



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, June 5, 2007

The meeting was called to order at 7:35 a.m. by President Cowley.

ROLL CALL; Cassidy, Cornwell, Cowley, Freeman, Kuiken, Mazzoni, Rock,
Schneemann, Ziegler

ABSENT: Batzloff, Pastue

OTHERS PRESENT: DDA Director Knowles
Councilmen Buck, Wiggins and Wright

President Cowley discussed the new format for agenda items. Each committee now will provide a work plan update and address action items.

CONSENT AGENDA ITEMS:

MOTION by Ziegler, supported by Kuiken, to approve the minutes of May 1, 2007 and to receive and file the Financial Report and Bill Review Report as presented. MOTION CARRIED, ALL AYES.

PRESENTATION BY GEOFF GREENEISEN, TERRA LAND GROUP

Geoff Greeneisen, from Terra Land Group, was present to discuss the approach used by his company for redevelopment projects in downtowns. Highlights of the presentation are that developers meet the market demands, they don't create it; that demographics are key; that Terra's approach is to focus on residential development that attracts risk oblivious investors (those that are likely to commit at project launch, such as Generations X and Y and Post-War Urban Pioneers); that transition zones are the ideal sites for their projects; that cities/DDA can help pave the way by working with the developers, providing a timely process and assisting with recruitment for mixed use buildings; that, in the current market, the right price point is important; and that cities and developers can create partnerships.

Vincent Pastue entered the meeting.

ORGANIZATION COMMITTEE

WORK PLAN UPDATE:

The Organization Committee recently distributed the spring edition of the Main Street Messenger. Additionally, work toward revising the volunteer program is progressing, but at a slower pace than anticipated.

ACTION ITEMS:

The Tax Increment Financing Plan and its corresponding Development Plan expire in November, 2008. In order to secure reauthorization, the City of Farmington is required to follow a process described in Act 197 of 1975. The DDA, working with city officials, can examine and update the plans prior to initiating the reauthorization process through a study group.

MOTION by Ziegler, supported by Kuiken, to request that the Mayor and Council establish a study group that will examine the Tax Increment Financing and Development Plans, and related functions. MOTION CARRIED, ALL AYES.

DESIGN COMMITTEE

WORK PLAN UPDATE:

The Design Committee participated in a design charette to create specifications for lighting and paint detailing at the Pavilion. The specifications will be ready soon so that bids can be solicited. Additionally, the City has allocated funds for the purchase of park benches in Riley Park. The benches on either side of the fence openings in Riley Park will have a brick paver surround, with a short brick walk from the sidewalk. Chairman Schneemann requested that the DDA contribute funds to purchase the brick pavers in an amount not to exceed \$2,000.00.

MOTION by Cornwell to allocate \$2,000.00 toward the purchase of brick pavers to be installed in Riley Park in conjunction with the installation of benches. MOTION FAILED due to lack of support.

MOTION by Kuiken, supported by Freeman, to table the request for funds for brick pavers until July so that funds could be identified in the budget. AYES: Freeman, Kuiken, Pastue, Rock, Schneemann, Ziegler. NAYS: Cassidy, Cornwell, Cowley, Mazzoni. MOTION CARRIED.

It was noted that benches are to be installed prior to the Founders Festival and that if funds were not allocated until July, it could possibly delay installation.

MOTION by Ziegler, supported by Cornwell, to remove the request for funds for brick pavers from the table. AYES: Cassidy, Cornwell, Cowley, Mazzoni, Pastue, Rock, Schneemann, Ziegler. NAYS: Freeman, Kuiken. MOTION CARRIED.

The City of Farmington has allocated \$35,000.00 for items at the Pavilion. Funds for the brick pavers could be derived from that allocation, but the DDA may need to consider partial funding of Pavilion items as described in the work plan update once the allocation is depleted. Director Knowles reminded the Board that the DDA has been attempting to channel programs and projects through appropriate committees for budgeting purposes to ensure resources are allocated effectively and efficiently. The item of brick pavers was not included in the DDA budget for the current or proposed fiscal years.

WALKABILITY TASK FORCE:

Cornwell reported that the Walkability Task Force shall meet shortly and a proposed project listing has been generated.

ECONOMIC RESTRUCTURING

WORK PLAN UPDATE:

The ER Committee has researched firms that provide specialized services toward the development of recruitment materials. At its most recent meeting, the Committee met with MapInfo to discuss its products and services.

ACTION ITEMS:

The International Council of Shopping Centers is hosting its annual Idea Exchange on July 18 - 19, 2007. The Exchange provides an opportunity to discover current commercial real estate trends and to network with retailers, brokers and developers, among others. The ER Committee would like to send a contingent of representatives from Farmington.

MOTION by Cornwell, supported by Freeman, to authorize up to three (3) registrations to attend the ICSC Idea Exchange, funds to be derived from Business Development. MOTION CARRIED, ALL AYES.

The ER Committee presented a proposal from MapInfo for the development of marketing materials to supplement the 2006 Market Analysis. The materials shall consist of five (5) customized marketing packets, the composition of which shall be determined through MapInfo and the Committee.

MOTION by Kuiken, supported by Mazzoni, to accept the proposal from MapInfo to develop five (5) customized marketing packets, in the amount of \$7,500.00, funds to be derived from Business Development. MOTION CARRIED, ALL AYES.

MARKETING AND PROMOTIONS

WORK PLAN UPDATE

In the interest of time, a written copy of the work plan update was circulated. Keep in mind that the update pertains to the Marketing Sub-Committee of Marketing and Promotions. The Sub-Committee has been working with the Farmers Market Committee to complete marketing needs for the event. Additionally, the report contained comments on Discover Treasures, the Friday Evening Concert Series, new banners and other items.

ACTION ITEMS:

The Farmington IDeA Team has been working toward the fulfillment of an identity development project for the City and the Downtown. The IDeA Team has conducted focus groups and a preliminary analysis of the data, but is at the point where professional services are needed. The City is looking to the DDA to partner on this effort and to share equally in its cost, which is expected not to exceed \$40,000.00.

MOTION by Kuiken to table the request. MOTION WITHDRAWN due to lack of support.

MOTION by Cassidy, supported by Ziegler, to accept proposals for the preparation of an Identity Development Plan and to share costs equally with the City of Farmington, and to amend the 2007-2008 budget by reducing funds for Capital Improvements, Land and increasing funds for Professional Services by a corresponding amount, as determined when the proposal is awarded. MOTION CARRIED, ALL AYES.

FOUNDERS FESTIVAL

Director Knowles reported that \$2,000.00 was budgeted in fiscal year 2006-2007 for a sponsorship for the Founders Festival. Working with festival staff to determine the area of greatest need, it has been determined that the festival would like to dedicate this funding to decorating Downtown Farmington during the festival. The DDA would receive promotional benefits as part of the sponsorship.

MOTION by Ziegler, supported by Cornwell, to sponsor the Farmington Area Founders Festival in the amount of \$2,000.00, to be utilized for decorations in the Downtown, funds to be derived from Community Promotions. MOTION CARRIED, ALL AYES.

ADJOURNMENT

MOTION by Freeman, supported by Kuiken, that the meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting adjourned at 9:25 a.m. The next meeting will be Tuesday, July 10, 2007.

Respectfully submitted,

Annette M. Knowles