



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES

Tuesday, August 7, 2007

The meeting was called to order at 7:33 a.m. by Vice-President Freeman.

ROLL CALL: Batzloff, Cornwell, Freeman, Kuiken, Mazzoni, Pastue, Rock, Ziegler

ABSENT: Cassidy, Cowley, Schneemann

OTHERS PRESENT: DDA Director Knowles  
DDA Administrative Assistant Nogle

CONSENT AGENDA ITEMS:

MOTION by Kuiken, SUPPORTED by Batzloff, to approve the minutes of July 10, 2007 and to receive and file the Financial Report and Bill Review Report as presented. MOTION CARRIED, ALL AYES.

ORGANIZATION COMMITTEE

WORK PLAN UPDATE: Annette Knowles informed the Board the Organization Committee is working on the next Main Street Messenger and is waiting for text submittals from committee chairs and other parties. The Committee is pursuing the volunteer recruitment program. Some of the things coming up for Organization are community forums in cooperation with other committees. These forums are intended to educate the public about downtown issues.

Diane Cassidy entered the meeting at 7:45am

ACTION ITEMS: None

DESIGN COMMITTEE

WORK PLAN UPDATE: Board Member Cornwell informed the Board that he and Steve Schneemann met with the City Council on July 16, 2007. The Council endorsed the plan of improving the walkability in downtown. The Committee set an estimated time table of 90 days to try to implement the short term strategy issues. On the July 19, 2007, the committee met Bob Decorte and Chuck Nebus from Public Safety. Subsequently, the gentlemen took charge to find out a specific strategy to implement the short term objectives in the outline. There are a few challenges of exactly what you do and how some of the things we are trying to accomplish. The goal is to return to the City Council on August 20, 2007 and to invite representatives from Oakland County and MDOT. The Committee would make a presentation and ask for endorsement of the plan from as many people as possible. We would have a real consensus from the community. Mr. Cornwell also reminded the Board that Dan Burden will conduct a walkable audit tomorrow. Vince Pastue advised the Board the committee is finalizing some of the design for the dumpsters.

ACTION ITEMS: None

### ECONOMIC RESTRUCTURING

WORK PLAN UPDATE: Board Member Kuiken handed out an updated work plan. Kuiken stated they are currently working with Map Info for the development of recruitment packets and with staff on understanding available incentives. The Committee is investigating downtown urban living and is focusing on getting a consultant group together to understand what people look for if they want to live in a downtown area.

ACTION ITEMS: None

### MARKETING AND PROMOTIONS

WORK PLAN UPDATE: Board Freeman advised the Board that the Marketing Subcommittee is continuing to implement cooperative advertising opportunities. The DDA is working on hiring a Marketing and Promotions Coordinator. There are two current finalists and a recommendation for hire is expected soon. The Friday Night Concerts will be ending August 10, 2007; the average attendance has been around 500 citizens.

Steve Schneemann joined the meeting @ 7:59am

ACTION ITEMS:

The Board discussed tabling the acceptance of proposal for the Identity Development Project. The Board recommended reference checks of previous clients of North Star Destination Strategies and research regarding consultants offering comparable services.

MOTION by Rock, SUPPORTED by Ziegler to table the acceptance of proposal for the Identity Development Project in order to gather more information.

### ADJOURNMENT

MOTION by Rock, SUPPORTED by Kuiken, that the meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting adjourned at 8:44 a.m. The next meeting will be Wednesday, September 5, 2007.

Respectfully submitted,

*Annette M. Knowles*