

FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

8:00 A.M.

TUESDAY

OCTOBER 4, 2005

The meeting was called to order by Board President Beamer at 8:04 a.m.

ROLL CALL: Batzloff, Beamer, Cassidy, Clappison, Freeman, Grace,
Kuiken, Pastue, Vargovick, Ziegler

EXCUSED ABSENT: Cowley

CONSIDERATION TO APPROVE CONSENT AGENDA ITEMS

Motion by Grace, supported by Batzloff, to approve the supplement to the regular meeting minutes of 9-7-05, special meeting minutes of 9-26, 9-27 and 9-2, the Financial Statement and the Bill Review Report as presented. The regular meeting minutes of 9-7-05 will be approved at the 11-1-05 meeting. MOTION CARRIED, ALL AYES.

INTERIM DIRECTOR'S REPORT

In the absence of Interim Director Mary Martin, Board President Beamer reported that Ms. Martin has been very busy with the Farmers Market and with wrapping up the details of the Walter E. Sundquist Pavilion/Riley Park Grand Opening on Oct. 21-23, 2005; and that to date sponsorships for the Grand Opening have netted in excess of \$15,500.

REVIEW EXECUTIVE DIRECTOR CANDIDATES

Board President Beamer asked Board members if they were satisfied with the current three candidates for the DDA Director position or do they wish to continue the search. The Board agreed to choose from the three current candidates. Discussion followed with each board member expressing their choice of candidate and the reason for their decision, with the exception of Cowley whose choice of candidate was presented in a written statement. The Board unanimously decided on Annette Knowles, current DDA Director at Allen Park, based on her background, qualifications, experience and knowledge of a DDA Director's responsibilities.

Motion by Freeman, supported by Kuiken, to choose from one of the three selected candidates to fill the position of DDA Executive Director unanimously agreed on Annette Knowles, current DDA Director at Allen Park.

MOTION CARRIED, ALL AYES.

REVIEW EXECUTIVE DIRECTOR COMPENSATION

City Manager Pastue presented an outline of Executive Director Base Salary Alternatives and Benefits packages. Discussion followed.

Motion by Ziegler, supported by Batzloff, to offer a base salary of \$55,000, reduce the retirement-defined benefit Plan to 5%, offer a health insurance plan with the option to opt out in lieu of compensation up to \$3000 and 15 vacation days the first year adding one day per year up to 20 days of vacation per year. MOTION CARRIED, ALL AYES.

Discussion ensued on when to make the offer of the position of DDA Executive Director to Ms. Knowles.

Motion by Freeman, supported by Kuiken, to immediately extend an offer to Annette Knowles for the position of Executive Director of the Farmington Downtown Development Authority, contingent upon a background check. In the event Ms. Knowles declines, the offer would then be extended to the other candidates. MOTION CARRIED, ALL AYES.

REVIEW PROPOSED METRICS

The ER Committee had proposed to the Board at the August 2, 2005 meeting ten (10) possible metrics for consideration and adoption. Feedback and discussion has narrowed them down to 5. The ER Committee requests board approval of the following proposed metrics:

1. DDA Tax Revenue is the sole source of revenue for DDA projects. It is measured annually and will be directly impacted by investment in the District and real estate appreciation.
2. DDA Sales Tax generation will measure the economic activity within the district. Measured annually through voluntary surveys and supplemented by sales tax statistics from the State, this will be a primary element in measuring economic purchasing activity.
3. Real Estate appreciation, both Commercial & Residential, is a measurable element of success bringing the entire community together.
4. Implementation % Completion of the Master Plan. Come up with a plan over the next 10 years with milestones identified by the Main Street Design Committee.
5. Fund Raising - the DDA budget requires that this be an important element to support.
6. Vacancy Rate – in the DDA district, commercial only, as opposed to Sales Tax generation.

Discussion followed and with the addition of #6 decided that these metrics need to be part of the DDA director's job description.

Motion by Kuiken, supported by Clappison, to adopt and incorporate the six metrics presented by the ER Committee into the DDA director's job description. MOTION CARRIED, ALL AYES.

REQUEST TO REFURBISH PERGOLA GAZEBO AREA

Mark L. Persitz, businessowner in Farmington, has requested permission from the DDA to “adopt” the Pergola Gazebo area for the purpose of refurbishing and maintaining its appearance. Some of the work would include the following:

- Strip and refinish the 5 benches
- Pressure wash the sidewalk
- Trim surrounding bushes

Future projects for this area may include:

- Strip and refinish the two benches along the sidewalk
- Paint the “grey” area
- Obtain picnic table to place under gazebo
- Trimming of nearby trees

Mr. Persitz states in his request that he is not seeking financial aid from the DDA, or for this to be a DDA project. In response to a question from Board Member Grace, Pastue stated that the gazebo is not a DDA property; that it is on City property, but is comfortable with the DDA allowing the work. Board Member Kuiken asked if we allow him to “adopt” the gazebo, would the City consider posting a sign recognizing his efforts. Discussion followed.

Motion by Grace, supported by Batzloff, to grant permission to Mark L. Persitz, CPA and a business owner in the DDA district, to refurbish and maintain the pergola gazebo located on Grand River Avenue with the City Manager’s approval. MOTION CARRIED, ALL AYES.

APPROVE 2006 DDA MEETING DATES AND CALENDAR EVENTS

Motion by Freeman, supported by Kuiken, to approve the 2006 DDA regular meeting dates and calendar events to be placed on the 2006 City of Farmington calendar, as presented. MOTION CARRIED, ALL AYES.

DISCUSS PURCHASE OF COPY MACHINE FOR DDA OFFICE

Motion by Kuiken, supported by Ziegler, to approve the purchase of a combination fax/copy machine for the DDA office and authorized the DDA office staff to work with Assistant City Manager Bill Richards in obtaining a purchase price, via the State Bid system, for a separate copy machine for the DDA office. MOTION CARRIED, ALL AYES.

MAIN STREET COMMITTEES UPDATE

Promotions Committee: Scott Freeman reported that everything is in place for the Pavilion/Riley Park Grand Opening and has received positive feedback on the accomplishments of the Promotions Committee.

Economic Restructuring Committee: Reported that the Oakland County Assessment Report cites 3 major goals for the ER Committee this fiscal year as follows:

- Complete the Farmington Market Analysis
- Develop a value story for recruitment to develop business development strategies, incentives, marketing material for workshops
- Parking – work with the Design Committee to revise current downtown parking standards

Also, the ER Committee will manage a trade show booth at the Chamber's Expo 2005

Design Committee: No Report

Organizational Committee: No Report

BOARD COMMENT

Board Member Kuiken commented that the ER Committee needs to continue to discuss with City Council the parking issues, specifically the proposed parking structure, and devise a plan. City Manager Pastue stated that there have been two studies done related to parking and that design standards will be addressed at the next meeting.

PUBLIC COMMENT

None

ADJOURNMENT

The meeting was adjourned at 9:36 a.m. The next regular meeting will be held on Tuesday, November 1, 2005 at 8 a.m.

Respectfully submitted,