



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Monday, August 27, 2012
Conference Room A – Farmington City Hall

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

ROLL CALL

PRESENT: Andrade, Buck, Frost, Rock, Schneemann, Wasen

ABSENT: Cornwell, Greer, Higgins

OTHERS PRESENT: Annette Knowles, Executive Director
Janet Bloom, Events Planner (6:20pm)
Chris Weber, Finance Director

CONSENT AGENDA ITEMS

MOTION by Frost, SUPPORTED by Wasen

RESOLVED, that the board approves the regular minutes of July 23, 2012, as amended, and accepts and files the July Preliminary Financial Report and the July Invoice Distribution, as presented. MOTION CARRIED, ALL AYES.

FINANCIAL REPORTS FOR END OF FISCAL YEAR 2011-2012 AND SECOND QUARTER CALENDAR YEAR (EVENTS)

Chris Weber, Finance Director, briefed the board concerning the end of year financial statement for fiscal year 2011-2012. The report is subject to minor final accounting adjustments. Total revenue for all cost centers was \$897,797.54 (99.4% of budget) and total expenditures for all cost centers were \$869,300.50 (97.18% of budget).

Weber reviewed the second quarter calendar year report for events-only cost centers, through June 30, 2012. As of June 30, 2012, the events are operating at a loss of \$25,019.00. However, revenue from the Founders Festival is not reflected in the totals.

The next quarterly report will occur at the October board meeting.

MOTION by Wasen, SUPPORTED by Buck

RESOLVED, that the board accepts and files the Financial Report for End of Fiscal Year 2011-2012 and the second quarter calendar year report for events.

MOTION CARRIED, ALL AYES.

PROPOSED CALENDAR YEAR 2013 EVENTS SCHEDULE

Knowles represented the proposed calendar of events for 2013. The board will be asked to approve the event dates at this time, such that a request for approval can be submitted to the honorable mayor and council at their September meeting. Should changes be required based on factors unknown at this time, staff will return for resolutions to amend the schedule.

- Farmington Farmers & Artisans Market, Saturdays, May 4 through November 23, 9am-2pm
- Art on the Grand, Saturday and Sunday, June 1-2, Times to be determined
- Rhythmz in Riley Park, Fridays, June 7 through August 23 (except July 19), 7-8:30pm
- Downtown Farmington Founders Festival, Friday and Saturday, July 19-20, Times to be determined; with Thursday, July 18, pre-event activity
- Harvest Moon Celebration, Two-Day Event (subject to 2012 results), Thursday-Friday, September 26-27, or Friday-Saturday, September 27-28, Times to be determined
- Holly Days, Friday, December 6 (possible lighted parade), Saturday, December 7, Times to be determined

MOTION by Andrade, SUPPORTED by Wasen

RESOLVED, that the board approves the proposed 2013 calendar of special events, as presented, and authorizes staff to request permission of the City Council to approve same.

MOTION CARRIED, ALL AYES.

EVENT UPDATE – FOUNDERS FESTIVAL AND HARVEST MOON CELEBRATION

Bloom outlined the plan for the Harvest Moon Celebration, which includes the Beer & Wine Tasting, Harvest Moon Dance, Harvest Market/Family Day and the new Farm to Table Dinner. Ticket sales are going well. The children's activities during the Harvest Market will be moved to Memorial Park.

Feedback regarding the Founders Festival has been favorable. Revenues were down, \$200,000 to date, largely because of reductions in sponsorships and vendor fees. Expenses were reduced as well, such that the event is poised for a small profit. As promoted, approximately \$10,000.00 of these funds will be used to purchase holiday decorations for the downtown. Getting a head start on 2013 will prove beneficial. The year 2014 marks the fiftieth anniversary of the festival. A separate committee will be formed to plan this event.

WORK PLAN UPDATES

Knowles updated the board on several projects. The conceptual plan for the Farmington Road Streetscape is complete, such that we are able to start progress on the preparation of the grant application. We are attempting to connect with the grant advisor at MDOT. The acquisition of Dimitri's is complete. The process to split the lot is underway. Interest has been brisk. It is expected that the Executive Committee will meet prior to the end of the month to entertain several proposals. A special meeting of the board may be planned in the event that the Executive Committee is ready to make a recommendation. Volunteers are making terrific progress on projects such as the Wish List Window, winter window decorating and business component of the scarecrow contest. A volunteer pep rally is planned for the Harvest Moon Celebration on Tuesday, September 11. The fall edition of the Main Street Messenger is targeted for distribution on November 14. We are filling up the developer luncheon series; however, if anyone has a connection they are willing to share, we will make contact. A business owner gathering is planned for Thursday, September 13, in the evening.

The Design Committee finalized its work with the Farmington Road Streetscape. The next project to review is a small improvement project on Warner Street.

The Organization Committee is planning a joint committee meeting on Tuesday, October 9. More details are forthcoming. The Committee is considering forming a fundraising component or sub-committee.

BOARD COMMENT

President Rock is completing the annual performance evaluation for Annette Knowles. Please supply your comments for inclusion.

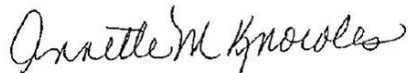
ADJOURNMENT

MOTION by Schneemann, SUPPORTED by Andrade
RESOLVED, that the meeting be adjourned.
MOTION CARRIED, ALL AYES.

The meeting was adjourned at 8:08pm.

The next regular meeting will be on Monday, September 24, 2012, at 6:00 p.m.

Respectively submitted,

A handwritten signature in cursive script that reads "Annette M Knowles".

Annette Knowles,
Executive Director