

City of Farmington-Downtown Development Authority  
Special Meeting Minutes

8:00 a.m.

Tuesday

August 30, 2005

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

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

EXCUSED ABSENT:     Cowley, Grace, Kuiken

OTHERS PRESENT:     Interim Director Martin, Walt Gajewski

CONSIDERATION TO REVIEW COSTS AND REVENUES OF PAVILION  
GRAND OPENING WEEKEND

Board President Beamer turned the meeting over to Walk Gajewski, member of the Pavilion Committee, to present the planned events schedule for the Grand Opening weekend. Gajewski stated that the intent of the Grand Opening was not just to build a pavilion, but to launch and show the community what having a pavilion can do for the city of Farmington. The Friday night events were planned to acquaint the Board with what the Grand Opening would feature. A Special Invitation Preview night for Donors, Sponsors, Pavilion Committee, DDA and the City will include a dedication ceremony from 7-9 p.m. offering beer, wine, food and entertainment. They hope to sell 150 tickets at \$25.00 per ticket to bring in a total of \$3750. Tickets include door prizes donated by local businesses.

Saturday will mark the official Farmers Market opening featuring approximately 30 vendors and artisans and will run from 9 a.m. to 3 p.m. Events would consist of speakers, flag raising, ribbon cutting, entertainment and cooking demonstrations provided by John Cowley & Sons Irish Pub and the Gala restaurant. Fruits and vegetables would be purchased directly from the market vendors for use in the cooking demos. The evening hours would feature a Harvest Moon Celebration with an Oktoberfest theme. Cowley's will provide the menu and entertainment venue.

On Sunday, the Farmers/Artisans Market would be extended featuring music entertainment, a scarecrow building contest, picture booth, face painting and cider and donuts. Gajewski stated that Sunday's events would help to work right into the Halloween Fun Festival on October 29 and further into the seasonal Holiday Event. "Scarecrows Among Us" is the theme for the scarecrow contest headed up by Committee member Mary Burck and will hopefully be a big draw by placing the scarecrows around the City since Sunday may be the slowest of the three days. Burck also plans to have hats available for residents to decorate and wear. The hats and art supplies will be provided by a company called Arts & Scraps. A DDA information booth will also be set up at the pavilion.

Beamer then asked for questions or comments. Vargovick commented that the Committee has planned a great event and thanked all who worked on the plans. In answer to a question from Vargovick, City Manager Pastue responded that the reconstruction of the downtown center parking lot is right on schedule.

Gajewski stated the Committee is working on a promotional plan for press releases and placing a banner across Grand River to announce the Grand Opening weekend.

In answer to a question from Cassidy regarding volunteers, Interim Director Martin responded the Committee is in the process of determining how many volunteers are needed. She will pursue the use of high school students who wish to earn community service hours.

Batzloff asked if any spots were available in the pavilion for local businesses to participate. Martin responded there may be 2-3 spots which are being held open for artists offering products like soaps, oils and jewelry. Martin anticipates that the local businesses should benefit from the crowds. Beamer asked about outdoor sidewalk sales for the businesses near the pavilion. Gajewski responded that they are trying to eliminate the look of a garage sale.

Cassidy asked City Manager Pastue if the city ordinance regarding outside sales could be relaxed to allow sidewalk sales when the construction is completed and prior to the Grand Opening weekend. Pastue responded he will bring it to the attention of City Council. Discussion ensued regarding participation of all businesses in the pre-event and not just those adjacent to the pavilion/park.

Grand Opening Weekend Budget

Interim Director Martin presented a work plan and budget for the Grand Opening weekend listing costs and revenues. Estimated budget costs for the Friday/Saturday evening events, sponsorship cost items, Sunday events and scarecrow contest, entertainment, printing costs, advertising and merchandizing costs for all three days total approximately \$18,900. Total revenues from vendor booth charges, all ticket sales, GOTG donation, committed sponsorships, DDA contribution and sale of food and Farmers Market merchandise total an estimated \$16,050. This leaves a balance of minus \$2,850.

Clappison stated that he will be contacting Metrobank and Comerica Bank seeking their sponsorship. He also stated that he is working with Walt Gajewski on the cost of printing the FM logo on tee-shirts or sweatshirts from American Silk Screen Co.

MOTION by Clappison, supported by Cassidy, to approve up to \$14,000 toward the Pavilion Grand Opening Weekend to promote the Pavilion and Riley Park.

MOTION CARRIED, ALL AYES.

BOARD COMMENT

Ziegler questioned the City's contribution to the opening weekend and Pastue responded that nothing was budgeted at this time, but will discuss it with Interim Director Martin.

Batzloff suggested adding sponsors names on the back of the Farmers Market bags to absorb some of the cost in the purchase of the bags.

Beamer commented on the stress level some of the merchants who feel they are losing sales due to people leaving their vehicles parked on Grand River passed the parking restriction hours because of the construction; and what can the City do to alleviate this stress. Pastue commented he will speak with Council regarding relaxing the ordinance to accommodate businesses being able to continue their sales.

ADJOURNMENT

The meeting adjourned at 9:02 a.m. The next meeting will be a regular Board meeting on Wednesday, September 7, 2005 at 8 a.m.

Respectfully submitted,