



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, June 3, 2008

The meeting was called to order at 7:36 a.m. by President Cowley

ROLL CALL: Cornwell, Cowley, Pastue, Schneemann, Ziegler

ABSENT: Freeman, Kuiken, Mazzone, Rock

OTHERS PRESENT: DDA Executive Director Knowles
DDA Administrative Assistant Nogle
DDA Marketing & Promotions Coordinator Wolter

CONSENT AGENDA ITEMS:

MOTION by Schneemann SUPPORTED by Ziegler to approve the minutes of May 6, 2008, and to accept and file the April Financial Report and the Bill Review Report as presented. MOTION CARRIED, ALL AYES

Mazzone joined the meeting at 7:37a.m.

ORGANIZATION COMMITTEE

UPDATE: Cowley informed the Board that the Organization Committee will host a volunteer recruitment booth at the Farmers Market on Saturday, June 7th. Knowles was happy to announce that Alisa Logsdon will be the new volunteer coordinator. The final draft of the Main Street Messenger will be available for review early next week, with an estimated distribution to be 8,700.

ACTION: None

DESIGN COMMITTEE

UPDATE: Schneemann advised the Board that Design will be working with the Planning Commission to integrate the Downtown Master Plan into the overall City Master Plan. Knowles reminded the Board that TIF brainstorming sessions are scheduled during the Design Committee meeting on Thursday, June 5 at 7:30am and at the ER Committee meeting on Tuesday, June 24 at 7:00 pm. The sessions are intended to identify potential projects that the DDA might fund. The dumpster enclosures are under construction.

ACTION: None

ECONOMIC RESTRUCTURING

UPDATE: Cowley informed the Board ER is working with MapInfo on targeted business recruitment packages as well as a presentation for the return on investment.

ACTION: None

MARKETING & PROMOTIONS

UPDATE: Knowles informed the Board the Discover Treasures was a success, but unfortunately this would be the last year for the event due to budget considerations. Farmers market has been running fairly well with attendance being high the first couple weeks. The Marketing Committee is planning an event for July at the Farmers Market. Knowles will approach the Public Safety Director Chuck Nebus to possibly pay an officer overtime to help with traffic at the cross walk. Krista Wolter spoke to the Board advising them about the Streetscape promo campaign. Due to the transition of office personnel and the upgrade of the office computer system the Marketing and Promotions committee and staff felt that this was the appropriate time to evaluate the existing web hosting service. After evaluation we concluded that the current conditions were out of date and that more user friendly solutions are available.

ACTION: MOTION by Ziegler, SUPPORTED by Pastue, to Accept proposal from Revize for Web Content Management Monthly Subscription. Funds for year one of service will be derived from Telecommunications, Account 248-000.00-801.000. A one-time start up fee will be derived from Professional Services, Account 248-000.00-801.000. MOTION CARRIED, ALL AYES.

BOARD COMMENTS

Cowley would like to see Board Members to man the booth at the Farmers Market. Cowley passed out a schedule template and requested that the Administrative Assistant email to all the Board Members to fill in a time they would be available.

ADJOURNMENT

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

The meeting was adjourned at 8:55a.m. The next meeting will be Tuesday, July 1, 2008.

Respectively submitted,

Annette Knowles