

**Downtown Development Authority
Meeting Minutes**

5:30 PM, December 13th, 2022

**SECOND ANNUAL PUBLIC INFORMATION MEETING AND
REGULAR MEETING**

Hybrid Meeting Held In-Person at City Council Chambers, 3200 Biddle Avenue and
Via the Zoom Audio-only Virtual Platform

MEMBERS PRESENT: Mayor Rob DeSana, Scott Jordan, Bryan Kozinski, Anne Majlinger,
Patt Slack

MEMBERS EXCUSED: Rick DeSana, John Jarjosa, Leo Stevenson, Norm Walker

OTHERS PRESENT: Joe Gruber, DDA Director

PUBLIC COMMENT: Christ Doulos, Owner of The Vault restaurant was present to inquire about the status of the Downtown Survey. Director Gruber provided an update that the Downtown Development Area Citizen Advisory Council and the DDA Promotions Committee had both reviewed and contributed to the survey. He noted that the complaint regarding road closures and the impact on local businesses was brought to the Board in a public meeting and that sparked the discussion for creating a new Downtown survey. With the cancellation of the Rockin' NYE event, imminent road closures are of less concern which take the edge off making any quick or rash decisions. Director Gruber mentioned that the survey is being worked on, and did not want to specify a time that it would be completed, but that it would be early in the New Year.

Christ Doulos asked if there were any scheduled of special events for 2023. Director Gruber noted that he received a draft copy of a list of events and their dates, but has not received a copy of the locations and road closures, which would still need to go before City Council for approval. Chairwoman Slack reiterated that the discussions around the survey lead to a firm understanding that many things have changed in Downtown and that the DDA could benefit much more out of the survey and better results if they took more time in crafting and disseminating the survey. Director Gruber noted that the last comprehensive public outreach and engagement survey was done in 2014.

APPROVAL OF MINUTES & AGENDA:

Minutes from November 2022 Regular Meeting and Agenda for December 2022 Meeting

Motion by A. Majlinger, Supported by B. Kozinski, to approve the Minutes from the November 2022 DDA meeting and the agenda for the December 2022 DDA meeting. All in favor, motion carried.

INFORMATION TO RECEIVE & PLACE ON FILE: None

MONTHLY REVENUE/EXPENDITURE REPORT:

Period Ending November 30th, 2022

Motion by S. Jordan, Supported by A. Majlinger, to accept and approve the Monthly Revenue and Expenditure Report for November 30th, 2022. Roll Call. All in Favor. Motion carried.

PUBLIC INFORMATION MEETING PRESENTATION: The second of two required Public Informational meeting was held in accordance with the provisions of the Recodified Tax Increment Financing Act, Act 57 of 2018, and in coincidence of the Regular DDA Meeting. Director Gruber provided a detailed report and offered a general overview of DDA operations, activities, budgets, finance, contracts, projects, events, marketing, promotions, design, placemaking and public art installations. while providing an opportunity for the general public to ask questions and provide comments regarding the DDA. That report is attached hereto for reference.

ONGOING PROJECTS & BUSINESS:

1. Downtown Infrastructure Project: Design RFP: The Bid Opening was held on Monday, December 5th, 2022. The city received three proposals which are being reviewed by the City Engineering Department and would hopefully be selected and awarded early in the New Year. Director Gruber also provided a brief overview of the amount of the grants awarded to the DDA

NEW PROJECTS & BUSINESS:

2. DDA Meeting Schedule 2023: Director Gruber presented a proposed meeting schedule for the 2023 calendar year, which again proposes for the Board to meet regularly on the 2nd Tuesday of each month at 5:30 PM in City Council Chambers. The Schedule also includes quarterly meetings of the Downtown Development Area Citizen Advisory Committee (DDACAC) as recently approved at their December 13th meeting, and two Annual Public Information Meetings to be held in June and December.

Motion by B. Kozinski, supported by A. Majlinger to approve the DDA 2023 Meeting Schedule as amended. All in favor, motion carried.

3. Downtown Business Survey 2023: Director Gruber provided an update regarding the proposed Downtown Survey 2023 reiterating comments made during the public comment period brought by Mr. Doulos, again noting the draft survey is ongoing, has been distributed for review and comment by the Board and the Citizen's Advisory Committee, and that the survey needs to be refined a great deal and added to, and then designed into a web-based platform to distribute. He explained the point of the survey is to hear from business owners, property owners, residents and visitors, and to gather information that can be used to shape marketing, publicity, events and promotions of the Downtown district.

4. DDA Promotions: Publicity highlights and events: Director Gruber provided several highlights of positive press, publicity and exciting events that had occurred since last months DDA meeting.

The new District 142 music venue press release was distributed and was well-received by the local and regional media outlets, creating a strong buzz.

He noted that the DDA continues to work with their professional publicist to help generate positive publicity for Downtown Wyandotte, events and businesses.

He repeated that the Rockin' NYE Ball Drop was postponed until next year, and that a group of business owners was banding together to host a smaller bar crawl and Social District event that evening.

Director Gruber noted that the DDA completed two in-studio sessions with Ch. 2 News and Ch. 7 News promoting Small Business Saturday and that both Ch.2 and Ch.4 News stations came into Wyandotte on Small Business Saturday to film and promote the day.

NEXT REGULAR MEETING: 5:30 PM, January 10th, 2023

ADJOURNMENT: 6:17 PM

Motion by A. Majlinger, supported by S. Jordan, to adjourn the meeting. All in favor, motion carried.

Respectfully Submitted,

Joseph K. Gruber
Executive Director and Secretary

CITY OF WYANDOTTE

DOWNTOWN DEVELOPMENT AUTHORITY

2022-2023 Budget and Public Information Report

The following budget report is broken into four primary categories:

- (1) Administration, Staff and Legal
- (2) Corridor Maintenance and Improvements
- (3) Business Assistance and Stimulus Funds
- (4) Marketing Promotions and Misc. Operations

Account Number	Revenue Budget PROJECTED
499-000-411-060 - Taxes-TIFA Capture	\$ 610,475.00
499-000-411-062 - Taxes-Small Payer Tax Loss	\$ 30,006.00
499-000-655-010 - Interest Earnings	\$ 2,500.00
499-000-655-036 - Fort Street Sign Revenue	\$ 500.00
499-000-511-013 - Michigan Coastal Management Grant	\$ 37,500.00
499-000-511-013 - America in Bloom Grant	\$ 23,000.00
	\$ 703,981.00

Account Number	Expense Budget PROJECTED
499-200-725-110 - Salary	\$ 49,732.80
499-200-725-115 - Salary - PT	\$ 28,240.80
499-200-725-140 - Retirement Contribution - DC	\$ 5,599.36
499-200-725-150 - F.I.C.A. - SS & Medicare	\$ 4,400.36
499-200-725-160 - Medical Insurance	\$ 20,849.39
499-200-725-165 - Prescription Drug Coverage	\$ 2,738.52
499-200-725-166 - Prescription Drug - Derived Premium	\$ -
499-200-725-167 - Retiree Health Care (RHS Plan)	\$ 1,300.00
499-200-725-170 - Life Insurance	\$ 156.00
499-200-725-175 - LTD	\$ 145.59
499-200-825-330 - Attorney Legal Fees	\$ -
499-200-850-517 - Masonic (Arts Center)	\$ -
499-200-850-520 - Viaduct	\$ 32,000.00
499-200-850-522 - Christmas Lights	\$ 41,820.00
499-200-850-533 - Millenium Plaza	\$ 630.00
499-200-850-538 - Streetscape	\$ 28,585.96
499-200-850-539 - Beautification	\$ 8,000.00
499-200-850-542 - Fort Street Sign/Fountain/Purple Heart	\$ 12,000.00
499-200-850-544 - Downtown Fixtures	\$ -
499-200-850-831 - Parking Lots	\$ -
499-200-925-797 - Third Friday Promotions	\$ 30,000.00
499-200-925-801 - Business Assistance Programs	\$ 225,000.00
499-200-925-802 - Farmers Market	\$ 29,000.00
499-200-925-804 - Marketing	\$ 20,000.00
499-200-925-807 - Existing Business Stimulus	\$ 12,000.00
499-200-925-808 - Arrowhead Pavilion	\$ -
499-200-926-110 - Administrative Reimbursement	\$ 85,000.00
499-200-926-114 - Operating Expenses	\$ 302,935.00
499-200-926-610 - Streetscape Maintenance	\$ 16,000.00
499-200-926-790 - Miscellaneous	\$ 2,000.00
	\$ 958,133.78

Administration, Staff and Legal

Executive Director: The DDA Director is responsible for the development, execution, implementation and documentation of all Downtown Development Authority (DDA) operations and activities. The Director administers budgets, coordinates meetings and works with other City departments and Board of Directors in determining overall development objectives, action plans and other department activities. The Director consistently promotes the Downtown through various public relations and marketing initiatives, events and programs; works cooperatively and effectively with existing and new businesses, property owners and prospective developers; helps facilitate economic development incentives for real estate development projects; identifies and seeks out additional revenue sources for the DDA. This is a full-time position, with the following benefits.

499-200-725-110 - Director's Salary	\$ 49,732.00
499-200-725-140 - Retirement Contribution - DC	\$ 4,973.28
499-200-725-150 - F.I.C.A. – Social Security & Medicare	\$ 3,083.43
499-200-725-160 - Medical Insurance	\$ 20,492.81
499-200-725-165 - Prescription Drug Coverage	\$ 2,738.52
499-200-725-166 - Prescription Drug - Derived Premium	\$ -
499-200-725-167 - Retiree Health Care (RHS Plan)	\$ 1,300.00
499-200-725-170 - Life Insurance	\$ 156.00
499-200-725-175 - LTD	\$ 129.31

Seasonal/Part Time: The Downtown Development Authority Support Staff shall be responsible for associated tasks as assigned by the DDA Director. The DDA employs five support staff members, including three Downtown Maintenance people responsible for seasonal landscaping, gardening and streetscape maintenance of the Downtown Streetscape, Pocket Parks, Monuments and Memorials; the City of Wyandotte Special Events Coordinator who supports Downtown marketing, promotions, and all requests and uses of city property for Downtown Events; and Wyandotte Market Manager who helps plan and execute the Markets of Downtown Wyandotte and the Wyandotte Farmer's Market.

499-200-725-115 - Salary – Part Time – Maintenance	\$ 14,980.00
499-200-725-115 - Salary – Part Time – Events	\$ 6,260.00
499-200-725-115 - Salary – Part Time – Markets	\$ 7,000.00
499-200-725-140 - Retirement Contribution – Events	\$ 626.08
499-200-725-150 - F.I.C.A. - SS & Medicare – Maintenance	\$ 928.76
499-200-725-150 - F.I.C.A. - SS & Medicare – Events	\$ 388.17
499-200-725-175 – LTD – Event	\$ 16.28

Administrative Reimbursement: The DDA utilizes City of Wyandotte Staff and interdepartmental Services as critical support to implement projects, programs, administer contracts and enhance the activities of the Department. This includes Finance, accounting, Assessing, Clerk, Municipal Services, Public Services (snow removal, trash removal), and Building and Engineering.

499-200-926-110 - Administrative Reimbursement	\$ 85,000.00
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Corridor Maintenance and Improvements

The Downtown Development Authority is responsible for regular maintenance, landscaping and beautification of the Downtown District in order to create a clean, safe and vibrant community in which businesses, residents and economic development can flourish. The DDA's Corridor Maintenance and Improvements budget are outlined and described in detail below.

Eureka Road Viaduct: The DDA has contracted with P&P Landscaping for seasonal maintenance services and landscaping projects at the Eureka Road Viaduct for several years including the Phase One: Downtown Gateway Overhaul in FY17-18 and FY18-19 and FY21-22. The DDA will pursue a contract renewal for seasonal maintenance services for FY22-23 in the amount of \$32,000.00.

499-200-850-520: Viaduct Maintenance 2022-2023	\$ 32,000.00
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Future Priorities for the Eureka Road Viaduct:

- Improve lighting and more artistic installations*
- Improve irrigation*
- Repaint – source large volumes of paint for long-term maintenance*
- Improve spalling concrete structures, spans, facades and columns. Consider aesthetic stone veneer/siding, eifs bands, stuccos and sidings.*

Christmas Lights: Downtown Wyandotte has been beautifully decorated for many years, and the Downtown Development Authority is excited to carry this wonderful tradition forward for many more years. Since 2015, The City of Wyandotte has conducted several rounds of public bidding and requests for proposals for the Downtown Wyandotte Holiday Lighting Contract. Grosse Ile. Lawn and Sprinkler has consistently been identified as the sole bidder, or the low-bidder. Grosse Ile. Lawn and Sprinkler has produced a new six-year (2021-2026) Downtown Holiday Lighting Contract starting at \$41,000 for the 2021 Holiday Season with a 2% annual rate increase.

2022: \$41,820 / **2023:** \$42,657 / **2024:** \$43,510 / **2025:** \$44,380 / **2026:** \$45,268

499-200-850-522: Christmas Lights 2022-2023	\$ 41,820.00
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Future Priorities for Downtown Holiday Lighting:

- *Install more tree boxes in various locations i.e., Eureka Road corridor from Biddle to Viaduct; Biddle Avenue south of Eureka; BASF Park, Bishop Park and Waterfront; Van Alstyne to Hospital; Superior Memorials; Museum Campus.*

Millennium Plaza: The Downtown Clock Tower was built in 2000 in celebration of the new Millennium. The Millennium Plaza construction contract from 1999 was approximately \$64,075 with the Verdin Company of Cincinnati, Ohio, whose company has regularly serviced the Downtown Clock Tower ever since. Between January and July of 2017, the Downtown Clock Tower malfunctioned several times and its mechanisms had failed to the point of needing major repairs and modernization. In 2018, the city conducted two major repairs totaling \$38,587. This reconstruction came with a 10-year warranty (expires 2028) and a 3-year maintenance contract (expired June 30, 2021). The DDA contracts with Verdin Company on an annual basis for routine maintenance that includes one annual site visit and service.

499-200-850-533: Millennium Plaza 2022-2023	\$ 630.00
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Streetscape: the DDA is still paying off debt from the original streetscape improvements made along Biddle Avenue throughout Downtown Wyandotte, which will be paid through the 2025-2026 Budget Season.

2023: \$28,586 / **2024:** \$17,660 / **2025:** \$5,735 / **2026:** \$2,168

499-200-850-538: Downtown Streetscape 2022-2023	\$ 28,585.96
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Beautification: the DDA pays an annual stipend to Wyandotte's Beautification Commission for annual flower plantings and landscaping throughout Downtown Wyandotte.

499-200-850-539: Beautification Commission 2022-2023	\$ 8,000.00
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Fort Street Sign/Fountain/Purple Heart: the DDA pays for the routine maintenance and operating expenses for several features including the Fort Street Eureka Road electronic sign, the Biddle Avenue Eureka Road Fountain, Purple Heart Memorial, and 1st and Elm Theatre Lot. This includes landscaping, watering, electrical and broadband services at each site.

499-200-850-542: Fort St. Sign/Fountain/Purple Heart 2022-2023	\$ 12,000.00
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Future Priorities for Downtown Features

- *Fort St.-Eureka Rd. sign and Yack Arena sign both need replacement. The city and DDA are actively exploring long-term solutions and various alternatives.*
- *The Biddle Ave.-Eureka Rd. Fountain is highly prioritized for improvements.*

Streetscape Maintenance: the DDA maintains a budget for supplies, tools and equipment to be utilized by the Downtown Maintenance crew needed to conduct annual landscape and maintenance for Downtown flowers and the Downtown streetscape. The DDA also contracts with P&P Landscaping for special projects and new plantings throughout the Downtown Streetscape, Pocket Parks, Monuments and Memorials. The DDA contracts with Corporate Mall Services who provides janitorial and waste management services, removing trash, power washing sidewalks and dumpster enclosures, and support with maintaining the Wyandotte Social District.

Social District Trash Cans October 2022 through September 2023: \$3,500.00

Downtown Power Washing October 2022 through September 2023: \$5,500.00

Streetscape Special Project Support October 2022 through September 2023: \$5,000.00

Misc. Supplies October 2022 through September 2023: 2,000.00

499-200-926-610: Streetscape Maintenance 2022-2023	\$ 16,000.00
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Business Assistance and Stimulus Funds

The Downtown Development Authority is responsible for supporting and promoting economic growth, business recruitment, business retention, business incubation and development. The DDA implements several programs to foster growth and development.

Joseph R. Peterson Downtown Grant Program: This business assistance program provides funding to owners of new businesses moving to the DDA District or existing businesses that expand within the district. Funds are awarded to support project costs, construction, design and operation. Two grants listed below have been awarded in past fiscal years for projects that have not yet been completed. The DDA will consider awarding the W Suites & Lofts project a partial reimbursement of \$90,000 (50% grant total) to the developers for items of work completed in FY 21-22. The remaining \$90,000 shall be reimbursed in accordance with the approved grant reimbursement agreement in FY 22-23. An additional \$60,000 fund will be available to new applicants for FY 22-23.

District 142: \$75,000.00

W Suites & Lofts: \$90,000.00

Available New and Expanding Business Grants: \$60,000.00

499-200-925-801: Business Assistance 2022-2023	\$ 225,000.00
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Existing Business Stimulus: This program was created to help support existing businesses with operations, marketing and promotions in order to increase the number of visitors and patrons in Downtown through events and special projects. The main use of these funds is for the printing and distribution of Downtown Dollars: an alternative currency subsidized by the DDA accepted at over 50 Downtown businesses, restaurants, retailers and service providers.

499-200-925-807: Existing Business Stimulus 2022-2023	\$ 12,000.00
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Marketing, Promotions and Misc. Operations

The Downtown Development Authority is responsible for marketing and promoting a vibrant Downtown district. The DDA sponsors annual programs and activities that encourage public participation and incentivize Downtown shopping, dining, and entertainment.

Downtown Event Promotions: The City and DDA have sponsorship and event hosting agreements with the special event contractors 360 Event Productions WOW 360. The DDA has an annual sponsorship agreement with WOW 360 from 2021 through 2024.

St. Patrick's Day: \$2,500.00
 Cinco de Mayo: \$2,500.00
 Swiggin' Pig: \$2,500.00
 Bark on Biddle: \$2,500.00
 Wine Crawl: \$2,500.00
 Beer Fest: \$2,500.00
 Detroit River Cocktail Showdown: \$1,250.00
 Fire and Flannel: \$2,500.00
 80's - 90's Halloween Bar Crawl: \$1,250.00
 Santa Pub Crawl: \$1,250.00
 Winter Beer & Holiday Cocktail Hour: \$1,250.00
 Rockin' NYE: \$7,500.00

499-200-925-797: Downtown Events Promotions 2022-2023	\$ 30,000.00
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Farmer's Markets: The Markets of Downtown Wyandotte a.k.a. the Wyandotte Farmer's Market takes place 28 consecutive weeks, every Thursday, beginning May and running through October. The new indoor Markets concept will be expanded into an outdoor Farmer's Market. The DDA contracts with the Eastern Market Corporation's Community Farm Stand Program in the amount of \$10,000 per year which includes weekly participation in the Markets for fresh produce sales as well as managing all food accessibility programs including Wyandotte's Power of Produce program. Additional expenses include event equipment and supplies, interactive programs, activities, workshops, and entertainment. The DDA collects sponsorships for the Wyandotte Farmer's Market each year to support operations and special programs.

499-200-925-802: Farmer's Market 2022-2023	\$ 29,000.00
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Marketing: The DDA utilizes several print and multimedia firms to disseminate pertinent information regarding Downtown businesses, events and programs. The DDA also utilizes its marketing funds to help support business activities, Social District activities, and other miscellaneous Downtown events and promotions. The DDA will launch a destination and place-based marketing campaign to help support recreation, tourism and economic development by utilizing a number of different services.

2023 Downtown Welcome Guide: Map, Print, Distribution: \$6,000.00
 Miscellaneous Graphic Design and Content Creation: \$4,000.00
 Annual Digital Advertising: \$4,000.00
 Annual Search Engine Optimization and Marketing Campaigns: \$4,000.00

499-200-925-804: Marketing 2022-2023	\$ 20,000.00
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Operating Expenses: The DDA utilizes the operating expense budget account to pay for equipment, technology, memberships at several organizations, and other supportive measures to help the Department. In 2021, the DDA was awarded several planning grants from SEMCOG, Ralph Wilson Jr. Foundation, and the Community Foundation for Southeast Michigan to support the Downtown Wyandotte Infrastructure improvement program. These funds were used to contract with Wade Trim’s Client Funding Team and will be used to offset the cost of hiring more Planners and Engineers to survey, design and finance major improvements to the alleyways, parking lots, bicycle and pedestrian infrastructure. Wade Trim has also supported the DDA in applying for a green infrastructure planning grant through the Michigan Coastal Management Program in the amount of \$37,500, for which the DDA will match using its privately awarded grant funds. The DDA will budget \$250,000 for engineering and consulting services to bring the DDA CIP planning phase into a funding-ready and shovel-ready status with design specifications, engineered plans and construction documents.

499-200-926-610: Operating Expenses 2022-2023	\$ 302,935.00
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Miscellaneous: The DDA often has miscellaneous expenses to help aid in special projects and programs that are not budgeted elsewhere.

499-200-926-790: Miscellaneous Expenses 2022-2023	\$ 2,000.00
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