



## FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

8:00 a.m.

Tuesday

May 9, 2006

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

ROLL CALL: Beamer, Clappison (arrived 8:25), Cowley, Freeman, Kuiken, Pastue, Schneemann, Vargovick, Ziegler

ABSENT: Batzloff, Cassidy

OTHERS PRESENT: Director Knowles, Mayor McShane

### CONSIDERATION TO APPROVE CONSENT AGENDA ITEMS

Motion by Ziegler, supported by Kuiken, to approve the regular minutes of 4-4-06, the Financial Statement and Bill Review Report as presented. **MOTION CARRIED, ALL AYES.**

### DIRECTOR'S REPORT

The Board accepted the Director's Report as presented.

### DISCUSSION OF CITY GOALS – MAYOR JOANNE MC SHANE

Board President Beamer welcomed Mayor McShane to the meeting. McShane distributed a handout outlining City Council goals. McShane suggested that the Board consider working with the Warner Mansion to promote the museum's Classical Brunch by displaying a poster and selling tickets for the brunch. The Mayor then went over Council's goals first stating the need to maintain a strong financial management of the City, which is being accomplished very efficiently by the City Manager and the City Treasurer. She also stated the importance of working together to develop and implement a comprehensive business retention and recruitment campaign, a community marketing campaign, initiate a planning platform to maximize ordinances/revisions, enhance ordinance enforcement, create corrective action plans regarding parking issues/perceptions; and maximize the utilization of City facilities/centers thereby increasing community-oriented events, activities and programs.

Mayor McShane stated that Historic Preservation is most important to the community. Board member Cowley asked for a clear definition of a "historic" building. Board member Schneemann suggested an historic survey be considered. McShane would like to see the promoting of the entire DDA district, which includes the businesses in the Village Commons, and not just the Downtown Center businesses. The City and the DDA need to communicate to developers what is available in the whole downtown. Beamer thanked Mayor McShane for her presentation stating he is pleased to see that Council's goals coincide with the goals of the DDA.

### PROMOTIONS COMMITTEE ORGANIZATIONAL STRUCTURE

The Pavilion Committee and the Promotions Committee have been working together to create an organizational structure change by transitioning the Pavilion Committee to become the

Farmington Farmers and Artisans Market (sub)Committee of the Promotions Committee and have come to an agreement. **Motion** by Ziegler, supported by Schneemann, to approve the proposed Marketing and Promotions Committee Organizational Structure and welcome the former Pavilion Committee membership as the Farmington Farmers and Artisans Market Committee. **MOTION CARRIED, ALL AYES.**

#### .ANNUAL FLOWER PLANTINGS - RECOMMENDATION TO ACCEPT PROPOSAL

Director Knowles submitted for Board review three proposals for installation and maintenance of annual flower plantings throughout the Downtown. Knowles recommended the Board accept the higher priced proposal from Liberty Street Gardens for \$18,500, stating their proposal includes daily watering as opposed to weekly watering from the other two proposals, which would make up for the increase in cost. Worry Free, Inc. of Royal Oak, MI offered daily watering at a cost of \$20,000 above the cost of the materials. Saxton Landscape, Inc. proposal did not state the kind of flowers that would be used. **Motion** by Cowley, supported by Ziegler, to accept the proposal from Liberty Street Gardens, 23361 Liberty Street, Farmington, MI, in the seasonal amount of \$18,500 to install and maintain annual flower plantings throughout Downtown Farmington. **MOTION CARRIED, ALL AYES.**

#### SIDEWALK SHOPPING ON MARKET DAYS

To encourage business participation in the Farmington Farmers and Artisans Market external to activities at the Pavilion, it has been suggested that the Authority seek Council's permission to allow sidewalk shopping on market days. Discussion followed on whether sidewalk shopping should be allowed every weekend or be offered only once a month, such as the 1<sup>st</sup> Saturday of each month so as not to lose its attractiveness to customers. Discussion continued on monitoring the displays for appropriate merchandise and making clear to the businesses that this would be considered sidewalk "shopping" as opposed to sidewalk "sales". Should the City approve this request, the following guidelines have been suggested for participation:

- Hours of operation would coincide with the market
- Require an agreement to participate
- No clearance or sidewalk sales, items not to be discounted
- Require appropriate display
- Require timely clean up of sidewalk

City Manager Pastue will consult with Council to consider approval of sidewalk shopping on market days.

**Motion** by Cowley, supported by Kuiken, to petition the Mayor and Council for permission to allow sidewalk "shopping" once a month in the downtown district, providing businesses sign an agreement to follow the appropriate guidelines. **8 Ayes, 1 Nay.**

#### FARMINGTON FARMERS & ARTISANS MARKET MERCHANDISE ORDER

The Farmington Farmers & Artisans Market Committee is requesting Board approval to purchase merchandise for resale at the Market. As requested, the Committee submitted four cost estimates. The Market Committee is recommending the purchase of 300 tee-shirts and 200 aprons, imprinted with the Market logo, from Reliance Group at an estimated cost of \$2,490.00, plus freight. This is an additional expense and was not allotted for in the Farmers Market budget. Board member Freeman suggested contacting the Market Committee to consider adding the Downtown Farmington logo on the merchandise. **Motion** by Freeman, supported by Cowley, to approve the Market Committee's request to purchase 300 tee-shirts and 200 aprons from Reliance Group at an estimated cost of \$2,490.00, plus freight. **MOTION CARRIED, ALL AYES.**

MARKET COMMITTEE'S REQUEST TO PURCHASE A PORTABLE COOK TOP FOR CHEF'S DEMOS ON MARKET DAYS

Although this item was not on the agenda, Director Knowles submitted a request from the Farmers Market & Artisans Committee for Board consideration to purchase a portable cook top for use in chef demonstrations on Market Days. Requirements and measurements for the cook top were submitted for a total cost of \$1600. Board member Cowley questioned whether permits from the Health Department would be needed for inspection of the equipment used for the cooking demonstrations.

Responding to a question from Vargovick, Director Knowles stated the cook top would be stored at the Pavilion. Beamer asked if the cost of a portable cook top was in their budget. Knowles stated it was not. Board member Schneemann requested more information on the materials and construction of the cook top. The Board concurred that more information is needed on materials used, a better description of dimensions, plus support for funding. **Motion** by Cowley, supported by Vargovick, to accept the proposal in concept, providing total acceptance by the Health Department; and requests the Committee resubmit another proposal on the quality of the grill. **MOTION CARRIED, ALL AYES.**

FARMINGTON PAVILION SITE FURNISHINGS

City Manager Pastue reported that previously City Council allocated \$10,000 to purchase movable tables and chairs for the Sundquist Pavilion and Riley Park. Council was comfortable leaving the decision with the Design Committee and the DDA Board with regards to style of equipment. The Design Committee met and recommended seating, with umbrellas. The cost for these tables and chairs would exceed the \$10,000 allocation. The City accepts its recommendation; however, the difference in price would need to come from another source, most likely the DDA. Pastue stated that if the DDA Board is comfortable with the concept and with providing the necessary funding for this improvement, he would meet with George Riley for his consent before proceeding. Board discussion followed with questions on customizing the color and the extra cost, plus whether the chairs could be separate from the table as opposed to stationary, thus allowing more flexibility for patrons to move to other areas of the park. Possible theft of the tables and chairs was also a concern. Steve Schneemann, Design Committee Chairperson, stated the committee discussed making seating available in the open park. He introduced the concept of brick islands strategically placed to accommodate the tables. Board member Vargovick suggested the Design Committee further research this expenditure. This item was **tabled** to allow the Design Committee and the DDA time to discuss extra funding from the Downtown Development Authority and to address security and storage issues related to the purchase of the tables and chairs.

MAIN STREET UPDATE:

- Promotions - Beamer reminded the Board of the upcoming Community Forum on Tuesday, May 16<sup>th</sup> at the Maxfield Training Center. The Main Street committees will be requested to forward a copy of their meeting minutes to the DDA Director.
  
- Economic Restructuring - Temporary no parking signs in designated areas will be installed the week of May 15.
  
- Design - The Committee would like to initiate a "historic survey" of non-residential property.
  
- Organization - No Update

BOARD COMMENT

It was suggested that the DDA participate in the Farmington/Farmington Hills Chamber of Commerce Golf Outing on June 13<sup>th</sup> either by donation or attendance. Motion by Cowley, supported by Clappison, to sponsor a "hole" at the F/FH Chamber of Commerce Golf Outing in the amount of \$185.

PUBLIC COMMENT

Becky Burns, owner of Farmington Bakery, commented on the "sidewalk shopping days" and suggested a workshop be held for the merchants on acceptable displays. Although in favor of the market, Burns was not happy with the Committee's handling of the vendors stating she and other vendors were not notified of their acceptance in the market in enough time to allow for extra staff and preparation of items for sale. She faults the Pavilion Committee and the newly appointed Market Master with negative feelings toward the vendors. She would like to see a Farmers Market subcommittee formed, reinstate all the original vendors, and remove Scott Stevenson as Market Master for lack of experience in running a farmers market. Beamer assured Ms. Burns that the Board acknowledges all of her concerns and suggested she work through Mike Fusilier, spokesman for the market vendors, to address these issues and bring them to the Market Master and the DDA Director. Beamer thanked Ms. Burns for her comments.

ADJOURNMENT

The meeting adjourned at 9:51 a.m. The next regular meeting will be held on Tuesday, June 6, 2006 at 8 a.m.

Respectfully submitted,