



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
SPECIAL MEETING  
Tuesday, August 22, 2007

The special meeting was called to order at 8:03 a.m. by President Cowley.

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

ABSENT: None

OTHERS PRESENT: DDA Director Knowles

ACCEPTANCE OF PROPOSAL: IDEA PROJECT

This item had been tabled at the August 7, 2007 meeting for more information. The IDeA Project Team has recommended the acceptance of a proposal by North Star Destination Strategies, which was the highest bidder. Board members had asked for further reference checks and for more information about the existence of other community branding firms. Further research on these questions was conducted by staff and presented in written format.

Vincent Pastue departed the meeting.

MOTION by Mazzoni, SUPPORTED by Ziegler, to accept the proposal to develop a community brand print for Farmington from North Star Destination Strategies in the amount of \$58,900, the cost of which shall be shared equally by the City of Farmington, funds to be derived from Professional Services, and to authorize an amendment to the 2007-2008 budget to transfer funds from fund balance in the amount of \$10,000 to apply to the Professional Services account. MOTION CARRIED, ALL AYES.

RECOMMENDATION OF CANDIDATE FOR MARKETING AND PROMOTIONS COORDINATOR

The Marketing and Promotions Committee is pleased to recommend Judith Veresuk for the new position of Marketing and Promotions Coordinator. Ms. Veresuk's background and experience clearly qualify her for the position and the Committee is confident that she will flourish in the position. The Coordinator is expected to development and implement downtown marketing plans, to coordinate special events and marketing and to develop cooperative advertising campaigns.

MOTION by Ziegler, SUPPORTED by Kuiken, to authorize the Director to make an offer of employment to Judith Veresuk, at a salary of \$43,000 annually, with benefits in the form of health care with an opt-out provision, deferred compensation and accrual of personal time off, the offer to be contingent upon a satisfactory background check.

MOTION by Schneemann, SUPPORTED by Cornwell, to amend the previous motion to change the salary to \$45,000 annually. MOTION CARRIED, ALL AYES.

MOTION CARRIED the original motion as amended, ALL AYES.

ADJOURNMENT

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

The meeting adjourned at 8:45 a.m. The next meeting will be Wednesday, September 5, 2007.

Respectfully submitted,

*Annette M. Knowles*