



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

8:00 a.m.

Tuesday

March 1, 2005

The meeting was called to order by Executive Director Brent Morgan at 8:00 a.m.

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

OTHERS PRESENT: Brent Morgan, Executive Director

EXCUSED ABSENT: Ziegler

APPROVAL OF MINUTES:

Motion by Grace, supported by Batzloff, to approve the minutes of February 1, 2005. MOTION CARRIED, ALL AYES.

APPROVAL OF FINANCIAL STATEMENT:

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

APPROVAL OF BILL REVIEW REPORT:

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

APPROVAL OF EXECUTIVE DIRECTOR'S REPORT:

Diane Cassidy was welcomed as the newest member of the DDA Board. Mrs. Cassidy is the owner of Village Clippers Salon & Spa, is Vice President of the Farmington Area Founders Festival and a member of the Main Street Promotions Committee. Board Member Cassidy attended all Main Street Assessment meetings last week in order to be brought up to speed on the DDA projects and activities.

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

additional board members in order to effectively implement the Main Street program. Director Morgan recommended the Board make the following motion:

“To recommend that Farmington City Council amend the ordinance pertaining to the Downtown Development Authority to expand the Board of Directors from nine members to eleven members.”

Board Member Pastue stated that the recommendation to amend the ordinance would first be presented at a Public Hearing scheduled for April 4, 2005; and then at the April 18, 2005 City Council meeting for approval.

Discussion followed regarding the Freedom of Information Act (FOIA) and how under Michigan law five members out of an eleven-member Board would constitute a quorum and would be subject to the rules of the Open Meetings Act. A minimum of 18 hours is required to post a special meeting.

Motion by Clappison, supported by Cowley, to recommend that Farmington City Council amend the ordinance pertaining to the Downtown Development Authority to expand the Board of Directors from nine members to eleven members. MOTION CARRIED, ALL AYES.

DDA WEBSITE REGISTRATION FEE:

Board President Beamer requested a motion to approve the \$80.00 registration fee for continued service of the DDA website. Motion by Pastue, supported by Grace, to approve the \$80.00 registration fee for continued service of the DDA website. MOTION CARRIED, ALL AYES.

FARMER’S MARKET LOGO:

Mary Martin, a member of the Pavilion Committee, presented to the Board several logo designs for the Farmers Market Pavilion for consideration. Over 50 designs were submitted and reviewed by the Pavilion Committee and the following four designs were chosen for consideration:

- Quaker
- California
- Traditional
- Pike Street Urban Market

The Board was asked to review the logos and choose a design for the groundbreaking of the Pavilion. John Martin, no relation to Mary, designed the graphics for the logos and stated that if these did not meet the criteria that he could submit other designs. Ms. Martin estimated the cost of the graphics to be approximately \$2,000. Board members inquired as to where Farmington might

expect to see the logo. Ms. Martin stated they could be displayed on merchandise such as tee shirts, shopping bags, ceramic mugs, etc. The logo would probably not be on the Pavilion itself, but used just for advertising.

Funding for the logo could come from the DDA budget or from funds raised for the Pavilion.

Motion by Cowley, supported by Batzloff to approve the basic Pike Street Urban Market design for the Farmers Market logo. MOTION CARRIED, ALL AYES.

Motion by Clappison, supported by Batzloff to approve \$2,000 from Pavilion funds for the Farmers Market logo. MOTION CARRIED, ALL AYES.

Mr. Martin was asked to prepare a quote and a new design for the DDA logo to be presented at the April 5th DDA meeting. Board President Beamer thanked Mary Martin and John Martin for their presentation.

DDA PROMOTIONS: (Dirk Beamer)

Part Time Promotions Director:

Based on feedback at the MSOC Year-end Assessment, DDA board members agreed to consider hiring a part-time promotions director for approximately 20-25 hours per week. Board Member Grace stated the budget committee has already incorporated funds for this position into the 2005-06 DDA budget recommendation. Clappison suggested increasing the hours of the DDA current part-time staff person to free up more of Director Morgan's time. Discussion ensued on obtaining job descriptions for a promotions director from other cities and recruiting same after approval of the budget. Further action is pending.

Grapes On the Grand: Board Member Cowley reviewed the financial summary for the Grapes on the Grand (GOTG) event which took place during the Founders Festival. Despite the financial loss of almost \$6,500, the event received many good reviews on the concept and execution by John Cowley & Sons. It was further suggested the event be considered again and run by volunteers to meet Main Street objectives. Cowley would like the Farmington Area Founders Festival (FAFF) board to consider offering micro-brewed beer at the GOTG tent this year, at a cost above that charged at Page's beer tent, so as not to compete against them. Discussion ensued as to whether this would be considered a DDA event, a John Cowley & Sons event, or a Founders Festival event and who would absorb any losses resulting from the event. Board member Cowley feels the DDA should underwrite this event. Director Morgan stated there might be a problem with underwriting the wine and beer portion of the event. Board President Beamer suggested \$3,500 from the DDA budget in

support of the event. Director Morgan stated that the Board would require a firm agreement with John Cowley & Sons outlining the risk the DDA or the Founders Festival board would be undertaking. Board President Beamer suggested a formal presentation, or proposal, from Cowleys be presented to the FAFF Board at their March meeting requesting the following:

- 1) The sale of micro-brewed beer at the tent
- 2) The DDA consider the option of no risk for the FAFF board
- 3) Sponsorship be allowed by the FAFF board

Action pending.

Easter/Spring Themed Event: Motion by Beamer, supported by Grace, to approve \$1,500 for the Downtown Development Authority 2005 Easter/Spring themed event to be held on April 9, 2005. MOTION CARRIED, ALL AYES.

MAIN STREET UPDATE:

Economic Restructuring: The Committee is to review the financial market analysis.

BOARD COMMENT:

Board member Vargovick inquired as to what plans were being considered for the use of the \$274,000 of Fund Equity. Director Morgan stated that most municipalities carry approximately 75% of the annual budget in Fund Equity. Moreover, the funds could be used for acquiring property, for streetscaping projects, etc. Discussion followed. Board Member Vargovick voiced his concern with funding for the Downtown Farmington Center project and how the assessment of Kimco's property will most likely result in an increase in rent to tenants of the center. Vargovick would like to see fund equity monies used for the project. Board President Beamer felt the money would be better utilized in promoting the Pavilion and the park. Discussion ensued regarding the expenditure of fund equity for the center project. Board President Beamer thanked Board Members Vargovick and Cowley for their comments.

PUBLIC COMMENT:

None

ADJOURNMENT:

The meeting adjourned at 9:39 a.m. Next meeting will be April 5, 2005 at 8 a.m.

Respectfully submitted,

B D Morgan

Brent D. Morgan, Executive Director