

FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

8:00 A.M.

Tuesday

December 6, 2005

The meeting was called to order by Board President Beamer at 8:05 a.m.

ROLL CALL: Beamer, Cassidy, Clappison, Freeman, Grace,
Vargovick

EXCUSED: Batzloff, Cowley, Kuiken, Pastue, Ziegler

OTHERS PRESENT: DDA Director Knowles

CONSIDERATION TO APPROVE CONSENT AGENDA ITEMS

In the 9-7-05 minutes, change spelling of Freedman to "Freeman". In answer to a question from Vargovick, Beamer stated that some spillover from the Holiday Promotion budget detail line item occurred and all bills have not been submitted yet. Board member Freeman requested Director Knowles provide a report at the January 10 meeting on the Pavilion Grand Opening weekend outlining the total income from sponsors and sales; and the total expenditures incurred. Motion by Grace, supported by Vargovick, to approve the minutes of 9-7-05, as corrected; the minutes of 11-1-05, as presented; the Financial Statement and the Bill Review Report, as presented. MOTION CARRIED, ALL AYES.

DIRECTOR'S REPORT

Director Knowles will attend the MSOC quarterly manager's meeting in Lake Orion on December 7. MSOC along with the Michigan Downtown Association (MDA) may utilize the Civic Theater in March for a Design Conference.

The Board Retreat is scheduled for Saturday, January 21, 2006 at the MSU Tollgate Conference Center in Novi.

Reminder that the January 4, 2006 Board meeting was changed to January 10. City Manager Pastue is working to arrange this to be a joint meeting with City Council.

Motion by Freeman, supported by Vargovick, to accept the Director's report as presented. MOTION CARRIED, ALL AYES.

BOARD RETREAT: Topics for Discussion and Committees Work Plans

The Board Retreat will be held at the MSU Tollgate Conference Center in Novi on January 21, 2006. The primary focus of this session will be to determine a work plan for the next fiscal year, which begins on July 1, 2006. Board members were asked to submit agenda items for the retreat prior to the January 10, 2006 meeting. Additionally, Main Street committee chairs have been asked to discuss tentative work plans at their next meeting of the committee for deliberation by the Board. Board member Vargovick stated he will not be able to attend the Board Retreat due to a previous commitment. Knowles asked Vargovick to present his comments for discussion at the retreat to the Board at the January DDA meeting.

PART-TIME HIRES IN 2006

Previously, the Board had discussed hiring a part-time promotions person who would focus on marketing. Board President Beamer asked for Board input on also hiring a part-time market master. Clappison commented that he had hoped to hire one person to do both jobs. Freeman suggested hiring this person as an assistant director to Annette and suggested putting this on the agenda for discussion at the retreat. Clappison concurred. Director Knowles was asked to outline job description duties for a part-time promotions/market master/assistant director for discussion at the retreat.

COMMUNI-TEES

A representative from Communi-Tees, an advertising venue for local business, is working on a t-shirt for the Downtown Farmington area. As part of this promotion, the DDA shall be a recipient of seventy-five (75) free t-shirts, which may be distributed, as necessary, to the public. All advertising on the shirt has been sold. Director Knowles stated that the DDA has the option of assisting with the design of the front of the shirt and asked the Board if they wished to participate, in any way, with the design. Freeman stated he would like to see the shirt before making a decision. Vargovick suggested approaching the Promotions Committee to take on this task of developing a design. Beamer suggested having the company give us a rendering of the design before making any decision to participate. Merchants have been approached by the company and the participating businesses have already been chosen for the back of the shirt. Director Knowles to give an update at next DDA meeting in January.

MAIN STREET COMMITTEES UPDATE

Promotions: The Holly Days event was not as well attended as hoped. Discussed changing to a one day event instead of two. Vargovick suggested a binder be kept at the DDA office for each DDA sponsored event to be reviewed yearly with comments on how successful each activity of the event was; and create a work plan which would include a budget for the event, problems that

were encountered, and changes to be made for the next year, etc. Beamer commented on the need to integrate the Promotions Committee and Pavilion Committee events and budgets.

Director Knowles to put together an outline for tracking each event.

Economic Development: Director Knowles reported that surveys created and distributed by The Strategic Edge are approximately 75% complete and preliminary information should be available for Board review at the retreat in January.

Organization: No Report

Design: No Report

BOARD COMMENT

In answer to a question, Director Knowles stated that the Pavilion was decorated by the City and the Pavilion Committee. The tree was donated by Steinkopf Nursery and the wreath by Springbrook Gardens.

Clappison stated that he has received many positive comments from residents regarding the Pavilion.

Freeman commented that he would like to add photos of each board member as well as the Main Street committee members on the website. He also suggested holding a special meeting to discuss dealings connected with the proposed construction on Grand River. Director Knowles stated that she is meeting with MDOT next week and will report back to the Board at the retreat.

Board President Beamer thanked Della Cassia, who is leaving her position as editor of the Gazette newspaper, and extended the Board's best wishes on her venture in a teaching position.

PUBLIC COMMENT None

ADJOURNMENT

The meeting adjourned at 8:39 a.m. Next meeting will be held on Tuesday, January 10, 2006.

Respectfully submitted,