



## FARMINGTON DOWNTOWN DEVELOPMENT PROCEEDINGS

8:00 a.m.

Tuesday

January 4, 2005

The meeting was called to order by Board President Cornwell at 8 a.m.

**ROLL CALL:** Batzloff, Beamer, Clappison, Cornwell, Cowley,  
Grace, Pastue, Vargovick, Ziegler

**OTHERS PRESENT:** Brent Morgan, Executive Director

**EXCUSED ABSENT:**

**APPROVAL OF MINUTES:**

Motion by Beamer, supported by Vargovick, to approve the minutes of December 7, 2004. MOTION CARRIED, ALL AYES.

**APPROVAL OF FINANCIAL STATEMENT:**

Motion by Grace, supported by Ziegler, to approve the Financial Statement as presented. MOTION CARRIED, ALL AYES.

**APPROVAL OF BILL REVIEW REPORT:**

Motion by Beamer, supported by Cowley, to approve the Bill Review Report as presented. MOTION CARRIED, ALL AYES.

**APPROVAL OF EXECUTIVE DIRECTOR'S REPORT:**

Motion by Clappison, supported by Cowley, to approve the Executive Director's Report as presented. MOTION CARRIED, ALL AYES.

**SIGN ORDINANCE UPDATE:**

The Main Street Design Committee has been working with the consulting firm of Langsworthy, Strader and LeBlanc (LSL) on updating the Downtown Sign Ordinance. The Design Committee has scheduled a meeting with LSL on January 6, 2004 at 7:30 a.m. to review the draft ordinance. The Planning Commission would then schedule a public hearing at their February 14<sup>th</sup> meeting. The ordinance would be presented to the Farmington City Council at their March 7, 2005 meeting and adopted their March 21, 2005 Council meeting. Discussion followed on the Sign Ordinance Committee's main focus being coverage of store

windows restricted to 25%; also, to allow free standing pylon signs for a maximum of 12 years; and to encourage monument type construction of new signage. The Committee discussed having the City's building department form a separate committee to review signs and to handle appeals.

Discussion continued on the competitive aspect of the ordinance with regard to other cities and the ease of compliance for new businesses, as well as incentives given to retailers to change their signs for the enhancement of the City. The Planning Commission has in the past been supportive of sign ordinances and the Board anticipates their continued support.

A motion by Beamer was made to send a letter to all Main Street Committees stating Board endorsement of this sign ordinance document. Board Member Clappison suggested a letter to all property owners listing the types of non-conforming signs and to update them on the sign ordinance changes. The letter would also encourage changing their signs to conform to the ordinance.

MOTION by Beamer, supported by Vargovick to send a letter to all Main Street Committees stating Board endorsement of the sign ordinance document.  
MOTION CARRIED, ALL AYES.

**PAVILION COMMITTEE UPDATE:**

A committee meeting was held on December 28, 2004. Present at the meeting were Walt Gajewski, Frank Clappison, Mary Martin, Nancy Tashman, Vincent Pastue, Dirk Beamer and Brent Morgan. The Pavilion Committee identified a number of tasks to improve the Farmer's Market and utilize the Pavilion for other events. They will be establishing guidelines regarding the usage of the Pavilion and will be working in conjunction with the Promotions Committee to schedule activities at the Pavilion. A firm date regarding construction of the Pavilion is pending.

Board Member Beamer commended the Pavilion Committee on the organized details presented in their report. Director Morgan added that the pavilion could also be used to incorporate a 5K run; and for Christmas tree sales. Pastue stated the DDA needs to be very active with the maintenance of events being held at the pavilion. Committee discussion continued on issues such as adequate electrical service and water supply at the pavilion for vendor use before construction begins. Pastue stated that the construction schedule is being discussed; and in February a public meeting to discuss the plans for the pavilion is being considered.

**DDA BOARD MEMBER RETREAT:**

At the December meeting, the DDA Board agreed to schedule a retreat. The retreat would be held offsite, last for no more than eight hours; and be facilitated by a third party. Recommendations for the retreat are as follows:

**LOCATION:** Michigan State University, Tollgate Education Conference Center, 28115 Meadowbrook Road, Novi, Michigan.

**DATE:** One of the following Saturdays in either January or February.

**January 15, 22, 29**  
**February 5, 12, 19, 26**

**FACILITATOR:** Facilitated under the direction of a professional such as Dr. Joe Ohren from Eastern Michigan University, if available, or another person.

It was decided that January 29 would be the first choice, with February 5 being the alternate date. Board members are to email their ideas for discussion to Director Morgan.

**MAIN STREET UPDATE:**

Promotion Committee: No report

Organization Committee: The committee has been working on the job description for the DDA Director. A survey on the by-laws has been distributed for member comment.

Economic Restructuring: The committee still meets on the last Thursday of the month and they are making progress in working with ER committees from other cities. Committee member Joe Mantey is the contact person working with other cities. Members are working on a presentation to explain the function of an economic restructuring committee; and they continue to recruit more members.

**BOARD COMMENT:**

Board President Cornwell stated she sold a residence in the vicinity of State Street and Liberty Street to be used for a business called The Ryder Group, owned by James Ryder, whose primary function is golf promotions. The business owner chose Farmington because it was very affordable. Cornwell also stated that the city of Dundee, Michigan has done a great job developing its downtown and would be worth looking at.

Board Member Cowley stated that the ER Committee needs the name of a contact person to talk to for redevelopment.

**PUBLIC COMMENT:**

None

**ADJOURNMENT:**

The meeting adjourned at 9:04 a.m. Next meeting will be held Tuesday, February 1, 2005.

Respectfully Submitted,

*B D Morgan*

Brent D. Morgan  
DDA Executive Director