



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

SPECIAL MEETING – EXECUTIVE COMMITTEE

Saturday, January 17, 2015
Conference Room A, City Hall

The meeting was called to order at 12:37p.m. by President Andrade.

ROLL CALL

PRESENT: Andrade, Greer, Key, Murphy, Platzke

ABSENT: Buck, Gallagher, Galvin, Higgins

OTHERS PRESENT: Annette Knowles, Asst. to City Mgr./DDA Exec. Dir.

PUBLIC COMMENT

No public comment was heard.

2015-16 WORK PLANNING

Robert Donohue, Main Street Oakland County, discussed the evolution of the work-planning process and the paradigm shift anticipated at the national level at the Main Street Center. Main Street will not abandon the four-point approach of organization, design, economic restructuring and promotions, but is trending to permit communities to work plan based on projects versus standing committees. Each project would have a champion responsible for assembling a team, creating a project work plan and completing the project, with board approval.

Knowles distributed a copy of the current work plan, with modification to show how it might look converted to a project-based plan with a project champion.

The Executive Committee then prioritized the following projects for presentation to the full board at its February 4, 2015 meeting.

- Infrastructure – parking wayfinding, Farmington Road Streetscape – Promotion Campaign (if given a green light for 2016), maintenance and public utilities, holiday decorations
- Downtown marketing – a comprehensive communications plan which includes an ad series in partnership with the City, web site and social media, directories – print, kiosk or phone app, printed newsletters and press releases; Ladies Night Out, Small Business Saturday, 2017 Art on the Grand, RhythMZ in Riley Park, Harvest Moon Celebration, Volunteer Management and Appreciation

- Business Development – business recruitment, business assistance with marketing information or through the Oakland County Business Center for retention, redevelopment projects (as opportunities arise)
- Miscellaneous – Block Captains

New projects to be added or proposed include Innovate Farmington, a First Fridays effort, Inside:Out Promotion Campaign, Capital Projects, which may involve a design charette compliments of MSOC, parking advisor to City Committee, Historic District Amendment and Historic Education, which may involve a guided walking tour featuring downtown’s historic properties.


Knowles will prepare a draft work plan project listing for the board meeting, when items will be discussed and champions identified. Without a champion, projects are subject to elimination. Champions were identified for several projects, all of which will be noted on the draft that will be prepared for the board.

ADJOURNMENT

MOTION by Platzke, SECONDED by Greer
RESOLVED, that meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting was adjourned at 2:29p.m.

Respectively submitted,



Annette Knowles,
Assistant to the City Manager/DDA Executive Director