



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Monday, October 24, 2011
Conference Room A . Farmington City Hall

The meeting was called to order at 6:04 p.m. by President Rock.

ROLL CALL

PRESENT: Andrade (6:18pm), Cornwell, Frost, Gajewski (6:07pm), Higgins, Jewett, Rock, Wasen (6:19pm)

ABSENT: Buck, Cowley, Schneemann

OTHERS PRESENT: Executive Director Knowles
Administrative Assistant Nogle
Events Planner Bloom

CONSENT AGENDA ITEMS

MOTION by Frost, SUPPORTED by Jewett

RESOLVED, that the board approves the regular minutes of September 26, 2011 and the Special Minutes of October 11, 2011 and October 13, 2011, and accepts and files the September Bill Review, as presented. MOTION CARRIED, ALL AYES.

September, 2011 FINANCIAL REPORT

MOTION by Andrade SUPPORTED by Jewett

RESOLVED, that the board approves the financial report for September, 2011, as presented. MOTION CARRIED, ALL AYES.

Bloom will work with the Finance Department to develop event-specific reports for improved understanding.

HARVEST MOON CELEBRATION SUMMARY REPORT AND HOLLY DAYS PREVIEW

Bloom reported that the feedback on the Harvest Moon Celebration has been positive. This year's format . wine taste, Harvest Moon Dance and family day . seem to work well. To date, the revenue received was about \$44,500 and expenses were \$29,200, not including related staff costs. The response from the 2011 Event Feedback Survey was very successfully with around 240 returned. A database has been created to help give a better interpretation of the residential feedback. Lastly, plans for Holly Days, December 3 and 4, are progressing. The event will feature visits with Santa, a greens and gifts market and stories with Mrs. Claus, among other activities.

WORK PLAN UPDATES

Executive Director . Knowles stated that we are waiting for comment from the Road Commission of Oakland County on additional data that was supplied for the traffic analysis on Farmington Road. A November meeting is expected. The freshly-resurfaced Masonic Lodge parking lot is now open for public use. Businesses on the north side of Grand River, closest to the Masonic Lot, are encouraged to instruct employees to park there. A crew soon will be conducting maintenance on the

holiday lighting. Knowles and Jewett will meet to discuss the remaining year plans of the Promotion Committee. The Main Street Messenger, winter edition, will be going to the printer this week. The focus of the edition is people . volunteers and staff . who make Downtown Farmington happen. Knowles will continue collecting business surveys. The project will take longer that previously imagined due to multiple requests and follow-up calls to many businesses.

Design . The committee met recently with a representative from the Masonic Lodge to discuss ideas for signage. Additionally, the committee looks forward to reviewing soon the draft conceptual plan for a streetscape project on Farmington Road, for which it is the intent to apply for grant funding.

PROPOSED REVISION TO DOWNTOWN MASTER PLAN

Property owners of the Downtown Farmington Center conveyed that an issue that hinders its ability to recruit new tenants is the existence of a parking structure in the Master Plan. The Design Committee considered this issue at its last meeting and concluded that, because there are no immediate plans to construct such a facility, it would support an effort by the Planning Commission to remove the structure from said plan. The area should remain on the plan as designated for parking.

MOTION by Higgins SUPPORTED by Cornwell

RESOLVED, that the board authorizes the preparation of a communication to the Planning Commission which requests that the Commission examine the removal from the Downtown Master Plan of the proposed parking structure and which outlines the rationale for the request.

MOTION CARRIED, all Ayes.

Organization . The October 11, 2011 Combined Committee meeting was a success. Many attendees would like to meet biannually or quarterly. The Organization Committee will start planning the volunteer appreciation.

Promotions . The next Promotions meeting is 6:30pm on November 9, 2011 at the DDA office.

Economic Restructuring . Frost informed the board about conversations that he, and others, have pursued with certain downtown property owners, including KIMCO and the Center Holding Company. Options are being considered to more clearly identify design-related opportunities in the areas that surround these buildings, including the Grove Street project, a walkway through the KIMCO center and other parking improvements, which are consistent with the Master Plan.

PROPOSAL TO PROVIDE CONCEPTUAL DESIGN ANALYSIS

MOTION by Higgins, SUPPORTED by Gajewski

RESOLVED, that the board accepts the proposal, dated October 13, 2011, from S3 Architecture to provide a Conceptual Design Analysis of the Downtown Farmington Center/KIMCO parking area, in an amount not to exceed \$5,900.00, funds to be derived from 248-759.00-880.015, Business Development.

MOTION CARRIED, all Ayes.

BOARD COMMENT

Higgins suggested that an ad hoc committee be formed with the charge of working with the City Treasurer to develop alternate financial reports that meet the concerns expressed by the board. In essence, he believes a statement of profit or loss is needed for event cost centers. Wasen and Higgins agreed to part of the committee, Jewett recommended an additional candidate, whom she will contact.

The board discussed the future use of Riley Park. Based on discussion at the October 13, 2011 work session, the board would like to accept proposals for the replacement of the sod, weather permitting.

MOTION by Gajewski, SUPPORTED by Higgins
RESOLVED, that the board authorizes the acceptance of proposals to install replacement grass in the interior of Riley Park, and
BE IT FURTHER RESOLVED, that the board authorizes the Executive Director to accept the proposal from the lowest responsible bidder, funds to be derived from the Founders Festival cost center.
MOTION CARRIED, all Ayes.

ADJOURNMENT

MOTION by Wasen SUPPORTED by Frost
RESOLVED, that the meeting be adjourned.
MOTION CARRIED, all Ayes.

The meeting was adjourned at 8:26pm.

The next regular meeting will be on Monday, November 28, 2011, at 6:00 p.m.

Respectively submitted,
Annette Knowles