

APPROVED
BY: _____ DATE: 4/23/19

**CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, FEBRUARY 26, 2019**

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, John Smith, Kristin Rzeznik, and Richard Ziegler, Mayor

ABSENT: Excused: Members Klebba-Cheney and Grossi; Debra Barker, Economic & Community Development Director
Unexcused: Umlor

STAFF: Steve Brown, City Manager, 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:

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

VOTE: MOTION CARRIED

Public Comments:

City Manager Brown indicated the City had some issues on their own Facebook page in terms of umbrella accounts. A decision has to be made in reference to, potentially, a director or go-to person. If there is not a director type person, would there be a staff person that is a liaison with the DDA, someone on the board, or a combination? Member Smith indicated they are proposing Ms. Cloutier, as she has done a lot of Facebook management in the past. Then, Member Smith and Josh would act as supportive persons. Vice chairperson Cheng indicated until someone has been decided, there could be multiple people who have moderator privileges with a schedule set up.

Member Rzeknik stated in her business, if there is a negative comment, they take a step back, think about how to address it, as to not aggravate that person. A response could say, I am sorry for your experience; this is not standard on how we do things, please call or email us so that we can discuss this further. They try to take it offline so that it is more private. Most of the time, they do not reach out after that point. An automatic response could be set up to take it offline as well.

City Manager Brown indicated they run into these situations where there are negative comments and they make decisions on how to approach, and how to engage. Guidelines would be important.

The board members agreed it would be a good idea to be unified, so that people know that the information is reliable. It should be about the downtown area and supporting business efforts.

Member Smith stated that they are putting together thoughts and ideas on how to promote and attract interest to the Facebook page. The Facebook page could also be a two way relationship to help businesses with some of its own promotions, and service to the downtown area.

- Wednesday's N Wixom -- Recap/Moving Forward

Ms. Cloutier stated this effort was very successful. The turnout in the restaurants is not what they had expected but there were very cold days and bad weather. Overall, Ms. Cloutier thought this should be repeated next year.

Chairperson Moscone indicated he had a conversation with Ms. Barker with regard to getting the information out ahead of time to promote this effort. The DDA Facebook page would be a great way of doing this, possibly different platforms besides social, could be the Spinal Column. Chairperson Moscone suggested listing the restaurants to drive business to that restaurant or location in order to get more people to talk about the DDA. It is about the service, how the DDA can help the downtown businesses do better.

Member Smith stated the promotion committee has been working on the branding, they can develop signage, in store cards, and promotional items. The inspiration came from what Milford was doing. Media coverage, and the hometown newspaper look for content that helps us, and it is an integrated marketing promotion.

Chairperson Moscone agreed to continue on, and promote ahead of time. Ms. Cloutier stated the budget total was \$500, then was dispersed based on the establishment. Ms. Cloutier indicated she could talk with her contact at Fox 2 to see if they could set up a segment.

New Business:

- 2019 - 2020 DDA Budget: DDA Director Position

Chairperson Moscone indicated a DDA Director position had been discussed in the past. To keep issues moving along, Chairperson Moscone stated the Board had come up with the thoughts, ideas, and made the decisions. In this regard, and to keep up the traction of the Board, an executive director could do these things. City Manager Brown indicated in past discussions was for the DDA to fund a position such as that, the DDA would have to look at pushing out the payments in order to reduce cash outflow, and have that savings to apply to an executive director. The Council would have to approve.

City Manager Brown stated the DDA would have to have a plan indicating their preferences, whether the position would be part time or full time, start off part time then move to full time, salary that would be appropriate then bring that to the Mayor and Council for discussion in the budget process. There is the debt payment that the City used to improve the DDA, then there was the advancement from the City to the DDA when there were no funds available.

City Manager Brown indicated the idea would be to pitch to Council for consideration whether the amount of payback is reduced over the next several years and extend it for a few more years in order to allow the DDA to have those funds to pay a director position. City Manager Brown stated they have their budget work sessions with the Mayor and Council which would begin in March.

Mayor Ziegler stated it would be a good idea to show the plan that was discussed here to the public and to the Council to see if there is activity, real interest and dedication. It makes it easier for someone to bring that to the Council for consideration.

City Manager Brown suggested the DDA to provide a job description, whether the DDA director positions in other DDAs have had good experiences with that arrangement and submit to the Mayor and Council. City Manager Brown indicated it would be helpful to put together a communication on what the DDA would like to ask for, the reasons, and what they hope to accomplish, etc.

Mayor Ziegler indicated it would be important for a representative from the DDA to make the pitch themselves to say what they have been considering. Once the DDA is successful to hire a DDA director, one of that person's function would be to attend the budget work sessions and represent the DDA.

-October 5: Drafting Table - Oktoberfest Party

- Communication from recent Main Street Manager Training

Ms. Cloutier indicated that during the discussion at the Main Street event, the woman asked how the DDA was giving back to the businesses and community. Ms. Cloutier was the only one to raise her hand to speak of Wednesday's N Wixom. The woman was excited, they exchanged cards, and Ms. Cloutier sent her all of the information. She forwarded that information to National Main Street. Ms. Cloutier wrote a blog for the National Main Street about Wednesday's N Wixom. The Wixom DDA is being recognized nationally. Ms. Cloutier indicated once it gets published, she would send it out to the Board members. Farmington also loved the idea.

Public Comments:

None

Executive Director's Comments:

None

Board Members' Comments:

Member Smith asked if there would be an opportunity in the video to leverage the National Main Street program highlighting the DDA. Ms. Cloutier indicated it is very different; the video is to highlight what is special about your downtown.

Vice Chairperson Sheng thanked Ms. Cloutier for writing the awesome blog; he thanked Mayor Ziegler and City Manager Brown for allowing them to go in front of the joint board. Vice Chairperson Sheng also thanked the board members for all of their work.

Adjournment:

MOTION by Member Rzeznik to adjourn the meeting. Member Habbouche second the motion. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:30 a.m.

Mona Freiburger
Recording Secretary