



## FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

8:00 a.m.

Wednesday

May 4, 2005

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

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

ABSENT: Batzloff, Clappison

### **CONSIDERATION TO APPROVE CONSENT AGENDA ITEMS:**

Motion by Grace, supported by Vargovick, to approve Board Minutes of April 5, 2005, Financial Statement and Bill Review Report as presented. MOTION CARRIED, ALL AYES.

### **CONSIDERATION TO APPROVE DDA LOGO:**

Board President Beamer presented a letter from Scott Freeman, member of the Promotions Committee, requesting the Board to consider changing the current logo phrase of *Farmington Downtown Development Authority* to just "Downtown Farmington" on the new logo design to incorporate using one logo for all applications in promoting downtown Farmington. Board members agreed with Mr. Freeman's request and after a brief discussion, a decision was made to add the letters ".org" to the new logo. The Board reviewed the 13 logo designs received from John Martin, Inc. and voted to accept Design #10 as the new DDA logo, and to change the wording from *Downtown Development Authority* to *DowntownFarmington.org*.

MOTION by Grace, supported by Vargovick, to accept Design #10 as the new DDA logo, and to change the wording from *Downtown Development Authority* to *Downtown Farmington.org* in an effort to incorporate the use of one logo for all applications in promoting downtown Farmington. MOTION CARRIED, ALL AYES.

**CONSIDERATION TO APPROVE PAYMENT OF \$2300 TO FARMINGTON AREA FOUNDERS FESTIVAL FOR 2004 GRAPES ON THE GRAND EXPENSES**

City Manager Pastue stated that the dollar amount of \$2300 was incorrect and should be \$2233.

MOTION by Grace, supported by Ziegler, to approve payment of \$2233 to the Farmington Area Founders Festival for 2004 Grapes on The Grand expenses. MOTION CARRIED, ALL AYES.

**CONSIDERATION TO APPROVE PAYMENT IN THE AMOUNT OF \$2500 FOR 2005 FARMINGTON AREA FOUNDERS FESTIVAL**

MOTION by Ziegler, supported by Cassidy, to approve payment in the amount of \$2500 for sponsorship to the 2005 Farmington Area Founders Festival, with the stipulation that the money be used for the tent which would house the *Grapes on The Grand* event being held to promote the Downtown. MOTION CARRIED, ALL AYES.

**CONSIDERTION TO ESTABLISH ACCOUNTS FOR THE PAVILION COMMITTEE AND PROVIDE FUNDING FOR GROUNDBREAKING EXPENSES**

Pastue met with members of the Pavilion Committee regarding establishing accounts for pavilion events and the Farmers Market. The Pavilion Committee requested that separate revenue and expenditures accounts be established to monitor donations and corresponding expenses. The Committee also requested the DDA appropriate \$1500 toward the Pavilion groundbreaking ceremony and another \$500 for a time capsule which will be part of the Pavilion structure. The \$1500 will be used to cover groundbreaking expenses such as mailing of invitations and the purchase of promotional items. Sufficient funds exist in the FY 2004-05 Promotions Account for the Pavilion groundbreaking ceremony. Cowley stated he will personally donate \$500 to the DDA toward the Pavilion time capsule.

MOTION by Cowley, supported by Grace, to authorize appropriation of \$1500 to fund the Pavilion groundbreaking expenses and to accept a personal donation from Board Member Cowley to be used toward the Pavilion time capsule. MOTION CARRIED, ALL AYES.

MOTION by Pastue, supported by Cowley, to authorize the City Treasurer to establish separate revenues and expenditures accounts for Pavilion events and the Farmers Market. MOTION CARRIED, ALL AYES.

**CONSIDERATION TO APPROVE AGREEMENT WITH CAREER DIRECTIONS OF ANN ARBOR IN THE AMOUNT OF \$11,200 TO COORDINATE EXECUTIVE DIRECTOR SEARCH PROCESS.**

City Manager Pastue contacted Career Directions of Ann Arbor and the Michigan Municipal League for proposals to coordinate a search process for an executive director for the Downtown Development Authority. MML declined citing an office move did not allow sufficient time to submit a proposal. Career Directions of Ann Arbor submitted a proposal in the amount of \$11,200 to coordinate an executive director search process.

MOTION by Vargovick, supported by Cowley, to approve the proposal from Career Directions of Ann Arbor in the amount of \$11,200 to coordinate a search process for an executive director for the Downtown Development Authority. MOTION CARRIED, ALL AYES.

Board Member Cowley requested time on the June meeting agenda to discuss the expectations and job description of a DDA director.

**DISCUSSION/CONSIDERATION REGARDING APPOINTMENT OF INTERIM DIRECTOR**

The Board agreed to hire an interim director to handle the DDA's promotional events and other issues that may present themselves while the search process for a new director is being conducted. Discussion ensued regarding hours and salary for an interim director. The Board set a meeting date of Tuesday, May 10, 2005 at 8 a.m. in Council Chambers to interview candidates for the interim director position. The deadline to submit applications was set for Monday, May 9, 2005.

MOTION by Pastue, supported by Cowley, to hold a special meeting on Tuesday, May 10, 2005, to interview candidates for the interim director position and to announce Monday, May 9, 2005 as the deadline for applications for this position. Announcement to be in the May 5<sup>th</sup> edition of the Farmington Observer newspapers. MOTION CARRIED, ALL AYES.

MOTION by Beamer, supported by Pastue, to hire an interim director at \$500 a week for 20-25 hours of work to oversee office issues and DDA promotional events in the City. MOTION CARRIED, ALL AYES.

**COMMUNICATIONS/UPDATES:**

- a. The Summer Concert Series is on track with all bands booked for each scheduled Friday performance.
- b. The *Discover Treasures in Downtown Farmington* event was a success with merchant participation and attendance by the public.
- c. DDA Assessment Roll: Information only, no report
- d. Letter from Robert P. Heinrich: Information only, no report
- e. Newsletter Update: Pastue reminded the Board that information from all the Main Street Committees is needed for their June Newsletter and should be submitted within the next few weeks.
- f. Council Ordinance to Increase DDA membership: Pastue informed the Board members that the ordinance was adopted by Council at their April 18, 2005 meeting.

**BOARD COMMENT:**

Cowley stated he met with Joan Primo from The Strategic Edge, a company specializing in retail development and recruitment, to discuss putting together a proposal for a marketing analysis strategy for the DDA. Farmington has a wide range of needs for entertainment expectations. The ER Committee will meeting May 18<sup>th</sup> with the Farmington Hills Economic Committee to compare strategies.

**PUBLIC COMMENT:**

None

**ADJOURNMENT:**

The meeting adjourned at 9:08 a.m. Next meeting will be Tuesday, June 7, 2005, at 8 a.m.

Respectfully submitted,