

**CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY (ZOOM)
49045 PONTIAC TRAIL
TUESDAY, FEBRUARY 23, 2021**

This meeting of the Wixom Downtown Development Authority came to order at 7:30 a.m. with the following individuals in attendance:

DDA MEMBERS: Chairperson Vanessa Willett, Vice-Chairperson Kristin Rzeznik, Kailee Fine, Amanda Habbouche, Melanie Klebba-Cheney, Caleb Sheng, John Smith (arrived 7:37 am), Wes Umlor, and Patrick Beagle, Mayor

ABSENT: Board Member: Kailee Fine

STAFF: DDA Staff: Laura Cloutier, DDA Executive Director
City Staff: Steve Brown, City Manager
Mona Freiburger, Recording Secretary

Determination of Quorum:

Quorum was met.

Reading of Vision and Mission Statement:

Mission Statement: The Mission of the Wixom DDA is to coordinate the efforts of businesses and residents to promote the growth of the downtown area for the community's benefit.

Vision Statement: The Wixom Downtown Development Authority is to provide a friendly, welcoming downtown which will enhance and honor our history while promoting cultural, business and recreational opportunity that attract businesses and residents.

Approval of Agenda:

MOTION by Mayor Beagle and second by Vice Chair Rzeznik to approve the Meeting Agenda.

VOTE: MOTION CARRIED

All in favor.
None opposed.

Public Comments:

Vice Chair Rzeznik spoke about the bike racks. Executive Director Cloutier reached out to the one bidder to get more information and that information was not satisfactory. The Design Committee will start looking for new quotes.

C. Committee: Promotions

Executive Director Cloutier indicated the Design Committee is continuing with the spotlight series. They are coordinating with the Historical Society and partnering with them to highlight some of the historical properties and buildings in the downtown and throughout the city. More businesses are interested in signing up and there should be more spotlight features on the DDA Facebook pages in the coming months.

Executive Director Cloutier stated the Promotions Committee, in the past, contracted with Donco Marketing, owned by Mr. Josh Donnelly. She indicated Mr. Donnelly has been doing a lot of work lately without getting paid; he provided the DDA with his scope of work, overviews which include the website maintenance. Executive Director Cloutier asked the Board to approve his services for website maintenance management and support services as well as for the video spotlight series. Information regarding Mr. Donnelly's services was included in the packet.

Chairperson Willett asked Executive Director Cloutier about Mr. Donnelly's contract which was approved in June/July, 2020, and why Mr. Donnelly has not invoiced the DDA for the work he had performed. Executive Director Cloutier indicated the DDA did approve to use the funds remaining from last fiscal year and the DDA did not approve funds for the current fiscal year. Mr. Donnelly has performed services from last fiscal year's funds. Mr. Donnelly has been without a contract since June, 2020. Chairperson Willett indicated the DDA has a budget, he has spent time on the website, and grant it, he should not have been doing work without a contract; she thought the DDA had approved and budgeted for promotions, not just for Mr. Donnelly, but for all marketing, website updates, and IT services. Executive Director Cloutier said there was a breakdown in communication and in the Promotions Committee as well. Board Member Smith indicated, historically, Mr. Donnelly had donated some of his time as well as received payment for other parts of his time. There was never a clear line between what he was doing pro bono and payment. Mr. Donnelly has begun investing more and more time, as mentioned, so part of this discussion is distinction between what is paid and he had done as part of the Promotions Committee. It is clear that the DDA needs to delineate those two because Mr. Donnelly has worked a significant amount of time.

Board Member Sheng questioned if this contract would reimburse him for work he performed out of contract or is it forward. The contract is dated from March 1, 2020, which means if the Board approves this contract, it is instantly fulfilled and we have to pay him all of it without any new work being performed from here on out. Board Member Sheng stated the Board is going to need a new contract for him to perform work going forward. Board Member Sheng asked what the Board, technically, is approving. Board Member Sheng also indicated he thought the Board could not approve any kind of funding unless there is an invoice; if this is a forward retainer agreement,

eventually, then it is approvable; approving advanced funds, Board Member Sheng thought was not allowed to be done.

Mayor Beagle recommended this item to be tabled until the Board can get a clarity on, A, if the funds were used or not; and B, if the Board has been invoiced or not.

Chairperson Willett agreed with Mayor Beagle. There should be a procedure in place of how the Board will handle all contracts, vendors, suppliers, etc., and contracts to be written up which would include scope of work, the various items that we may need in the future from them. Then, set a protocol where any work done within the month is invoiced within 30 days after the work is completed.

D. Economic Vitality

Chairperson Willett indicated the Committee's next meeting will be held on February 24, 2021. At their last meeting, they focused on three items to work on this year. The biggest one will be the Summit. They are moving forward and working with City Manager Brown on signs and flags. In the spring/summer, the Committee would like to sponsor a business counter or window design contest.

E. DDA Training and Goal Setting Sessions

Chairperson Willett stated the meetings are all set which will be held with Zoom. The meetings will discuss education, familiarity with Main Street Oakland County, the meaning of being a DDA member, participation in what the DDA is, branding ourselves, and becoming a unique entity.

Executive Director Cloutier indicated Mr. Tim Colbeck, Main Street Oakland County sent her the Zoom link and she will send out to the Board and to all the Committee members. The meetings will be recorded to watch at a later date, as well, if you cannot attend the meeting.

New Business:

A. Executive Director Contract Renewal Update

Chairperson Willett stated they will be performing the annual evaluation this week for Executive Director Cloutier. Due to the timing of the contract and getting the evaluation, the DDA will need to have a special board meeting session.

After a discussion, it was decided the special board meeting session will be held on Wednesday, March 3, 2021.

Information:

A. Wixom Business Forums (7:30 am)

City Manager Brown indicated he had a meeting with Board Member Klebba-Cheney about proceeding with the forums. Board Member Klebba-Cheney indicated they do not have the space for social distancing and it was agreed to hold the forums at the city offices. She will be in contact with the City offices.

B. Downtown Business News/Events

- 2021: February 24 - Wednesdays in Wixom

Executive Director Cloutier stated February 24, 2021 will be the last Wednesdays in Wixom to be held.

- 2021: MSOC DDA Training - March 4, 11, 18, 25 and April 8
- 2021: Green Goat Gifts Opening in Spring

Executive Director Cloutier indicated Green Goat Gifts is rocking their space, plumbing is being laid out and they are looking to open early April. Once there is information about the grand opening, Executive Director Cloutier will send to the Board and City Council officials.

- 2021: May 1 - Derby Day Races

Public Comments:

None

Executive Director's Comments:

Executive Director Cloutier thanked the DDA for considering renewing her contract. In spite of the pandemic, she stated the DDA had done a fabulous job; the DDA is the heart of the community. Executive Director Cloutier indicated she was thankful for the board members and the opportunity to work with everyone this year.

Board Members' Comments:

None

Adjournment:

MOTION by Mayor Beagle, second by Board Member Habbouche to adjourn the meeting. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:05 a.m.

Mona Freiburger
Recording Secretary

APPROVED 3/23/2021