

Downtown Development Authority
Meeting Minutes * Tuesday, December 13th 2016
Council Chambers, 3200 Biddle Avenue, Suite 300
Wyandotte, Michigan 48192

MEMBERS PRESENT: Anne Majlinger, John Jarjosa, Norm Walker, Patt Slack, Rick DeSana, Mikelle Vargas

MEMBERS EXCUSED: Mayor Peterson, Leo Stevenson, Greg Gilbert

OTHERS PRESENT: Joe Gruber, DDA Director

PUBLIC COMMENT: Presentation from Anita Twardesky of the Downriver Linked Greenways Initiative (DLGI) and Tyler Klifman from Southeast Michigan Council of Governments regarding overview of DLGI Gap Analysis, recommendations, funding sources and upcoming projects. The Wyandotte DDA expressed their support for DLGI and offered continued assistance to DLGI with building out facilities and filling gaps in trail.

Vanessa Morse from Glow Fish Studios commented on excellent job of speedy snow removal after large snow falls. Small Business Saturday (November 26th) was busiest day on record for Glow Fish Studios - Vanessa also mentioned other stores had great days as well. DDA and Vanessa discussed Shop Second Saturdays for December and upcoming in January, DDA Promotions Committee work, publicity and marketing surrounding Downtown businesses and events. Vanessa plugged a Bullet Journaling Event at Bacon Memorial Library on January 11th 2017 from 6:30 PM to 8:30 PM.

APPROVAL OF MINUTES & AGENDA:

- a. Minutes and Agenda from October DDA meeting.

Motion by R. DeSana, supported by N. Walker to approve minutes from October 11th, 2016 DDA Meeting. All in favor, motion carried.

INFORMATION TO RECEIVE & PLACE ON FILE:

Beautification Commission Meeting Mins. - September 2016 and October 2016

Motion by P. Slack, supported by N. Walker to receive minutes from September 2016 and October 2016 Beautification Commission Meetings. All in favor, motion carried.

MONTHLY REVENUE/EXPENDITURE REPORTS

Monthly Revenue/Expenditure Reports - October 2016 and November 2016. J. Gruber offered explanations for YTD activity and requested motion to amend two budgets.

1) Masonic Temple Project Budget# 499-200-850-517 - amend FY16-17 budget by additional \$1,250 for final amended FY16-17 budget of \$21,250. Motion made by N. Walker, supported by A. Majlinger. Roll call, all in favor, motion carried.

2) Third Friday Promotions# 499-200-925-797 – amend FY16-17 budget by additional \$15,000 for final amended FY16-17 budget of \$49,000. Motion made by R. DeSana, supported by M. Vargas. Roll call, all in favor, motion carried.

Motion by N. Walker, supported by P. Slack to receive and approve Monthly Revenue and Expenditure reports. Roll call, all in favor, motion carried.

ONGOING PROJECTS & BUSINESS:

A. DDA Design Committee

- a. J. Gruber mentioned that the DDA Design and Promotions Committees have not met in a few weeks, but offered update for Patronicity Placemaking Campaign and Arrowhead Pavilion Pocket Park Project.

B. DDA Promotions Committee

- a. J. Gruber offered recap on Thanksgiving Holiday season and the work that Drum Beaters publicist completed for Small Business Saturday. There was lots of positive press coverage.

C. WBA Contract and Service Agreement

- a. J. Gruber noted that the WBA Contract and Service agreement for the 2016-2017 agreement has been signed and finalized.

D. DCA Lease Agreement

- a. J. Gruber mentioned that the Lease Agreement was signed and waiting final execution from DCA Board of Directors, and that it would likely be finalized within a few days.

E. Downtown Dollars Program Update

- a. J. Gruber explained that the program was going to conclude and that all Downtown Dollars are expiring on December 31st.
- b. J. Gruber shared a report explaining how many Downtown Dollars had been distributed, redeemed and reimbursed by the DDA. The Board discussed successful events and cross promotions programs and businesses that utilized Downtown Dollars program.

NEW BUSINESS:

A. Rockin' NYE Ball Drop Event

- a. J. Gruber explained the Cross Promotions agreement between Rockin' the Shores, LLC. 360 Event Productions and DDA.
- b. DDA agreed to cover the cost of city services (Police, Fire, Water, Electric, DPS etc.) up to and not to exceed \$6,450 in exchange for sponsorship package and in-kind services for marketing, event planning and promotions for the Wyandotte Farmer's Market in 2017.

B. DDA Grant Committee

- a. \$5,000 Exterior Façade Improvement Grant requested by Wyandotte Beer Company Grant. J. Gruber mentioned that the total project cost approximations of \$50,000 concluded a 10% public to private ratio, making the DDA Grant Committee very receptive to the request. J. Jarjosa shared the DDA Grant Committee Recommendation and made a motion to approve Wyandotte Beer Company Exterior Façade Improvement grant request.

Motion by J. Jarjosa, supported by N. Walker to approve \$5,000 Exterior Façade Improvement grant to Wyandotte Beer Company. Roll call, all in favor, motion carried.

- b. \$5,140 worth of Cross Promotions Grant requests from WBA through Existing Business Stimulus program is being tabled until further information can be gathered.

C. Welcome to Wyandotte Guide Book

- a. J. Gruber gave an update regarding this project which will create one magazine for the citizens which includes the DDA Guide information, Municipal Service information, Special events listing, Museum happenings, etc. It will be a visitor's guide and will include restaurants and other businesses, etc.

D. Michigan State University Student Planning Practicum

- a. J. Gruber explained program, goals, deliverables and expected outcomes for the Practicum. J. Gruber offered cost assessment and outlined the fees and impact associated with the Practicum
- b. J. Gruber explained that students will be focusing on health and wellness, community assets and community needs assessments of the community when producing and delivering a professional Downtown Plan. Board discussed potential benefits and impact of the plan for Downtown businesses and organizations.

E. Miscellaneous

- a. DDA Board further discussed the excitement surrounding the NYE Ball Drop event and the impact on Downtown Businesses, noting excitement from community members.
- b. P. Slack mentioned 2017 project to identify and assess potential locations and storefronts for new DDA Offices which would relocate Special Events Office, DDA Office and a Downtown Wyandotte Welcome Center into a single location.

NEXT REGULAR MEETING: January 10th, 2017

ADJOURNMENT: Motion by N. Walker, supported by A. Majlinger. All in favor, motion carried.

Respectfully submitted:

Joe Gruber, DDA Director

