this. Note that there are no community contributions in the first few cells on the handout for the \$130,000 surplus forward. In the past, we required the individual three communities to make contributions to exceed money. We are spending out of our surplus funds, currently, partially due to the Walled Lake issue, where they were concerned about additional monies coming out of their offers. We are spending into the fund balance, not reflecting the contribution from the communities but then it does reflect a \$1.4 million community local match for the actual construction, as mentioned. Initially, it was 20% but then adding the \$1.3 million, it is 50%. This is based on the length of the trail per community; 50% for Commerce, 30% for Walled Lake, 20% for Wixom: \$420,000 as a local match for Walled Lake, \$294,000 match for Wixom, \$686,000 for Commerce. Walled Lake had a millage to fund some additional operations/maintenance, it was turned down. Walled Lake was not going to honor the \$420,000 commitment. Wixom stepped forward to be the recipient of those grant funds for the TAP funding; we said we would make good on the entire amount that is required. We negotiated the agreement between the communities, if they paid us back within 30 days once we asked for our money. We had multiple commitments from all three communities but Walled Lake was on the table at the Council meeting. The total is approximately \$5.3 million dollars in total revenue and approximately \$5.25 million in total expenses which leaves approximately

\$50,000 in funding at the end of the year. MDOT required that they handle the bid process which recently went out. It is expected to be back and awarded by February 1st.

The document was put together to use at the Walled Lake Council Meeting. The meeting started at 7:30 p.m. and at 11:01 p.m., everything went in the right direction. No negative steps were taken, positive steps were taken and Walled Lake was still in fold at the end of the night. Mr. Hensler, City Manager Brown, and others were present and very instrumental in all the processes and also the funding with Walled Lake. There was a Trail Council meeting since, the individual communities adopted the budget. The 2019 budget reflects that activity and also reflects \$420,000 coming from Walled Lake.

City Manager Brown stated the Trail starts at Haggerty Road and ends at Wixom Road, which is phase one where all three of the communities are involved. Phase two of the trail is from Wixom Road to Plank Road which would include Milford. Funding would be obtained by the Ralph C. Wilson, Jr. Foundation, as well.

City Manager Brown indicated he had conversations with members relating to the DDA debt which is the DDA/VCA Development bonds that were issued. The payment forecasts were included in the handout. The City fronted money to the DDA when times were tough which is expected to be paid back. The schedule shows the monies that were advanced to the DDA from the city covering expenses that were beyond the scope of DDA resources. The second part is when payment begins this current fiscal year of 2018-19. The debt to the City is expected to be paid back in fiscal year 2023. There has been discussion about, potentially, allowing some additional activity to take place with the DDA. This activity would require the City to come to an agreement which has to be discussed with Council to defer some of the payment back to the City and allow the DDA to have some actual funding to start enacting some vision, if you will.

Mayor Ziegler stated it might be helpful to have a member from the DDA to attend those meetings to show public interest and participation until the budget is approved. The meetings are posted for the public.

New Business:

- Strategic Marketing and Design

Chairperson Moscone stated the DDA has been working with Mr. Donnelly with the Strategic Marketing and Design. He indicated that Mr. Donnelly is very professional, very knowledgeable and has great experience.

Mr. Donnelly presented the Wixom DDA Strategic Marketing and Design. He discussed the project description. Mr. Donnelly indicated that the tagline was approved in December (actually November). The agenda will implement a digital and strategy to create awareness for the new DDA tagline as well as assist in the promotion of staple DDA events. The project will consist of a

finalized DDA Tag Line Logo, a solidified campaign look and feel, setup and configuration of a DDA Facebook page, print collateral for local establishments and digital collateral for advertising.

Mr. Donnelly indicated the campaigns would consist of varying messages and creative to test responsiveness and effectiveness of the ads. Ads will be geotargeted toward individuals within a 25 mile radius of the Wixom area and will include people above and beyond the reach of the Wixom page followers. Key deliverables include finalized DDA tagline logo; finalized DDA campaign look and feel; 2 to 5 pieces of print collateral for local establishments; 6 to 10 pieces of digital collateral for use in online advertising and social media; setup and configure DDA Facebook page and business manager account; and three months of digital campaign assistance/management.

Member Smith stated the promotion committee has been identifying different opportunities or channels where we could utilize the campaign such as Suburban Showcase, Total Sports, etc., to attract visitors to the downtown area to enjoy the amenities of Wixom.

Mr. Donnelly stated there are two sides of the campaign, as well; the internal and external marketing. Internal marketing is to the residents and the external marketing is to the surrounding areas. The messaging would be different. We can, strategically, start planning the messaging and target it in the advertising. In the proposal, Facebook would act as the website, initially. A central resource would be needed for events, one place that would consolidate events, whether it is paid marketing or targeting people. This is more direct than a government website which has payment access, recycling, etc. This would be made for DDA events.

Mr. Donnelly explained the recommended ad spend to be a minimum of \$20/day. Marketing Management is \$2,750. Ad spend recommendation is a guideline that can be adjusted by the DDA prior to initiating the first campaign. The management fee includes strategic implementation of advertising, audience modeling, campaign creation, targeting and reporting.

Mr. Donnelly indicated the minimum of \$20/day is where you see the most effectiveness, anything less, you start to lose any real value. This is for three months to start. After that, if the DDA would like to promote an event, it could be per week, or two weeks before or the week leading up to the event. This amount is a guideline or recommendation. A total budget on a campaign could be made on a daily basis.

Vice Chairperson Sheng stated a direct channel from the DDA to the residents would be really nice for them to see the events and what is happening in our city. This can help encourage people to participate in a direct fashion.

Member Smith indicated the promotion committee decided to meet twice a month to keep things moving along. The next promotion committee meeting will be held on Tuesday, January 29th at 7:30 a.m. Ideas will be narrowed down to a couple of choices then brought over to be voted on by the group.

Member Smith indicated a big part of the promotion committee is to help with communication overall. The DDA knows that Parks and Recreation, and the Historical Society have events. We all have a shared mission of driving people to our city and our downtown. Part of the Facebook page is meant to be the connection between the different groups and different events. It would give some cohesion and opportunity to collaborate with these other groups.

MOTION by Vice Chairman Sheng and second by Board Member Smith to approve Stage One, Strategic Marketing and Design, spending of \$2,750 to Detroit Branding.

VOTE: MOTION CARRIED

Member Smith asked if there was approval to launch the Facebook page. There was discussion by the group. It was decided preferences, parameters and a management plan would have to be discussed and made for the design of the Facebook page.

- Consideration of Storage Unit for DDA Supplies

Ms. Barker indicated that equipment has been acquired over the last few years that are reused for Derby Day, Block Party, etc., so our storage space is very limited. Ms. Cloutier called around to different facilities, and Ms. Barker talked with a couple of different businesses who have extra space.

Ms. Barker presented this idea when the discussion of the budget comes forth to consider a storage unit for DDA supplies.

- Wixom Block Party - Extension of Event

Ms. Barker stated that since the day after the event last year, we have received phone calls, and emails from bands and food trucks that would like to participate at the Wixom Block Party. Discussions and surveys with various residents and groups asked us to extend the length of the event for that day from 11:00 a.m. to 8:00 p.m. It is held in September, it is still fairly light outside. The set up would not change for the DPW amongst their chores and jobs. It would add a little more for the police and fire departments that help us out for the event. Police and fire departments said it is a fairly easy event, it is having those people available. Extending the event would require more money because of the need for more bands. The food trucks did pay a nominal fee to participate last year. Each food truck paid \$100 to attend which would continue this year. Chairperson Moscone suggested raising the fee for the food trucks, if they could generate more income for food and beverages by extending the hours.

MOTION by Board Member Klebba-Cheney and second by Vice Chairperson Sheng to approve the Extension of the Wixom Block Party Event.

VOTE: MOTION CARRIED

Information:

- **Business Forum Events**

- February 12: American Interiors, 29550 Hudson Drive, Novi, 48377
- March 12: UPS Store #4022, 47448 Pontiac Trail, Wixom 48393
- April 9: 2UrHealth - Bemer Group, 3255 W. Maple Road, Wixom 48393

- **Downtown News/Events**

-49361 Wainstock Purchased

Tech248, Oakland County Driven event for technology companies, will be hosting an event with a company that brings a lot of attention to Wixom, OPS Solutions. If you are interested in seeing something cool, this is a very cool company to come and see what they are doing.

Public Comments: No comments.

Executive Director's Comments: No comments.

Board Members' Comments:

Vice Chairperson Sheng thanked the DDA and the City staff for all of their great work and effort to give the DDA the opportunity to move forward.

Adjournment:

MOTION by Mayor Ziegler to adjourn the meeting. Member Habbouche second the motion. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:38 a.m.

Mona Freiburger
Recording Secretary