

**APPROVED**

BY: \_\_\_\_\_ DATE: 5/25/19

**CITY OF WIXOM  
DOWNTOWN DEVELOPMENT AUTHORITY  
49045 PONTIAC TRAIL  
TUESDAY, MAY 28, 2019**

This meeting of the Wixom Downtown Development Authority came to order at 7:35 a.m. with the following individuals in attendance:

**DDA MEMBERS:** Chairperson Anthony Moscone, Vice-Chairperson Caleb Sheng, Amanda Habbouche, Melanie Klebba-Cheney, Kristin Rzeznik, Vanessa Willett, and Richard Ziegler, Mayor

**ABSENT:** Excused: Member John Smith, Debra Barker, Economic & Community Development Director; Unexcused: David Gavron, Dino Grossi; Wes 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:**

Chairperson Moscone called the meeting to order. Roll call was taken and determination of Quorum.

**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 Board Member Habbouche and second by Vice Chairperson Sheng to approve the Meeting Agenda.

**VOTE: MOTION CARRIED**





comment types, so that there is consistency in the attitude in the setting but also address toxicity. He said this is still a working document.

**MOTION** by Vice Chairman Sheng and second by Board Member Habbouche to approve the guidelines that Board Member Smith presented at the DDA April, 2019 meeting with the understanding that the Board would continue to tailor it as the DDA moves forward.

**New Business:**

- **DDA Marketing: Presentation by Josh Donnelly**

Mr. Donnelly explained the campaign overview. The goal and purpose of this campaign is for the DDA to promote businesses, to create awareness for downtown such as bike trails to restaurants to breweries. Being able to take the little events and creating the whole picture.

Mr. Donnelly spoke about the look and feel of the campaign. Iteration of colors to create some consistency across the board. He spoke about the refined version of downtown Wixom experience, and campaign logo. Mr. Donnelly explained this is a campaign, and campaigns can change. Right now, this is a logo that we think would work and can adapt to whatever future campaigns are as well; we can adapt easily.

Mr. Donnelly talked about the campaign collateral, examples or mockup of things that we plan on doing or be able to do so; capable and ready to produce. The promotional committee previously spoke about drop cards to be distributed to the various hotels in the area to describe the various amenities that Wixom has to offer such as food, drinks, sweets and eventually, shopping to entice outsiders to visit. Mr. Donnelly explained the flagpoles could tie in to the ongoing events such as Derby Day and the Block Party which occurs every year.

Mr. Donnelly indicated the welcome sign on Wixom Road and Old Wixom Road could one day display the ongoing events and feasible alternatives.

The Facebook website is built and ready to go. There is no content on it now but it is locked and loaded.

Mr. Donnelly spoke about conversations with the promotional committee. First Baptist of Wixom has a sign that they cover up with cutouts for various activities. The promotional committee talked about how versatile it would be if the DDA did that on the welcome sign at Wixom Road and Old Wixom Road. Experience all different types of points for the potential visitors. Mr. Donnelly talked about how cool it would be to display or have welcome signs on every entrance of Wixom.

Board Members Cheney and Habbouche stated they loved the campaign. It encompasses everything that we are doing, not just the DDA, but parks and recreation as well.

Mr. Donnelly stated the purpose is to be intentional as a downtown, talk the city up, to attract people to the downtown area.

City Manager Brown indicated that we could not do digital signs. Mr. Donnelly indicated there is elegance to a printed sign, they are cool and you can do some fun stuff with printed banners.

Chairperson Moscone stated the campaign looked fantastic and vibrant. As far as the banners as events come up, the DDA could approve them.

City Manager Brown stated some of the things such as the banners hanging off the street lamps would need a conversation on how that works, certain areas, just the downtown area; do a couple of signs maybe for the block party, out in front of the Drafting Table and those areas where the block party actually takes place. He indicated there would be more discussion regarding the banners and how to affix them to the existing sign. City Manager Brown stated the cost of the pole banners was not that expensive.

Ms. Cloutier stated once a DDA director is in place and an actual budget, the banners could be aligned.

Mr. Donnelly indicated that if everyone was on board with this campaign, the next step would be to move forward. Design the drop cards to be distributed. We know the look and feel creatively for the content. The goal of the drop cards is to be able to be dynamic.

**MOTION** by Chairman Moscone and second by Vice Chairperson Cheng to adopt the downtown Wixom branding book presented by Josh Donnelly.

**VOTE:                      MOTION CARRIED**

- **Involvement of DDA: Update by Tony Moscone**

Chairman Moscone asked the board members to take a minute to look and see when their term is up, is there a time to break, to continue on, time to do some self reflection on whether to step back so someone else can step in. Chairman Moscone explained this is not quitting, but giving someone else a chance to contribute. Different sets of eyes, different sets of ears, someone different to help the organization move forward.

Chairman Moscone indicated we are setting up the initial goals, direction and parameters, and then give some other people a chance to come in with different ideas along with the same kind of goals and paths.

Chairman Moscone said he would send a note out this week regarding involvement with DDA. Board Member Rzeznik indicated that the DDA is going to break for two months but that doesn't mean that we can't meet offline to keep the momentum of the DDA going.

- **Bike Decoration: Update by Kristin Rzeznik**

Board Member Rzeznik stated the design committee is going to paint and redesign the bikes which were displayed during Christmas. Sherwin Williams donated the paint. Three businesses indicated they would each decorate one bike.

Board Member Rzeznik indicated the committee needs money to decorate, an amount not to \$500.

**MOTION** by Board Member Rzeznik and second by Board Member Habbouche to approve the budget amount of \$500 to decorate bikes.

**VOTE: MOTION CARRIED**

**Information:**

- **Business Forum Events**

-June 11: Wixom Public Library, 49015 Pontiac Trail, Wixom, 48393

- **Downtown News/Events**

-June 6: City of Wixom Employee & Volunteer Appreciation Picnic

-October 5: Drafting Table -- Oktoberfest Party

**Public Comments:**

None

**Executive Director's Comments:**

No comments.

**Board Members' Comments:**

Vice Chairman Sheng welcomed Board Member Willett. He thanked the city staff and promotion committee for their leadership and coordination to make the brand book happen.

**Adjournment:**

**MOTION** by Vice Chairman Sheng to adjourn the meeting. Board Member Habbouche second the motion. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:40 a.m.

Mona Freiburger

Recording Secretary