



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

8:00 a.m.

Tuesday

April 5, 2005

The meeting was called to order by Board President Beamer at 8:00 a.m.

ROLL CALL: Beamer, Cassidy, Clappison, Cowley, Grace, Pastue, Vargovick, Ziegler

OTHERS PRESENT: Brent Morgan, Executive Director

EXCUSED ABSENT: Batzloff

Board President Beamer requested a change in the current procedure to approve agenda items 2 through 5 to one motion, in place of individual motions. Motion by Ziegler, seconded by Grace to approve agenda items 2 through 5 as follows: Approval of Minutes, Approval of Financial Statement, Approval of Bill Review Report and Approval of Executive Director's Report. MOTION CARRIED, ALL AYES.

Board President Beamer then thanked Director Morgan for his dedicated service over the past two and one-half years as Executive Director of the Downtown Development Authority. Mr. Morgan has taken a position with the City of Fenton and has officially resigned as DDA Executive Director. Mr. Morgan personally informed each Board member individually of his resignation effective April 15, 2005. Mr. Morgan stated that it has been a pleasure working for the Downtown Development Authority. Discussion ensued on a replacement search for Mr. Morgan. Beamer suggested holding a special meeting for open discussion on the subject. He also suggested using a search firm to hire a new director. Vince Pastue stated we could solicit proposals from the MML or suggested a stakeholders meeting to discuss the hiring. An in-house search would be another option. Board Member Cowley commented it may take from 3 to 6 months to complete the hiring and suggested appointing an interim director. Motion by Clappison, seconded by Cassidy, to have the Board compile a list of search firms for approval by the Board to use in search of a executive director. MOTION CARRIED, ALL AYES.

Mr. Morgan is to set a meeting date with the Board to discuss upcoming key events and other ongoing items of concern.

DDA BUDGET RECOMMENDATION:

The DDA Budget Committee presented for Board approval the recommended budget for the 2005-2006 Fiscal Year. Director Morgan explained each line item to the Board. A Detail Sheet outlining all accounts associated with the specific budget function and a detail of the expenses associated with the account was also presented to the Board. Questions from the Board were heard and answered. Pastue questioned the need to keep the \$30,000 budgeted for a separate promotions person since the new DDA director might be able to assume the duties associated with a promotions person. Clappison stated it was left in the recommended budget to cover the position if needed. The full amount will probably not be used.

Board President Beamer stated the need to go forward with a market study on promoting and attracting more visitors to Downtown Farmington. Cowley agreed. National Main Street Association offered their services in order to reduce the cost of the study. The Board is also looking to supplement the budget with fundraisers or money taken from Fund Equity and other budget line items. Motion by Pastue, seconded by Cowley, to approve the recommended budget for Fiscal Year 2005-2006, as presented by the DDA Budget Committee.

ROLL CALL VOTE: Beamer, Cassidy, Clappison, Cowley, Grace, Pastue,
Vargovick, Ziegler

AYES: Eight

NAYS: None

ABSENT: Batzloff

MOTION CARRIED.

DDA LOGO:

John Martin from John Martin Inc. presented his design proposal for a new DDA logo. Mr. Martin submitted several of his graphic design ideas and recommended the use of black and white ink only. Board President Beamer asked Mr. Martin to send copies in black and white to the Board for review. Furthermore, the Board agreed to narrow down the choices of logos from a field of 12 designs to 3 designs.

Motion by Clappison, seconded by Cowley to approve the quote from John Martin Inc. of \$1500 for a new DDA logo. MOTION CARRIED, ALL AYES.

DISCOVER TREASURES IN DOWNTOWN FARMINGTON EVENT:

At the last DDA meeting, the Board approved \$1500 to expend on this event. The event will include a showing of *Hook* at the Civic Theatre, a Dinosaur Egg Hunt at the park adjacent to the Masonic Temple and a search for a hidden Treasure Chest in various store front windows as an invitation to shop inside for bargains. The Board received a copy of the flyer and press releases that were sent out. Over 7000 flyers were delivered to a number of schools in the Farmington School District, plus all businesses located in the DDA District received a flyer in the mail.

Beamer stated a concerted effort for sponsorships from the merchants is needed. To date, we have four sponsors. Board Member Cassidy stated that to date only six merchants have requested participation in the Hidden Treasure Chest portion of the event. Cassidy offered to contact the merchants to solicit additional participation. All merchants in the DDA District received multiple information on the event.

FAFF EVENT: Grapes On The Grand:

City Manager Pastue stated that a proposal will be submitted to Cowleys for the Grapes on the Grand (GOTG) event for 2005. Cowley stated the primary concern is with finding someone to incur the risk involved. He suggested the event try to include time for businesses to promote their establishment under the tent for the day.

President Beamer received and read two letters from the Farmington Area Founders Festival (FAFF) board. The first letter requested the DDA renew its sponsorship of \$2000 and remit payment within 30 days. The second letter discussed the completed audit of last year's GOTG and the outstanding sum of \$2,233.00 detailing the cost of signage, liquor license and liquor liability insurance. This item will be discussed further at the May 4th meeting. Cowley will consider sponsorship.

MAIN STREET UPDATE:

Pavilion Committee: Committee Member Frank Clappison presented the Board with a preliminary agenda for the Pavilion groundbreaking ceremonies on May 21, 2005 and discussed the goals of the Pavilion Committee. To date, they have two sponsors for this event and are looking for more. He suggested a raffle at the groundbreaking for a bag of gifts/services from various merchants at a cost of \$10.00 per ticket. The Pavilion Committee now has 15 members and volunteers. He asked the Board to mark their calendars and show support for the event.

Design: A joint meeting with the DDA, Main Street Design Committee and the Planning Commission has been scheduled for April 13, 2005 to discuss downtown development design standards and zoning regulations for the Central Business District.

Promotions: The first of two public hearings was held April 4th to introduce the amendment to the ordinance to expand the term limits imposed on the DDA Board. The second public hearing is scheduled for April 18th to approval the amendment.

Organization: No Report

Economic Restructuring: The Committee continues to work on market analysis for the next meeting. They will be meeting with the Farmington Hills Economic Restructuring Committee on May 18th.

BOARD COMMENT: None

PUBLIC COMMENT: David Judge commended everyone on the DDA Board. He also voiced his concern of Council's past criticisms of the DDA as unwarranted and unjustified; and stated that such comments create a low trust environment for volunteers.

ADJOURNMENT:

The meeting adjourned at 9:30 a.m. Next meeting will be Wednesday, May 4, 2005 at 8 a.m.

Respectfully submitted,

B D Morgan

Brent D. Morgan, Executive Director