

FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

8:00 a.m.

Tuesday

August 2, 2005

The meeting was called to order by Vice President Greg Cowley at 8:01 a.m.

ROLL CALL: Batzloff, Cassidy, Cowley, Freeman, Grace, Kuiken, Pastue,
 Vargovick

OTHERS PRESENT: Interim Director Mary Martin

EXCUSED ABSENCE: Beamer, Clappison, Ziegler

CONSIDERATION TO APPROVE CONSENT AGENDA ITEMS

Motion by Vargovick, supported by Grace, to approve DDA Board minutes of June 28, 2005, Financial Statement, and Bill Review Report as presented.

INTERIM DIRECTOR'S REPORT

The DDA brochure was printed and delivered to businesses in the downtown district prior to the Founders Festival. Board Member Freeman was instrumental in the delivery of these brochures. Martin asked for an update on the distribution plan of the remaining brochures. Freeman explained that the brochure was designed for a mass mailing and would be discussed at the next Promotions Committee meeting.

The second issue of the Main Street Newsletter was mailed to Farmington 48335 and 48336 zip codes the last week in July. Extra copies are in the DDA Office.

The Farmers Market is doing well and continues to expand with new vendors. A farmer was suspended from the Market on August 1, 2005 due to several negative incidents. Notification of the suspension was directed to the DDA President, City Manager, and Chairman of the Pavilion Committee.

The Market should continue to be a focus for the DDA as it will set the precedent for the upcoming Farmers Market Pavilion and Riley Park Grand Opening Celebration.

The Friday Night Concert Series was completed with the final concert featuring the Motor City Brass Band on July 29, 2005.

During the Founders Festival, the DDA worked together with the Pavilion Committee with good representation from the Main Street Committees, Comerica Bank, and the Farmers Market vendors to coordinate over 80 volunteers. The DDA staged a promotions area in the Grapes and Hops on the Grand tent with representation of new development and initiatives, in addition to promoting the Grand Opening of the Park and Pavilion. The DDA was represented throughout the day to discuss and promote the downtown. The DDA float received the coveted Grand Marshal's First place Award for Best use of Theme, with thanks going to the Main Street Promotions Committee, DDA Board, Dept. of Public Safety, Dept. of Public Services, and special thanks to Willson-Steinkopf for donating their time, truck and trailer and landscaping; and to Salon Legato for providing salon services for the striking "GoGo" girls.

The budget for the Grapes and Hops on the Grand and addition of the parade float was presented at approximately \$4000. Martin suggested considering scheduling something at the tent for during the day to draw people to the tent area.

Martin met with Jon Norgard of the Ryder Group to discuss the development of sponsorship packages for promoting different events for the DDA. A promotional package is in place for the Grand Opening and will be distributed to the DDA Board and City Council to elicit support in getting contracts for the promotion of the Grand Opening Celebration. Budget numbers are coming together for the Grand Opening Celebration. The Pavilion Committee is looking to solicit a celebrity bartender for Friday and Saturday evenings. Merchant participation is being developed by the Pavilion Committee's promotional lead, Scott Stevenson, along with a marketing plan. Other possible events for the Grand Opening were discussed. Martin provided the Board with an overview of the Grand Opening weekend.

Cowley thanked Mary for all her time and hard work she provided during the Festival. Motion by Pastue, supported by Grace, to accept the Interim Director's report as presented.

DDA BOARD AND EXECUTIVE DIRECTOR METRICS & MEASUREMENTS:

Board Member Cowley distributed a handout drafted by the Economic Restructuring Committee recommending 10 Main Street Metrics for the Board's consideration in evaluating the DDA Director position. If approved by the DDA Board, the Director would be evaluated partly on these metrics on an annual or semi-annual basis. Discussion continued on ideas to further evaluate the success of the DDA. Continued surveys were suggested. Cowley asked the Board to consider other measurements & metrics they might feel comfortable with and submit them before the next Economic Restructuring Committee meeting on August 25, 2005.

COMPENSATION AND BENEFITS FOR DDA EXECUTIVE DIRECTOR

A compensation and benefits package for the DDA Director position was distributed by City Manager Pastue for Board review, which included compensation, health insurance and a retirement package. Pastue suggested the Board consider adding to the base salary through incentives. This could come in the form a three tiered compensation package; the first being the base salary; the second tier for achieving the DDA's annual goals; and the third tier would come from sponsorship for DDA events, fundraising efforts or sale of ads in the newsletter. He feels it would be appropriate to use these resources to reward the director for successfully expanding the DDA operations. The DDA Board has the flexibility in providing an attractive compensation and benefit package to the new director without major changes to the current operating budget. In a response for comments, Grace stated that hiring a part-time promotions person would free up the director to do more sponsorship and fund raising. Cowley commented that the director's position should be viewed as more of a sales position and by adding incentives increases the chances of getting the right person. Martin commented that a part time person should be considered more of an assistant as opposed to just promotions person.

VACANCY AT VILLAGE CLIPPERS SALON & SPA: 33245 Grand River

Diane Cassidy stated the building is now available and welcomes any assistance in finding a tenant to take over this lease. Interim Director Martin stated she is aware of some potential prospects, but not sure the building would be conducive to their business. A suggestion was made to consider moving the DDA offices to this building. Both Kuiken and Freeman commented that Spare Parts for the Home at 33317 Grand River and Books Abound at 33336 Grand River, respectively, will be becoming available soon. Kuiken questioned whether it would be possible to add a second story to a building. Discussion continued on the need to contact the landlords and discuss all options.

ANNUAL PROGRAM ASSESSMENT REPORT: MS NATIONAL TRUST

The three-year Main Street Technical Assistance program is ending this November and plans are to schedule a meeting with the four Main Street committees in the fall to come up with work plans.

MAIN STREET UPDATES:

Promotion Committee: Scott Freeman reported that the DDA's Mission Statement is now on the web site.

Design Committee: Working on designs standards and conducted a bus tour to downtown Plymouth and Northville to study their downtowns.

Organization Committee: Considering holding a volunteer recognition event and a plan to thank businesses who have participated in the development of the downtown by recognizing them on a bulletin board or someplace visible.

ER Committee: Will be meeting on August 25th at 7 pm. to discuss a plan to gather survey type data for the downtown.

BOARD COMMENT

Board Member Vargovick asked about changing the time for the Trick or Treating at the Halloween Fun Festival, adding more evening events and the possible use of the Pavilion for the Trick or Treating with representation by business owners.

City Manger Pastue stated he will set up a meeting on August 17th with Career Directions and the Board to review the DDA Executive Director applications.

PUBLIC COMMENT

None

ADJOURNMENT

The meeting adjourned at 9:12 a.m.

Respectfully submitted,