



Regular Meeting
6 p.m., Wednesday, Dec 13, 2017
Conference Room
23600 Liberty Street
Farmington, MI 48335

REGULAR AGENDA

- 1. Roll Call**

- 2. Approval of Items on Consent Agenda**
 - a. Financial Report**
 - b. Minutes: October 4 Meeting**
 - c. Minutes: November 1 Meeting**

- 3. Approval of Regular Agenda**

- 4. Public Comment**

- 5. Financial Snapshot**

- 6. Community Events Calendar**
 - a. 2017 Event Calendar SPECS**
 - b. DRAFT 2018 Event Calendar SPECS**
 - c. DRAFT Resolution Calendar of Events 2018**

- 7. Work Plan**
 - a. Fiscal Year 2017-2018**
 - b. DRAFT Fiscal Year 2018-2019**

- 8. Other Business**

- 9. Executive Director Update**

- 10. Board Comment**

- 11. Adjournment**

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 000.00							
248-000.00-853.000	TELECOMMUNICATIONS	TDS	248 442 0105	11/22/2017	11/30/17	32.30	111739
						<u>32.30</u>	
Total For Dept 000.00						32.30	
Dept 759.00 PRINCIPAL SHOPPING DISTRICT							
248-759.00-801.006	SEASONAL DECORATIONS,GARDEKATE KNIGHT		DDA EVENT ITEMS PURCHASED	REIMBURSEMENT	11/16/17	963.66	111491
248-759.00-801.006	SEASONAL DECORATIONS,GARDEGREAT LAKES ACE HARDWA		JACCT# 200745	REF: 233, 234	11/16/17	35.95	111578
248-759.00-801.006	SEASONAL DECORATIONS,GARDEGOETZ GREENHOUSE, LLC		CEDAR/PINE RED BOWS	625217	11/21/17	970.00	111632
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100-4096-5063	11/02/17	34.46	111317
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100-4096-5113	11/02/17	14.22	111317
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100-4096-5212	11/02/17	24.38	111317
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100-4096-5279	11/02/17	44.46	111317
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100-4096-5329	11/02/17	11.80	111317
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100-4096-5394	11/02/17	166.98	111317
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 271 6254 4	11/02/17	39.60	111318
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 086 1522 1	11/02/17	38.02	111319
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 066 7576 3	11/02/17	39.56	111319
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 066 7565 6	11/02/17	31.17	111319
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 066 8409 6	11/02/17	66.53	111319
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 086 2854 7	11/02/17	45.20	111319
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 086 2840 6	11/02/17	37.80	111319
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 086 2809 1	11/02/17	56.81	111319
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 066 2713 7	11/02/17	271.07	111320
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 4096 4470	11/16/17	402.43	111542
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 3980 5635	11/16/17	46.82	111542
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY	PUBLIC UTILITIES	9100 4096 5162	11/16/17	77.73	111542
248-759.00-930.000	REPAIRS & MAINTENANCE	SEAN O'REILLY- RESTORA	'10/1-10/31/17 DOWNTOWN	1583	11/16/17	2,059.00	111552
248-759.00-930.000	REPAIRS & MAINTENANCE	VOSS LIGHTING	CUST# 721073	20162705 00	11/16/17	550.80	111594
						<u>6,028.45</u>	
Total For Dept 759.00 PRINCIPAL SHOPPING DISTRICT						6,028.45	
Dept 764.00 HARVEST MOON CELEBRATION							
248-764.00-880.000	COMMUNITY PROMOTION	VISIBLES INC.	CUST# 003073749	70928010	11/09/17	196.00	111470
248-764.00-880.000	COMMUNITY PROMOTION	EDIBLE WOV	1/2 PG. AD HARVEST MOON	39082	11/16/17	936.00	111600
248-764.00-943.000	EQUIPMENT RENTAL	S & B TENT AND PARTY R	IFRAME TENT	4058	11/16/17	5,555.00	111565
248-764.00-956.000	MISCELLANEOUS EXPENSE	KATE KNIGHT	DDA EVENT ITEMS PURCHASED	REIMBURSEMENT	11/16/17	49.67	111491
248-764.00-956.000	MISCELLANEOUS EXPENSE	FUSILIER FAMILY FARM &	STRAW BALES & PUMPKINS	HM	11/30/17	600.00	111734
						<u>7,336.67</u>	
Total For Dept 764.00 HARVEST MOON CELEBRATION						7,336.67	
Total For Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY						<u>13,397.42</u>	

11/30/2017 01:54 PM
User: sbargowski
DB: Farmington

INVOICE GL DISTRIBUTION REPORT FOR CITY OF FARMINGTON
EXP CHECK RUN DATES 11/01/2017 - 11/30/2017
BOTH JOURNALIZED AND UNJOURNALIZED
BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
			Fund Totals:				
			Fund 248 DOWNTOWN DEVELOPMENT AUTHORI			13,397.42	
			Total For All Funds:			<u>13,397.42</u>	

Farmington Downtown Development Authority

Regular meeting minutes

Wednesday, October 4 2017

23600 Liberty Street

Farmington, Michigan 48335

1. Meeting called to order by Gallagher 6:06 pm

Board members Present: Gallagher, S. Murphy, Buck, Clement, Craft, Griswold, Skrzycki, D. Murphy, Galvin (6:09)

Absent: Pascaris

Others Present: G. Heitsch, D. Bauman, both from Farmington Public Schools

2. Approval of items on Consent Agenda

Motion by Buck, **Second by** Griswold

Motion carried, unanimous

3. Approval of regular agenda

Motion by Buck, **Second by** Skrzycki

Motion carried, unanimous

4. Public Comment

Presentation by Heitsch and Bauman regarding Headlee Restoration Millage

Explanation of history, what where and how it effects the city of Farmington and its citizenry. Discussion by board members and clarification on same ensued.

5. Parking update

- A. Discussion of City Council Resolution on 'Re-parking'- passed as a
- B. Presentation by Gallagher from Parking Committee- including discussion of doing a map finding update, opinions from around the table

6. Harvest Moon Update

Final numbers to come, considered successful

7. Organizational separation from the City of Farmington

Discussion of same, including possible timing, expenses, structure, etc.

8. Other Business

A. Gallagher requesting consideration of rules for use of Pavilion during downtimes, regarding current events and possible movement in the future of same to different dates.

B. on agenda for November to make a motion to move Dec meeting if conflict with other city events

9. Executive Director Update

A. Grants-

GMAR grant with supporting documents filled out. One regarding sculpture project, Second grant for mural project

Two additional funding ideas to possibly pursue:

Crowd funding

Arts commission funding of projects

Motion by Buck to create a Downtown Arts Committee to facilitate the implementing of the Public Art Blueprint.

Second by Craft.

Motion carried unanimously.

B. Power of Ten Placemaking exercise: Please complete Homework for November

10. Board Comment

Ignition point

Galvin attended MMR meeting and discussion regarding awards given to cities for being Communities of Excellence

Buck met C. Walch from Novi and received positive feedback and offer to help

11. Adjournment

Motion by Galvin

Second by Craft

Motion carried unanimously



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Wednesday, Nov 1, 2017
Conference Room, City Hall

Meeting was called to order at 6:04pm by President Gallagher

ROLL CALL

PRESENT: Clement, Gallagher, Galvin, Griswold, Skrzycki
S. Murphy, Pascaris

ABSENT: Buck, Craft

OTHERS PRESENT: David Murphy, Executive Director
Sara Bowman, Councilwoman

CONSENT AGENDA ITEMS

MOTION by Galvin, Second by S. Murphy

RESOLVED, That the board accepts and files the Financial report and agenda as presented.

MOTION CARRIED, ALL AYES

PUBLIC COMMENT

None

FINANCIAL SNAPSHOT

New look, snapshot

PARKING

- a. **Locator map**- report from Gallagher regarding what to include and where to place. Match pamphlet and maps
- b. **Named Parking lots, Deemed long or short term**- historical names for lots
- c. **Meters on Grand River**- discussion regarding type, where and when, payment options
- d. **Local Downtowns explore paid parking (City of Plymouth)**- research their results

RECYCLING PROGRAM

Discussion regarding current policy future possibilities due to issues regarding refuse overflow, Explanation given regarding current billing program

POWER OF TEN DDA BOARD EXCERSISE

Completed and discussed by S. Murphy, Skrzycki, Clement

OTHER BUSINESS

Five-year plan development, format, and content discussion

EXECUTIVE DIRECTOR UPDATE

Events, Communications, Repairs and Maintenance, Professional Development reported to board including written report

BOARD COMMENT

S. Murphy thank you

Mayor Galvin thank you

Gallagher request for board members to take on a new project, understand what it's all about and get involved. Request for new Harvest Moon Director, Sean Murphy expressed an interest

ADJOURNMENT

MOTIONED BY Galvin, SECONDED BY Pascaris

RESOLVED, that the meeting is adjourned

MOTIONED CARRIED, ALL AYES

The next regular meeting will be held on Wednesday, December 13, 2017 at 6:00 p.m., in the conference room at City Hall.

Respectfully Submitted,

(Agnes) Micki Skrzycki
Secretary, Farmington DDA

Farmington Downtown Development Authority
Financial Snapshot
Year-to-Date Thru 10/31/17

	Current Year	Year-to-Date Thru	Available Balance	
	Amended Budget	10/31/17	Favorable /	% Bdgt Used
			(Unfavorable)	
TIF AND MILLAGE				
Revenues	\$ 318,600	\$ 273,459	\$ (45,141)	85.83%
Expenditures	<u>505,459</u>	<u>59,957</u>	<u>445,502</u>	11.86%
Revenues Over/Under Expenditures	(186,859)	213,502	400,361	
PRINCIPAL SHOPPING DISTRICT				
Revenues	188,000	81,441	\$ (106,559)	43.32%
Expenditures	<u>187,000</u>	<u>38,179</u>	<u>148,821</u>	20.42%
Revenues Over/Under Expenditures	1,000	43,262	42,262	
EVENTS				
Revenues	66,100	45,522	\$ (20,578)	68.87%
Expenditures	<u>66,100</u>	<u>36,818</u>	<u>29,282</u>	55.70%
Revenues Over/Under Expenditures	-	8,704	8,704	
Fund Balance - Beginning of Year	378,907	378,907		
Net Revenues (Expenditures)	<u>(185,859)</u>	<u>265,468</u>		
Fund Balance - End of Year	<u>\$ 193,048</u>	<u>\$ 644,375</u>		

2017 Event Specifications

Event	Proposed 2017 Dates	Date details	Event Specs	Issues/Comments	Business or Community-Oriented	Ranking (Opportunity for Business Engagement)	Budget Impact
Ladies Night Out	April 27	Last Thursday in April	Open House: 5-9pm	Business participation is high	Business	1	PSD
Art on the Grand	June 3-4 (Sat. – Sun.) Set up starts June 2	First weekend in June	Saturday: 10 am – 7 pm Sunday: 11 am – 5 pm	In partnership with City of Farmington Hills Cultural Arts	Both, structured to be in scale with and beneficial to business and restaurants	2	Sponsor and revenue funded
Rhythmz in Riley Park	June 9 - Aug. 25 (except July 21)	11 concert dates	Fridays: 7pm – 8:30pm		Community	6	Sponsor funded
Farmington Second Fridays	June - October	Second Fridays	Extended Hours: 5-9pm	Reposition as TGIF or eliminate; critical mass of retailers not achieved	Business	4	PSD
Harvest Moon Celebration	Sept. 21-22 (Thurs. – Fri.) Set up starts Sept. 19	Third full weekend in Sept.	<u>Thursday: 6 pm-11pm</u> “Low-Key Social Night” <u>Friday: 6pm-11pm</u> Harvest Moon Dance Taste of Downtown	Needs a strong HMC Committee; need more staff support; formula works	Community, for the most part. The taste on Friday night welcomes restaurant participation, although most do not participate	5	Sponsor and revenue funded
Small Business Saturday	November 25	Saturday after Thanksgiving	Open House, 10am-4pm	Business participation is good	Business	3	PSD

Considerations:

1. Update sponsor packages in preparation for maximizing window of opportunity for sales
2. Support Staff for Events:

Art on the Grand	Knowles
Rhythmz in Riley Park	Go2Guy, LLC/Knowles
Harvest Moon Celebration	Volunteers/Knowles
Small Business Saturday	Volunteers/Businesses
Ladies Night Out	Volunteers/Businesses
Farmington Second Fridays	Volunteers

2018 Event Specifications

Event	Proposed 2018 Dates	Date details	Event Specs	Issues/Comments	Business or Community-Oriented	Ranking (Opportunity for Business Engagement)	Budget Impact
Ladies Night Out	April 26	Last Thursday in April	Open House: 5-9pm	Business participation is high	Business	1	PSD
Art on the Grand	June 2-3 (Sat. – Sun.) Set up starts June 1	First weekend in June	Saturday: 10 am – 7 pm Sunday: 11 am – 5 pm	In partnership with City of Farmington Hills Cultural Arts	Both, structured to be in scale with and beneficial to business and restaurants	2	Sponsor and revenue funded
Rhythmz in Riley Park	June 8 - Aug. 24 (except July 20)	11 concert dates	Fridays: 7pm – 8:30pm		Community	6	Sponsor funded
Noon Tunes	June 6- August 8	Wednesdays at noon	Hours: 12-1pm	New series; designed to bring new visitors	Both, structured to benefit restaurants and businesses by generating trips from local workplace market	4	PSD and sponsor funded
Harvest Moon Celebration	Sept. 20-21 (Thurs. – Fri.) Set up starts Sept. 18	Third full weekend in Sept.	<u>Thursday: 6 pm-11pm</u> “Low-Key Social Night” <u>Friday: 6pm-11pm</u> Harvest Moon Dance Taste of Downtown	Needs a strong HMC Committee; need more staff support; formula works	Community, for the most part. The taste on Friday night welcomes restaurant participation, although most do not participate	5	Sponsor and revenue funded
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Considerations:

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Harvest Moon Celebration	Volunteers/Knowles
Small Business Saturday	Volunteers/Businesses
Noon Tunes	Go2Guy, LLC/Businesses

DRAFT RESOLUTION

A RESOLUTION OF THE FARMINGTON CITY COUNCIL APPROVING THE DOWNTOWN DEVELOPMENT AUTHORITY'S 2018 EVENT CALENDAR WHICH INCLUDES DATES, TIMES, LOCATIONS, AUTHORIZATION FOR ROAD CLOSURES, AND AUTHORIZATION TO APPLY FOR TEMPORARY LIQUOR LICENSES.

WHEREAS, the Farmington Downtown Development Authority (DDA) has approved a 2018 schedule of events which includes: Art on the Grand, Rhythmz in Riley Park, Noon Tunes and the Harvest Moon Celebration, and

WHEREAS, the DDA requests approval for the entire year to assist their efforts with planning, cross promoting, and sponsorship opportunities; and

WHEREAS, the proposed calendar of events will require authorization from the City Council to close roads for certain events and to authorize the DDA to apply for temporary liquor licenses.

NOW, THEREFORE BE IT RESOLVED that the Farmington City Council hereby approves the DDA's 2018 Calendar of Community Events with the following conditions:

1. **Art on the Grand**

Days: Saturday, June 2, 10am-7pm, and Sunday, June 3, 11am-5pm

Location: Closure of Grand River (from Farmington Rd. to Grove St.) and Market Place from Grand River to alley to the south of 33171 Grand River Avenue (Tubby's)

Other: Hold the State of Michigan Department of Transportation harmless for liability, which may result in the closing of Grand River and authorize City departments to provide the service required for the Art on the Grand.

2. **Rhythmz in Riley Park**

Days: Fridays, June 8 – August 24 (no concert on July 20 during Founders Festival), hours 7-8:30pm

Location: Pavilion area and Riley Park

3. **Noon Tunes**

Days: Wednesdays, June 7-August 29, 12:00pm-1:00pm

Location: Pavilion Area and Riley Park

3. **Harvest Moon Celebration**

Days: Thursday, September 20 and Friday, September 21; hours both nights 6pm-11pm

Location: Pavilion/Riley Park area and the adjacent parking lot

Temporary Liquor License: Authorization for the DDA to apply for a temporary liquor license September 20 and 21.

4. **Sidewalk Shopping**

The Farmington DDA requests to implement downtown-wide Sidewalk Shopping on *any* event day during 2018.

FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY

VALUE STATEMENTS

We support a culture that places customers and visitors at the forefront
 We encourage preservation of contributing historic properties
 We strive to build community through positive dialogue and continuing education
 We value our relationships with stakeholders, including other boards, commissions and the merchant community

STRATEGIC GOALS	(In order of priority)	LEAD	BUDGET
Core Theme:	Encourage and support downtown development projects		
Action Items	Install a wayfinding sign on Farmington Road at Shiawassee	Knowles	\$ 3,000
	Package a community-initiated development project	Knowles	\$100,000
	Monitor Maxfield Training Center redevelopment project	Knowles	\$ -
	Clearly define contributing historic structures based on past studies; take action to coordinate with SHPO to amend National Register district	Knowles/Intern	\$ -
Core Theme:	Implement parking management and improvement strategies		
Action Items	Contribute financially to parking enforcement officer	Knowles	\$ 5,000
	Install parking monument signs with identification nomenclature and limitations	Knowles/ DC	\$ 70,000
	Continue to implement and evaluate management tactics; plan for key consolidations and acquisitions for greater efficiency; agree on site(s) for structured parking and formulate a financing plan; continue to communicate to stakeholders about parking challenges, rationale and tactics to address them; review management and technical resources and plan for installation in selected areas, such as Grand River Avenue; consider public-private partnerships	Knowles/ Parking Comm	\$ -
Core Theme:	Maintain and strengthen cleanliness, safety and attractiveness		
Action Items	Support Downtown Maintenance Program, including street lighting, snow removal, landscape maintenance, litter patrol Add an additional day of trash container emptying - May through October	Knowles	\$ 140,000
	Install seasonal holiday decorations	Knowles/ DC	\$ 20,000
	Investigate sidewalk recycling stations	Griswold	\$ -
	Install one public art project from public art blueprint (+1 left over from HMC)	Buck	\$ 10,000
	Enhance walkability routes and attractions; educate about walkability Install rapid flashing beacons: 2 existing on Grand River, 1 new on Grand River, 1 at Farmington and Oakland	Knowles	\$ 90,000
Core Theme:	Maintain and adapt communications and promotions		
Action Items	Support existing events and promotions; enhance merchant engagement Art on the Grand Ladies Night Out	Knowles/FH Clement	\$ 12,500 \$ 3,500

FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY

Replace Small Business Saturday Open House with Sidewalk Shopping Days in August	Gallagher	\$ 3,500
Rhythmz in Riley Park	Knowles/Birchler	\$ 16,600
Harvest Moon Celebration	Gallagher	\$ 37,000
General Marketing - web, print, kiosks, video	Knowles	\$ 20,000
Farmington Second Fridays - rebrand as TGIF	Murphy	\$ 4,000
Innovate Farmington	Buck	\$ 1,000

Develop a communications plan to accelerate release of positive media and to increase communication		
Establish regular combined annual meeting and other collaborative events with City Council and, as necessary, with the Planning Commission		
Educate property owners on DDA/City plans and encourage cooperation when applicable; block meetings		
Reformulate plan for production and distribution of Main Street Messenger	Lange?	\$ 10,000
Conduct targeted volunteer recruitment; seeking volunteer with a particular set of skills, kinship; volunteer recognition	Griswold (Appreciation)	\$ 4,000
Recruit more project leaders		

Core Theme:	Other	
	General Admin	\$ 87,300
	Debt	\$109,000

TOTAL		\$ 746,400
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Mission: To promote and enrich a vigorous downtown business and residential district while retaining and enhancing our Main Street atmosphere



EXECUTIVE DIRECTOR UPDATE December 13, 2017

Events

Downtown Farmington is coming off a busy few weeks with Small Business Saturday on November 25 and Holly Days on December 2. SBS had mixed merchant reviews, with some participants posting high sales volume and others down. Holly Days brought hundreds of visitors downtown, with an estimated 2,100 patrons at the Greens, Gifts and Giving Market and good attendance at Light Up the Grand, our holiday parade. The ugly sweater vendor sold 700 sweaters on Saturday- not bad. The weather was incredible.

Our DDA Pop-Up Gallery partnership with Materia, orchestrated by Farmington artist Aj Cooke, ran ten days on Farmington Road (formerly Artisan Knits). It was generously sponsored by the Village Mall Merchants.

Meetings are underway with Downtown Farmington sponsors for 2018. St. Joe's has tentatively agreed to underwrite Rhythmz in Riley Park, as well as our new Wednesday lunchtime concert series, Noon Tunes. We are working out contract details with our concert producer.

Public Art

First Public Art Committee meeting will be tentatively January 10. Top priority is implementation of one to two projects in this fiscal year. We are working out legal and logistic details as we initiate our first shared public art initiative with City of Novi. Three David Barr sculptures have been identified for loan and display in Downtown Farmington. The goal is installation in early 2018.

Repairs and Maintenance

OHM is fine-tuning our Farmington Road streetscape plans for potential re-submission through MDOT's TAP grant program. We hope to keep our excellent design intact, and determine known and new sources of grant funding while we weigh moving forward with this investment.

DDA has met with DPW, Market Manager and vendors to evaluate maintenance and restoration options for the green space at Riley Park. All options are open, as we balance the impacts of winter programming and summer concert traffic on our popular downtown community park. All departments are coordinating a pilot "re-greening" project in Spring 2018, with soil testing and supplementation, and new "slit-seeding" technology.

Respectfully submitted,
Kate Knight
Executive Director