



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Wednesday, September 5, 2007

The meeting was called to order at 7:33 a.m. by President Cowley.

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

ABSENT: Schneemann, Mazzoni, Kuiken

OTHERS PRESENT: DDA Director Knowles  
DDA Administrative Assistant Nogle

CONSENT AGENDA ITEMS:

MOTION by Freeman, SUPPORTED by Batzloff, to approve the minutes of August 7, 2007 and August 22, 2007 and to receive and file the Financial Report and Bill Review Report as presented. MOTION CARRIED, ALL AYES.

Schneemann entered the meeting at 7:31am

ORGANIZATION COMMITTEE

WORK PLAN UPDATE:

Board President Cowley explained "Project Connect" to the Board Members. Cowley would like the Board to be the Ambassadors to Downtown Businesses. One purpose of this project is to build the DDA's database and to obtain accurate records of all the businesses. Director Knowles passed out packets of the business districts and explained the strategy for "Project Connect" to each Board Member. Board Members who chair a committee will be excluded from the project.

ACTION ITEMS:

Each Board Member will contact the businesses in their district on a quarterly basis.

DESIGN COMMITTEE

WORK PLAN UPDATE:

Steve Schneemann advised the Board that the City Council approved the recommended proposal for the crosswalk at State Street as well as the consistent striping and signage. The committee is working on the dumpster enclosure package for 3 locations in the downtown. Pastue updated the Board regarding MDOT. Pastue explained he spoke to MDOT and the

proposal from them was to eliminate parking south of Grand River, which Pastue went on to state was unacceptable.

Mazzoni entered the meeting at 7:58am

**ACTION ITEMS:**

MOTION by Pastue, SUPPORTED by Cornwell,

WHEREAS, Downtown Farmington is perceived as not being pedestrian oriented; and

WHEREAS, the Farmington Downtown Development Authority felt addressing this issue is critical to the success of revitalizing Downtown Farmington and therefore established a "Downtown Walkability Committee"; and

WHEREAS, the Downtown Walkability Committee is comprised of Downtown merchants, public safety officials, city administration, DDA administration, traffic engineering professionals, residents, city council members, and DDA board members; and

WHEREAS, the Downtown Walkability Committee met on a number of occasions to discuss and evaluate alternatives to make Downtown Farmington more pedestrian oriented while simultaneously recognizing the need to move vehicles through the Downtown in a safe and efficient manner; and

WHEREAS, the Oakland County Main Street Program brought nationally recognized "walkability expert" Dan Burden to Farmington to audit and suggest improvements to Downtown Farmington; and

WHEREAS, as a result of the meetings and visit by Dan Burden, the Downtown Walkability Committee developed a series of recommendations utilizing the existing road geometric that involves the following:

1. Creating a new pedestrian crosswalk on Farmington Road just south of State Street,
2. Better delineating existing crosswalks with consistent and uniform road markings,
3. Placement of advanced warning signs and pedestrian crossing signs at the crosswalks, and
4. Utilizing "tent" signs at strategically located crosswalks; and

WHEREAS, the recommendations have been approved of the Downtown Walkability Committee, the Farmington City Council and the Farmington Traffic and Safety Board; and

WHEREAS, the Farmington DDA is requested to approve the recommendations submitted by the Downtown Walkability Committee.

NOW, THEREFORE BE IT RESOLVED that the Farmington DDA hereby supports the recommendations submitted by the Downtown Walkability Committee.

MOTION CARRIED, ALL AYES.

## ECONOMIC RESTRUCTURING COMMITTEE

### WORK PLAN UPDATE:

The ER Committee is researching possible incentives for downtown businesses for retaining tenants within the downtown.

ACTION ITEMS – None

## MARKETING AND PROMOTIONS COMMITTEE

### WORK PLAN UPDATE:

Cassidy distributed a written summary of the activities of the Committee. Members are working on the IDEa Project, some cooperative advertising efforts and the Harvest Moon Celebration. Another round of interviews is planned for the position of Marketing and Promotions Coordinator.

Knowles and Cowley will be meeting with Kathleen Donnelly next week to assess the concept of the DDA taking over the Founder's Festival in 2008.

### ACTION ITEMS:

MOTION by Cornwell, SUPPORTED by Ziegler, RESOLVED, that the organization, through its duly authorized officers, make application to the MLCC for a Special License for the sale of either Beer and Wine, or Beer, Wine and Spirits, for consumption on the premises to be in effect on the following days: October 5, 2007, at the following location and address:

Location Name: Walter E. Sundquist Farmington Pavilion

Address: 33113 Grand River Avenue

This location in the City of Farmington, County of Oakland.

Outdoor Location: Yes

Type of Event: Dance

MOTION CARRIED, ALL AYES.

## ADJOURNMENT

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

The meeting adjourned at 8:30 a.m. The next meeting will be Tuesday, October 2, 2007.

Respectfully submitted,

*Annette M. Knowles*