

Public Comments:

None

Approval of Minutes:

MOTION by Board Member Meredith and second by Board Member Garmo to approve the August 9, 2022, DDA Regular Meeting Minutes, as presented.

VOTE:

MOTION CARRIED

All in favor.

Motion passes.

Correspondence:

None

Executive Director's Report:

A. September 27, 2022 Report

Executive Director Cloutier's report with DDA highlights is included in the DDA packet dated September 27, 2022.

Executive Director Cloutier commented Board Members Osburn, Meredith and herself attended a volunteer management seminar hosted by MSOC in late August. The presenter was dynamic and opened their eyes to new ways of recruiting, training, and retaining volunteers.

Executive Director Cloutier continues to work on the platform for the Strategic Meeting that will be held on October 19th, 2022.

Currently, there are three vacancies in downtown Wixom. Assistant City Manager Benson and Director Cloutier will continue to work with property owners to help assist in finding new tenants for these properties.

Wixom Dental had their signs installed a few weeks ago but has not provided an opening date. El Camino has been working with the City on their inspections. Once all inspections have been passed, they will provide an opening date.

Block Party was a fun day for the DDA community. Those that worked at the DDA tent met many people from Wixom and other communities such as Livonia, Canton, Plymouth, Howell, etc. Many

said they saw the Block Party advertised on Facebook or were told by a friend regarding the event. For many, it was their first time visiting Downtown Wixom.

Old Business:

A. Event - Block Party

The Block Party was held on Saturday, September 10, 2022. The layout was reconfigured from prior years. On the east end, everything worked out, perfectly. At the west end, not so much. Although, there was a lot of positive feedback throughout the day. Chair Willett commented, in her opinion, it was kind of a flop compared to the past year. There were not enough vendors or food trucks. Part of the problem was that the event planning did not start early enough. Mayor Beagle agreed with Chair Willett. He commented for next year's event, instead of utilizing the west end, the parking lot in front of the community center could be utilized; people still would feel safe walking around. Also, possibly having the food vendors outside and the other vendors in the community center. Board Member Buck commented the places that were called were all booked or they filled up very quickly. The construction hurt the event as well. Having a date for next year soon is most important.

Executive Director Cloutier brought up the idea of hosting the Block Party event on the fourth Saturday of September to coincide with Downtown Day which the day was deemed by Governor Whitmer. Having the Block Party date could save on advertisement, if held on the same date every year, the 4th Saturday of September. There is a huge marketing campaign through the Michigan Downtown Association, Oakland County, and all of those outlets for downtown day as well.

Executive Director Cloutier commented she spoke with the DDA director of South Lyon. He spoke of discussing the possibility of a partnership with transportation between the two events. Lake Orion and Oxford have a trolley that they share between the two downtown areas.

MOTION by Mayor Beagle and second by Board Member Osburn to move the Block Party to the 4th Saturday of September, 2023.

VOTE:

MOTION CARRIED

All in favor.

Motion passes.

There was a discussion amongst the group for the start and end time for the Block Party. After discussion, it was decided to hold the Block Party time from 3 p.m. to 8:00 p.m., so that there would be people in the downtown area in the evening to eat dinner; people would also be done with their errands, kids' sports, etc.

three entities brought to the table: multi-age playground, an area for 2 to 5 year olds, and area for 7 to 12 year olds; a gathering place; seating and benches; all inclusive for ability purposes, etc. Executive Director Cloutier commented she was encouraged by hearing the common aspects.

Mayor Beagle commented the project may have to look at it in phases depending on budget years, the economy and what is, fiscally, available; also, as a multi-year project. Priorities are important, as well.

Assistant City Manager Benson commented the conclusion of the discussion was to have staff go out, and to have proposals put together at various price points, so the groups can collectively evaluate those to proceed. He believed there are steps in place to move this project forward.

D. Committee: Promotions

The Promotions Committee set dates for the next Sip N Stroll - Ladies Night Out (Halloween edition) for Wednesday, October 26, 2022 from 5 to 9 p.m.

The Promotions Committee created the Spooktacular Downtown Treat Hunt that will take place on Saturday, October 29th from 11:30 a.m. to 1:30 p.m. Both of these events have minimal costs and the Committee feels these events will be a great addition to celebrate Halloween in Downtown.

Executive Director Cloutier commented she spoke to a handful of business owners for the Spooktacular event. The business owners indicated they will buy their own candy. This will be a registered event. Board Member Meredith commented he would talk to his neighbor, a magician, to set up a stand at no charge to perform some magic tricks for the kids.

Chair Willett suggested doing some advertising for the downtown whether it be on a billboard, etc., digital advertising, for promotional campaigns.

There was discussion of cross promotions with the City and the DDA on social media and/or the website.

E. Committee: Economic Vitality

The Economic Vitality Committee continues to meet and discuss potential infrastructure projects for Downtown.

Chair Willett commented there was a meeting held on September 26, 2022, where several topics were discussed. The main focus of the meeting was to have a barn feasibility study. The Committee will finish drafting an actual RFP to see basic pricing to get an idea of what it would

cost and types of ideas, then decide what to do, if anything, with the barn at a later date. The Committee would like to get a draft to the DDA next month to be voted on and then move forward.

Assistant City Manager Benson commented the intention is understanding and to come up with ideas for the barn. The hope is by having a single, coordinated effort through a third party consultant, and to get everyone's thoughts and opinions, including the community. Then the recommendation or options from the study is backed up by verifiable information.

New Business:

A. DDA Chair and Vice Chair Nomination

The Wixom DDA will nominate new board members for the positions of Chair and Vice Chair.

Chair Willett indicated Vice Chair Rzeznik and herself will step down as Chair and Vice Chair, respectively.

Chair Willett nominated Board Member Russ Meredith as Chairperson and Board Member Carissa Osburn as Vice Chairperson.

MOTION by Chair Willett and second by Mayor Beagle to approve Russ Meredith as Chairperson and Carissa Osburn as Vice Chairperson for the DDA.

VOTE: MOTION CARRIED

All in favor.

Motion passes.

Board Member Meredith commented he has been fairly vocal that his term and commitment will be a one year term as chairperson.

Chair Willett thanked both Board Members Meredith and Osburn for stepping up as chairperson and vice chairperson. Their terms will start at the next meeting in October, 2022.

B. 2023 DDA Meeting Dates

A proposed list of 2023 DDA Board Meeting dates were provided.

Executive Director Cloutier presented the DDA meeting dates for 2023. There will be two annual meetings held in February and November, 2023 which are required by the State and the County. There is also a March budgeting session and a fall strategic annual meeting which are to be determined.

removed. The existing trees and streets lights will remain as in the original plan. He indicated he could take comments from this meeting, if there were things that they didn't like, and/or wanted to change.

Chair Willett inquired about the flower boxes for a newer design. Executive Director Cloutier indicated they didn't have a design necessarily in mind for the flower boxes but in discussing this with DPW, there is a need for some sort of break there because of the elevation.

Board Member Guzowski indicated she would like to see both sides of the street match as closely as possible, not necessarily identical. Assistant City Manager Benson indicated there was a comment prior to the meeting regarding purchasing a rendering of what this corridor looks like and incorporating with the trail. Mr. Malczewski commented he would look into creating a rendering by the architectural department.

Assistant City Manager Benson indicated while the design has not been updated, HRC did provide an updated engineering estimate in 2022; the construction cost amount is estimated at \$267,000.00. This is included in the packet.

Mr. Malczewski commented the timeline for completion of the project from start to finish would be approximately six weeks.

Assistant City Manager Benson indicated during this process, they are looking for the DDA to provide any design updates. The intention is to have all of this packaged and up to date in early to late January, 2023. This is, typically, the best time to allow contractors to build their schedule and to give the best price.

Mr. Malczewski indicated he was involved with the Air Line Trail, as well. The only thing they are doing on the north side of Pontiac Trail would be the trees; they could make sure that the trees are matched. As far as any landscape features, there is only the brick retaining wall. It is all flat work. Anything above grade, Mr. Malczewski agreed, it would be nice to have a consistent corridor through there but everything on the north side is flat or existing. Executive Director Cloutier indicated she thought it would be complementary because it will be new, and new concrete. There is new concrete on the opposite side. The light posts will be the same. One side is going to have a trail and the other side is not. They will not be same, but they will be cohesive.

It was recommended and determined that the flower boxes could not be taken out because of the safety issues.

Information:

- A. Downtown Business News/Events

2022: September 29th: Volare Justin Wine Dinner

2022: September 30th - October 1st - DTBC Oktoberfest

2022: October 26th - Sip N Stroll Ladies Night Out - Halloween Edition

2022: October 29th - Spooktacular Downtown Treat Hunt

Public Comments:

No public comments.

Executive Director's Comments:

Executive Director Cloutier thanked Chair Willett and Vice Chair Rzeznik for all they have done for the DDA.

Board Members' Comments:

Mayor Beagle also thanked Chair Willett and Vice Chair Rzeznik for their service and all they have done for the DDA. He also thanked Board Members Meredith and Osburn for assuming the roles of Chair and Vice Chair.

Chair Willett thanked everyone for their support and Vice Chair Rzeznik for being a great vice chairperson.

Board Member Meredith thanked Chair Willett and Vice Chair Rzeznik for their service to the DDA. He indicated he appreciated their service and they did a great job.

Adjournment:

MOTION by Mayor Beagle, second by Board Member Meredith to adjourn the meeting. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 9:05 a.m.

Mona Freiburger
Recording Secretary