

**Downtown Development Authority
Meeting Minutes**

5:30 PM, June 13th, 2023

**FIRST 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 Scott Jordan, Bryan Kozinski, Anne Majlinger, Andy Morsello, Patt Slack, Leo Stevenson, Ron Thomas

MEMBERS EXCUSED: Mayor Rob DeSana, Rick DeSana

OTHERS PRESENT: Joe Gruber, DDA Director

APPROVAL OF MINUTES & AGENDA:

Minutes from May 9th, 2023 Regular Meeting and Agenda for June 13th, 2023 Meeting

Motion by S. Jordan, Supported by A. Majlinger, to approve the Minutes from May 9th, 2023 Regular Meeting and Agenda for June 13th, 2023 Regular and Public Information Meeting. All in favor, motion carried.

INFORMATION TO RECEIVE & PLACE ON FILE: None

MONTHLY REVENUE/EXPENDITURE REPORT: Period Ending May 31st, 2023

Mr. Stevenson requested a Grant schedule and Fund Balance report from the DDA Director to include in next month's DDA budget report.

Motion by L. Stevenson, Supported by P. Slack, to accept and approve the Monthly Revenue and Expenditure Report for the period ending on May 31st, 2023. Roll Call. All in Favor. Motion carried.

PUBLIC INFORMATION MEETING PRESENTATION: The first 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:

New DDA Board Member: At a recent City Council meeting, Mayor Desana made a new appointment to the Downtown Development Authority in the conclusion of the John Jarjosa's term as DDA Board Member. Andy Morsello provided an introduction of himself, his background, and his interests in serving the Wyandotte DDA.

Downtown Infrastructure Project: The DDA has made steady progress for the Downtown Infrastructure. The Planning and Design of electrical infrastructure, green infrastructure, parking lots and alleyways continues. The consultants at Spalding DeDecker hosted several walking tours and provided some preliminary concepts for review onsite the tours.

NEW PROJECTS & BUSINESS:

DDA Year-End Budget Amendments: Director Gruber proposed several budget amendments and reclassifications to expense accounts for the Farmer's Market, Marketing, Existing Business Stimulus, and Third Friday Promotions. The DDA Year-End Budget amendments and corrections are further detailed in a report and attached hereto.

Motion by L. Stevenson, supported by S. Jordan to approve the DDA 2022-2023 Year-End Budget amendments and corrections as presented. All in favor, motion carried.

Downtown Business Survey 2023: Director Gruber provided an update regarding Downtown events for Spring and Summer 2023. Downtown recently hosted a very successful Bark on Biddle and Swiggin' Pig Barbecue Festival, both very popular and well attended events. This evening, the Ladies Night Out Luau event will be hosted by Downtown retailers and local businesses. The Independence Day Parade, Street Fair will be held in July and Markets of Downtown Wyandotte will be held in every Thursday through the end of October, and Wellness Wednesdays Free Outdoor Yoga every Wednesday through the end of August.

Patt Slack Way Dedication: The City Council concurred with the recommendation of the DDA Board to officially name and dedicate the alleyway by Frank's Pizza as "Patt Slack Way". A ceremony and unveiling will be held at 5:00 PM on Thursday, June 15th.

NEXT REGULAR MEETING: 5:30 PM, July 11th, 2023

ADJOURNMENT: 6:09 PM

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

Respectfully Submitted,

Joseph K. Gruber
Executive Director and Secretary

**DDA YEAR-END BUDGET CORRECTIONS
2022-20223**

499-200-925-802 - Farmer's Market Budget

CURRENT BUDGET	\$	29,000.00
CURRENT EXPENSES	\$	9,978.61
Current Budget to Actual	\$	19,021.39
PROJECTED BUDGET	\$	39,250.00
Requested Amendment	\$	10,250.00

New programming for Fall 2022 and Winter 2022 seasons last year at the Markets has led to an overage of Market expenses. The new Music at the Markets and creation of a permanent stage at the Theatre Lot is also causing some overages. These overages are offset by increased sponsorship revenue that has been recorded for the DDA this year.

Amount to Reclassify	\$	10,250.00
#499-200-925-797 - Third Friday Promotions Account	\$	(8,750.00)
#499-200-925-807 - Existing Business Stimulus Account	\$	(1,500.00)

499-200-924-804- Marketing

CURRENT BUDGET	\$	20,000.00
CURRENT EXPENSES	\$	20,891.30
Current Budget to Actual	\$	(891.30)
PROJECTED BUDGET	\$	25,000.00
Requested Amendment	\$	5,000.00

Some new programming, increased marketing and promotions activity, and increased professional rates for the Downtown Publicist this fiscal year has led to overages.

Amount to Reclassify	\$	5,000.00
#499-200-925-807 - Existing Business Stimulus Account	\$	(5,000.00)

	Current	Reclassify	Amended
499-200-925-802 - Farmer's Market Budget	\$ 29,000.00	\$ 10,250.00	\$ 39,250.00
499-200-924-804- Marketing	\$ 20,000.00	\$ 5,000.00	\$ 25,000.00
499-200-925-807 - Existing Business Stimulus	\$ 12,000.00	\$ (6,500.00)	\$ 5,500.00
499-200-925-797 - Third Friday Promotions	\$ 30,000.00	\$ (8,750.00)	\$ 21,250.00
	\$ 91,000.00	\$ -	\$ 91,000.00

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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