



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, April 3, 2007

The meeting was called to order at 8:00 a.m. by Vice-President Cowley.

ROLL CALL; Cassidy, Cowley, Freeman, Mazzoni, Pastue, Rock, Schneemann, Ziegler

ABSENT: Batzloff, Cornwell, Kuiken

OTHERS PRESENT: DDA Director Knowles

Cowley announced that Kuiken was absent because of the recent birth of a baby son.

CONSENT AGENDA ITEMS:

MOTION by Pastue, supported by Freeman, to approve the minutes of March 3, 2007 and to receive and file the Financial Report and Bill Review Report as presented. MOTION CARRIED, ALL AYES.

FARMERS MARKET STEERING COMMITTEE UPDATE

Mary Martin, representing the Farmington Farmers and Artisans Market Committee, provided an overview of the plans for the 2007 season, including operations, music and special events. A detailed schedule for the season was distributed. Ms. Martin further explained the festivities planned for Opening Day, May 12th and thanked the Marketing Committee for their coordinated efforts to promote the market.

401 AND 457 PLAN AMENDMENTS

Amendments have been proposed by ICMA-RC, administrators of the City's 401 Defined Contribution and 457 Deferred Compensation Plans, both of which are available to full-time DDA staff. The amendments add greater flexibility for contributions, disbursements, spousal protection and portability.

MOTION by Ziegler, supported by Rock, to approve the proposed amendments to the ICMA-RC 401 and 457 plan documents, as presented. MOTION CARRIED, ALL AYES.

MARKETING AND PROMOTIONS COORDINATOR JOB DESCRIPTION

Ms. Knowles presented a job description for the proposed position of Marketing and Promotions Coordinator. Funding for the position has been included in the 2007-2008 budget. The Coordinator shall be a liaison to the Main Street Marketing and Promotions Committee and shall

function in three areas: downtown marketing, special events and cooperative advertising/promotions. The anticipated salary range is \$40,000-45,000.00, depending on qualifications and experience. If approved, the process to recruit a suitable candidate shall be developed and implemented by the Marketing Subcommittee, with individual board input as requested.

MOTION by Pastue, supported by Ziegler, to approve the proposed job description for the position of Marketing and Promotions Coordinator. MOTION CARRIED, ALL AYES.

REQUEST FOR PROPOSALS: ANNUAL FLOWER PLANTING

Ms. Knowles presented a proposed Request for Proposals for Annual Flower Planting. The flower planting program this year shall consist of existing hanging baskets in and around the Pavilion, with an additional twenty baskets to be placed on Grand River and Farmington Roads. The Design Committee shall review the proposals and provide a recommendation after the proposals are received. To be added to the RFP is a renewal clause that will enable the board to extend a contract into another season with satisfactory performance.

MOTION by Schneemann, supported by Rock, to accept proposals for the annual flower planting program. MOTION CARRIED, ALL AYES.

MAIN STREET COMMITTEES UPDATE:

ECONOMIC RESTRUCTURING: Chairman Cowley informed that the Committee is researching software that will generate recruitment materials that can be customized to a particular recruitment target.

MARKETING AND PROMOTIONS: Interim Co-Chair Freeman reminded that Discover Treasures is scheduled for Saturday, April 28, 2007. In addition, the Committee is working with the Farmers Market Committee to promote the Farmers Market on Opening Day and during the season. A cooperative advertising effort with the Observer and Eccentric Newspaper is possible for Opening Day advertising.

DESIGN: Chairman Schneemann reported that discussions with MDOT concerning Grand River continue, aiming for approval by June 30, 2007. The Committee is working to review plans for improvements on Grove Street and to finalize work at the Pavilion that remains incomplete, including lighting, color scheme and audio. The Pavilion work is anticipated to be completed in June.

ORGANIZATION: Chairman Pastue advised that the Committee is working to finalize a revised Volunteer Application Form that will survey potential interest. The Committee is discussing as well opportunities to host a recruitment fair. Pastue added that the Committee has on its work plan two community forums, one of which could be to educate the public on the relationship with MDOT and Grand River.

BOARD COMMENT

Freeman encouraged board members to visit the web site for the Project for Public Spaces.

Rock reminded that spring clean-ups should be encouraged. Property owners need to step up to the task of keeping Downtown Farmington clean and attractive.

Cowley remarked on the closing of the Drake/Grand River Applebee's. This demonstrates that efforts to recruit additional restaurants will be challenging.

PUBLIC COMMENT

Councilman David Wright commented that he attended the meeting to observe the proceedings and to become educated about DDA efforts.

ADJOURNMENT

The meeting adjourned at 9:23 a.m. Next meeting will be Tuesday, May 1, 2007.

Respectfully submitted,

Annette M. Knowles