



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
SPECIAL MEETING – WORK SESSION
City Hall, Conference Room A

Saturday, March 10, 2012

A special meeting of the Farmington Downtown Development Authority was called to order by President Rock at 10:11 a.m.

Present: Andrade, Buck, Cornwell, Frost, Rock, Schneemann

Absent: Higgins, Wasen

Also Present: Annette Knowles, Executive Director

Review of Mission and Vision Statements

A review of these statements should be conducted annually to ensure continued appropriateness and applicability. The board concurred with including language that incorporates the core themes into the work plan, to be effective upon the completion of the new DDA Business Plan. The new mission statement shall read:

The mission of the Farmington Downtown Development Authority is to promote and enrich a vigorous downtown business and residential district while retaining and enhancing our Main Street atmosphere through activities that strengthen its business base, foster community interaction, enhance its functionality and visual appearance, and ensure walkability to and within the downtown area.

Comprehensive Work Plan for 2012-2013

In preparation for a 2012-2013 work session, Knowles met on two occasions with the Executive Committee to update the work plan and to discuss new opportunities.

The result of that process is presented. With estimated budget numbers available, the board will need to discuss the proposed plan and make suggestions for revisions.

Under the core theme of *Downtown Marketing (Events + Promotions)* proposed projects include maintenance and utilities and holiday decorations. The hanging flower baskets will remain unfunded. Additionally, funds are requested for an annual marketing plan (including branding, advertising, the web site and business locator maps/kiosks), volunteer management and public information. As part of the holiday decorations, the Executive Committee proposes allocating proceeds from the cover charge from Saturday evening to cover lighted vignettes. Business and/or property owners will be encouraged to participate in the scarecrow display and winter window decorating via a contest, the prize of which shall be a free advertisement in the newsletter.

The board discussed holiday lighting and would like to consider replacing the Loyal Customer Card with a smart phone application. The board requested that the ad series is Prosper and A-Source be reevaluated, as the funds may be better spent promoting the town in a more targeted and less passive manner.

No discussion about events was included in this work session as they are on target to minimally break even and no TIF or PSD funds will be used to support the events, nor the staff needed to implement them.

Under the core theme of *Walkable Infrastructure Improvements*, the proposed projects include continued preparation for a possible streetscape on Farmington Road, and implementation of parking management and improvement strategies. The intent is to create a pool of capital outlay funds which may be utilized to cover any of these projects as they move through the planning process.

The board discussed the creation of using fund balance categories of assigned or committed funds to allocate funds in excess of the recommended balance of twenty percent (20%) of the total budget, which may be combined with the capital outlay account.

Under the core theme *Business Development*, we propose the inclusion of a third objective, as follows:

Support business improvement programs that enrich entrepreneurship, including one-on-one counseling services, using both fiscal and human resources.

The projects proposed under this core theme include façade, sign and redevelopment incentives, in addition to the build-out loan program. Funds for these projects would be derived from the same pool of funds described previously. Funding for business recruitment and retention will be increased and may be used for recruitment and retention specific items and consultative services that help expand the knowledge base of the business community.

The board concurred with moving forward as described, with suggestions already noted.

The next step in the process is the development of the budget in accordance with this direction provided.

DDA Business Plan Discussion

Knowles compiled, distributed and reviewed the results of the SWOT analysis from the board and council members that responded. Strengths were categorized as people and activities. Weakness areas pertain to structure, service delivery and outreach. Opportunities include organizational capabilities, business development focus, creation of partnerships and relationships and external forces. Threats involve financial, leadership, economic and other factors.

The Executive Committee will take charge of the creation of the business plan once we have gained sufficient board input on certain touch points. The discussion of core themes and organizational structure will complement the SWOT analysis results.

The board discussed briefly the proposed 2-mill levy for economic development purposes.

The last two items on the agenda shall be deferred until the Monday, March 26, 2012 board meeting.

Comment

Mayor Buck complimented today's process and discussion.

Motion by Andrade, Supported by Buck
RESOLVED, that the meeting be adjourned.
Motion carried, all ayes.

The retreat was adjourned at 1:11 p.m.

Respectfully submitted,

