



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, July 10, 2007

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

ROLL CALL: Cornwell, Cowley, Kuiken, Pastue, Rock, Schneemann

ABSENT: Batzloff, Cassidy, Freeman, Mazzoni, Ziegler

OTHERS PRESENT: DDA Director Knowles
DDA Administrative Assistant Debbie Nogle

CONSENT AGENDA ITEMS:

MOTION by Kuiken, SUPPORTED by Rock, to approve the minutes of June 5, 2007 and to receive and file the Financial Report and Bill Review Report as presented. MOTION CARRIED, ALL AYES.

Cassidy joined the meeting at 7:37am.
Mazzoni joined the meeting at 7:38am.

ORGANIZATION COMMITTEE

WORK PLAN UPDATE:

President Cowley was searching for a board member to lead the committee with no success. He advised the Board he spoke to Mary Martin about chairing the committee. Mary Martin previously has done a stellar job for the City. She has agreed to take over the Organization Committee. The Organization Committee has been under-staffed in the last couple years and there has been a lack of volunteerism. The vision of the Organization Committee would be to gather all the information from the other committees then communicate this information forward through the newsletter. There will be a challenge for the committee to set some of the seminars during the course of the year that would facilitate education of the merchants, land owners and residents to stimulate volunteerism. The first priority is to double the volunteer base with at least 100 volunteers working on various projects with in the four committees.

ACTION ITEMS:

MOTION by Pastue, SUPPORTED by Kuiken, to appoint Mary Martin as the Committee Chair for the Organization Committee. MOTION CARRIED, ALL AYES.

DESIGN COMMITTEE

WORK PLAN UPDATE:

Mr. Scheemann advised the Board the concrete for the benches has been installed and should be ready for the festival. The committee completed some designs for the finishing touches on the pavilion and would need to get a bid package together for the paint and the lighting package. The walkability sub-committee had a meeting last month and discussed the idea of going before City Council and the public to introduce what the committee has been doing to date. There has already been some media coverage of the walkability committee and it would like to capitalize on the ground swell of support from the public. Cornwell has asked the members to review the outline and give input by the end of this week to prepare a packet for the City Council to review. Cornwell also stated he was concerned about the enthusiasm and progress because the committee only meets once a month. Annette Knowles suggested the committee wait to prepare a final recommendation until after the tech visit so that input suggested by Dan Burden may be included in the walkability work plan. Schneemann told the Board the first meeting was conceptual and the second meeting was to pinpoint specific goals. Cornwell stated the City needs to improve the walkability in downtown because it is strangling the businesses. Cowley gave his support to have this issue move forward and commended the committee. Pastue stated to the Board that there was a light agenda for the upcoming council meeting and the presentation could be included on that agenda. Annette Knowles confirmed Dan Burden will be in Farmington August 8, 2007, for the Walkable Audit. There would be a public presentation to summarize the results of the day.

ACTION ITEMS: None

ECONOMIC RESTRUCTURING

WORK PLAN UPDATE:

Kuiken advised the Board the Economic Restructuring Committee is continuing to crunch numbers on property acquisitions. If anyone is interested in real estate and numbers, please come to a meeting. The committee is trying to pull more parcel details together and is hoping to have something for the Board soon. Cowley told the Board there will be a lot of activity to ER in regards to financial strategy and redevelopment opportunities. ER is looking for individuals who can stand up and deliver a presentation to developers or to persons would be financially backing the projects. Cowley had five goals he wanted to accomplish in his first 90 days as President and is making progress. The first goal was to put 4 chairs in the committees in place. Kuiken is going to take ER in December, Schneemann will continue with Design and Mary Martin will chair Organization. The plan is to name the new marketing person as chair of Marketing and Promotions. Cowley announced his plans to name board members as DDA liaison to district businesses. Cowley discussed a new database for the DDA businesses. The old database consisted of excel spreadsheets. The new database will help to consolidate various spreadsheets into one database. Cowley suggested taking the 160 businesses and splitting them up and having each Board Member assigned 20 businesses to keep good communication between the Board and the businesses. The goal would be to touch base with the businesses once a quarter. Committee chairs may be excluded from this requirement.

ACTION ITEMS: None

MARKETING AND PROMOTIONS

WORK PLAN UPDATE:

Cowley asked the DDA to pay close attention during the Founders Festival in case there is a future conversation of taking it over. Sander's will be in the downtown during the FAFF. There were 65 resumes for the Marketing position, which will be narrowed down to 3-4 resumes for board review. Once the Board reviews the resumes then we will interview the individuals. Annette Knowles expressed to the Board that last winter there were some ideas of how we can do job better for the Holiday Lighting. In general some people felt the holiday decorations did not have the impact to create the holiday atmosphere in the downtown. Lighting of the trees would have more of an impact than what we have had in the past. Ms. Knowles contacted Tom Kladzyk from Holiday Lighting Service to review some of the DDA's options for putting up holiday lighting. Their approach is very unique; instead of wrapping the lights around the perimeter of trees they wrap them internally so it looks like the whole tree is glowing. LED's are more expensive by 2 1/2 times, but would last longer and are brighter. The mini lights only last approximately one year. James Kuiken raised a concern regarding LED's costs. Kuiken stated the budget does not support the LEDs.

ACTION ITEMS:

MOTION by Kuiken, SUPPORTED by Cornwell, to accept the Holiday Lighting Proposal from Holiday Lighting Service in the amount of \$16,700.00, funds to be derived from account 248-000.00-801.006, Seasonal Decorations and Gardening. MOTION CARRIED, ALL AYES.

ADJOURNMENT

MOTION by Pastue, SUPPORTED by Schneemann, that the meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting adjourned at 9:24 a.m. The next meeting will be Tuesday, August 7, 2007.

Respectfully submitted,

Annette M. Knowles