



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Wednesday, February 11, 2015
Conference Room A, City Hall

The meeting was called to order at 6:00 p.m. by President Andrade.

ROLL CALL

PRESENT: Andrade, Buck, Gallagher, Higgins, Key (6:05p.m.), Murphy, Platzke

ABSENT: Galvin, Greer

OTHERS PRESENT: Annette Knowles, Asst. to City Mgr.
Vincent Pastue, City Manager

CONSENT AGENDA ITEMS

MOTION by Gallagher, SECONDED by Buck

RESOLVED, that the board accepts and files the corrected minutes of December 3, 2014, the regular minutes of January 7, 2015, the special minutes of January 17, 2015, the January Invoice Distribution and the December Financial Report, as presented. MOTION CARRIED, ALL AYES.

PUBLIC COMMENT

Diane Cassidy, Salon Legato, presented a petition that pertains to parking management in the North Lot. The petition asks that a permanent parking commission be established, that parking fines be increased based on a sliding scale, that a surcharge on tickets at the Civic Theater be enacted (or dedicate revenue to parking) and that fees and fines be used to fund an enforcement official.

Key entered the meeting.

MOTION by Higgins, SUPPORTED by Key

RESOLVED, that the board accepts the petition, consents to forward the petition to the existing ad hoc committee and supports making short-term, intermediate, and long-term solutions to parking in the north lot a priority.

MOTION CARRIED, ALL AYES.

FAÇADE IMPROVEMENT PROGRAM #12-01: FINAL PAYMENT TO MANIFOLD VENTURES

Manifold Ventures applied for and was granted façade incentive funding not to exceed \$160,000 in April, 2012. Since that time, the majority of the projected work has been completed, with a progress payment of \$120,000 made. Given the length of time since the initial approval and the desire to close out the project with the fiscal year end, staff requested the grantee to submit all materials necessary to process a final payment. To date, \$147,227.73 in grant-eligible funds have been expended.

It is noted that some items for which the grantee has submitted for reimbursement and all required documentation remain incomplete (tension awnings, painting tension awning poles, façade in front of former Bargain Books). Final payment will not be released until such a time that the items are addressed and necessary documentation is received.

MOTION by Key, SECONDED by Higgins

RESOLVED, that the board approves payment #2 for the Façade Incentive Program #12-01 to Manifold Ventures in the amount of \$27,227.73, funds to be derived from Capital Outlay, Account Number 249-000.00-970.000, for exterior improvements to the property commonly known as the Groves Retail Center, conditioned upon completion of the project as approved in addition to submittal of all required documentation. MOTION CARRIED, ALL AYES.

10-YEAR PROJECTION OF OBLIGATED FUNDS

Upon request during a previous meeting, Knowles prepared a 10-year projection of approved financial obligations so that board is more clearly aware of its financial status. Each year over the next ten, about \$110,000.00 in funds from the Tax Increment Financing fund are pledged to cover debt and must be allocated before any other funds are programmed. Additionally, the city has extended a loan to the DDA for its purchase of property at 33200 Grand River Avenue. With the recent sale of said property to Los Tres Amigos and rent payment received, the principal on that loan will be mostly satisfied. Other related commitments and funds pledged for various projects already have been collected, transferred or otherwise expended.

PROPOSED WORK PLAN FOR FY2015-2016

A discussion was held concerning the proposed work plan for the fiscal year which begins July 1, 2015 and ends June 30, 2016. The Executive Committee met in January to develop a project-based work plan, based on guidance from Main Street Oakland County. It is expected that the more formal Main Street Committees will be replaced by project committees and that the frequency of their meetings shall be diminished. Multiple points may apply to each project instead. A board member lead or liaison will be a requirement for any project.

The project list is based on the core themes of Infrastructure, Marketing and Business Development, as in previous years.

The following table is intended to outline the work plan, with a board member identified for those projects without a designated staff person:

Project	Champion
Infrastructure	
Parking Wayfinding	Gallagher
Farmington Road - Promo Campaign (Spring, 2016)	Knowles
Maintenance and Public Utilities	Knowles
Inside:Out Promo Campaign w/City	Gallagher/Key
Riley Park Ice Rink – Promo and Special Events	Andrade
Parking Advisor	Gallagher
Historic District Amendment	Knowles
Historic Education – Guided Walking Tour	Key
Holiday Décor	Gallagher

Downtown Marketing	
Communications Plan	
Press Corps	Platzke
Main Street Messenger	Platzke
Ad Series w/City – Prosper, Chamber Guide	Knowles
Web Site and Social Media	Knowles
Business Directories – Print, Kiosk and Mobile	Knowles
Ladies Night Out	Greer
Small Business Saturday – Downtown Open House	Greer
Art on the Grand (2016)	Knowles
Rhythmz in Riley Park	Knowles/Contractor
Harvest Moon Celebration	Andrade
Volunteer Management & Appreciation	Andrade
Business Development	
Innovate Farmington	Buck/Higgins
Recruitment	
For Sale or Lease Property Data Collection/Promotion	Murphy/Buck
Retention	
First Friday/Alive After 5 (Extended Store Hours)	Murphy
Business Assistance	Murphy/Buck
Redevelopment Capital Project	Knowles
The Orchards – Phase II	
Miscellaneous	
Block Captain	Platzke
Fundraising Project	Buck

The next step in the work planning process is to develop a proposed budget, which will be presented at the March board meeting.

WORK PLAN UPDATES

The Organization Committee is working on the annual volunteer celebration, which is scheduled on Wednesday, March 11, 2015.

The Design Committee is reviewing a signage and wayfinding package that includes both city and downtown signage.

The Promotions Committee canceled Restaurant Week due to insufficient participation, however discussions about the popular Ladies Night Out will begin soon. The business locator map update will commence once the weather turns for spring.

Under Business Development, the Innovate Farmington monthly meet ups are growing. Membership in the group nears 200. March’s meet up will be held at John Cowley & Sons. It was suggested that Economic and Community Development Director Kevin Christiansen may be invited to a meet up to talk up the community as a business location.

BOARD COMMENT

Buck distributed a sample parking survey instrument for completion by North Lot employees, which he will introduce at the ad hoc parking committee meeting.

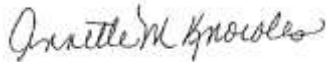
ADJOURNMENT

MOTION by Gallagher, SECONDED by Murphy
RESOLVED, that meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting was adjourned at 7:50p.m.

The next regular meeting will be on Wednesday, March 4, 2015 at 6:00 p.m., in the Conference Room at City Hall.

Respectively submitted,



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