

**CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
THURSDAY MAY 28, 2020**

This meeting of the Wixom Downtown Development Authority came to order at 5:00 p.m. with the following individuals in attendance:

DDA MEMBERS: Chairperson Caleb Sheng, Vice-Chairperson Kristin Rzeznik (late), Kailee Fine, David Gavron, Amanda Habbouche, Melanie Klebba-Cheney, Vanessa Willett and Patrick Beagle, Mayor

ABSENT: Excused: Grossi, Smith

STAFF: Steve Brown, City Manager, Laura Cloutier, DDA Executive Director and 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 Board Member Klebba-Cheney to approve the Meeting Agenda.

VOTE:

MOTION CARRIED

All in favor.
None opposed.

Public Comments:

None

Approval of Minutes:

May 5, 2020 DDA Meeting Minutes

City Manager Brown stated there were some comments he made at the beginning regarding Old Business, Letter E, the DDA Direct Assistance Program related to the grants using DDA funds which were not included in the Minutes. City Manager Brown gave a disclaimer which he reevaluated with experts for the City, which doesn't meet the legal requirements of Act 57.

MOTION by Mayor Beagle and second by Board Member Willett to approve May 5, 2020 DDA Meeting Minutes with the noted addition.

VOTE:**MOTION CARRIED**

All in favor.
None opposed.

Correspondence:

None

Old Business:

- Event: Get Fit Here

Ms. Cloutier indicated she reached out after the last DDA meeting to the fitness studios in Wixom who agreed to provide free sessions in the park. Their consensus is because they are not allowed to reopen yet, the businesses do not feel comfortable holding sessions. They do not want to put any of their licensing or businesses in jeopardy. Their consensus is that they will gladly do it, if we can figure out a way that it can be safe.

The first date for Get Fit Here was supposed to be in May but it has this cancelled through June. Get Fit Here should start in July.

Board Member Willett indicated she is a member of Fit Body Boot Camp. She received a text indicating their goal to open is June 8th. The fitness center will have blocks of time to schedule their member, as not to have too many people in the facility.

City Manager Brown stated the City cancelled event through June. In the end, they decided that they are not going to hold off and wait for the latest executive order expiration of June 12th. If the City convenes on June 15th, a decision will be made on those events at that time.

Chairperson Sheng recommended Ms. Cloutier to send them a message indicating the DDA is working on how to make sure this event complies with State order and to make it safe. Ms.

Cloutier stated she communicated with them that we are following the city's guidelines, cancelling through the end of June. At that time, a reassessment would be made.

- Event: Block Party

Ms. Cloutier stated the Block Party is set for now for September 12, 2020. City Council approved the road closure and the special liquor license for the beer tent. Oakland County needs to be notified to close the road during that time.

- Committee: Economic Vitality

Board Member Willett gave an update for the Economic Vitality Committee. The Committee met to go over strategic planning, short term and long terms goals. The Committee members are focusing on a potential survey with residents as to which businesses they would like to see downtown. Good ideas and alternatives were discussed which may be of value to property owners. There will be a tentative recap meeting in the following week. The Committee will start meeting every two weeks.

Board Member Willett asked Mayor Beagle if the Economic Vitality Committee is a committee which the mayor would take part in. Mayor Beagle stated he is a member at large because he is mayor, but he would check to see if he should participate in any other committees.

Board Member Willett indicated everyone is a volunteer but she had asked everyone for some time commitments to continue to go downtown and visit the businesses, not just the restaurants but other businesses to see what additional things the businesses may need from the DDA. She asked Mayor Beagle if he would be interested to help with this Committee to talk to the businesses. Mayor Beagle stated he would love to do this.

Board Member Willett indicated she saw the emails with Mr. Carmine Avantini regarding the TIF update. City Controller Brown indicated there was some exchange about the TIF Plan update. Mr. Avantini requested a DDA meeting separate from any other agenda item.

- Crisis Response: COVID-19: 5 minute update

Chairperson Sheng indicated there was some clarity that came out over the holiday weekend from STA for the loan forgiveness. The loan forgiveness is where all of the scrutiny is now. The end of the period for the first wave of recipients of PPP loans is coming up. There are different scenarios from people are on the ground, a huge one being that there is a survey that states about 50% of workers stand to gain from accepting the \$600 a week bonus on top of unemployment which makes it harder to businesses that employ workers from that pay scale down to bounce back. People are called back to work, they say no and businesses are reluctant to force that issue. This is now being related as well. If employers make a written offer for a worker to return to work at the same wage and hours per week, and it is declined, the business is allowed to eliminate that number from the headcount that is reduced over the period. There

are other clarifications that were nice to receive, as well, that could change the real markers that we have yet to see.

Ms. Cloutier indicated Mr. Ron Moore sent her a text with a picture of all of the PPE kits provided by Oakland County for the downtown business. More kits than businesses were delivered. She will keep those kits for the DDA and for the volunteers. A distribution system was set up to pass out the PPE kits. Ms. Cloutier stated she was excited and very appreciative of Oakland County for providing these kits. This is phase one of delivery of the kits to all of the Main Street communities; then it is going to open up to businesses outside of the downtown.

City Manager Brown stated there will be additional kits that are being made available for corridor employers or businesses, basically, within 1,000 feet of a corridor. The only corridor that was established in Wixom was the 96 corridor. There is basic information that the county provided about the number of companies that are potentially involved.

Ms. Cloutier stated a plan should be formulated to reopen the downtown. The majority of the businesses are open; the only ones that aren't open are Auto One and Wixom Bar. The date and the salons aren't open either. Ideas on how to expand outdoor seating should be discussed as well. Some communities are closing portions of the street to allow restaurants to pull tables out into the street. Mayor Beagle indicated Pontiac Trail is a road that is owned and maintained by the County and probably would not allow for the closure because of liabilities. Some cities are allowing businesses to build a platform onto the parallel parking spots in front of the business to allow putting tables on those platforms. Safety issues would have to be considered.

Ms. Cloutier as the Board Members to send her an email regarding their ideas. Mayor Beagle stated he thought any recommendation within reason that goes in front of City Council, City Council would approve it; it has to meet the safety check list.

Vice Chairperson Rzeznik indicated Drafting Table is looking at a temporary solution in their parking lots, on the north side of the business where their Oktoberfest and Anniversary Party is held. Anyone who wants to serve alcohol outside, they have to get approval by the MLCC. People would feel more comfortable outside because of the concern about the air conditioning moving air around. City Manager Brown indicated an email was send regarding pending bills that are going to relax some of the restrictions including allowing outside consumption of alcohol.

Mayor Beagle congratulated Vice Chairperson Rzeznik for the Beer of the Week which was held on Facebook with MLive.com.

- DDA Direct Assistance Program

Chairperson Sheng stated we have to retire the current version of the plan. The plan was to, essentially, divert TIF monies into direct funding of some kind, such as forgivable loans or grants to local businesses.

The DDA's plan is narrowly tailored compared to a lot of other TIF plans, we have to look at ways that we could have consultants able to stand by and assist these businesses.

Chairperson Sheng thanked everyone for their work. He recommended asking Mr. Avantini, as he looks to update the plan, to see if there would be general buckets to be added in the future.

Board Member Willett spoke about the Crowd Funding Campaign. It started as part of Economic Vitality, now reaching to businesses in Wixom, who would, typically do donations or interested in doing donations. This has helped the Downtown in the crowd funding.

During the last meeting, Board Member Willett asked to approve \$250 out of the DDA funds raised towards funding. She indicated there may have been some confusion to where the money was coming from. It was from the raised funds to be matched for the downtown area. Board Member Willett expressed everyone is working together for the same thing. If everyone gave \$10, there would be a lot of money to hit the goal.

Ms. Cloutier indicated we have raised \$2,400, Oakland County will match dollar for dollar up to \$4,000. Board Member Willett indicating she would be reaching out to people that are outside of the city, some of the larger companies that are not on the list.

New Business:

- DDA Budget

Chairperson Sheng indicated the budget study sessions were held and City Council, kindly, found the DDA budget fund agreeable and goes up for vote on June 9, 2020.

- DDA/TIF Plan

Chairperson Sheng stated Mr. Avantini will be speaking at a special DDA meeting to over everything. At that time, the DDA will have a better idea, the entire life cycle, which the DDA has been looking forward to seeing and understanding, as well. Chairperson Sheng encouraged everyone to make this informative meeting, if possible.

Information:

- Wixom Business Forum: (7:30 a.m.)

No further discussion.

- Downtown Business News/Events

No further discussion.

Public Comments:

None

Executive Director's Comments:

No comment.

Board Members' Comments:

Board Member Willett indicated she would like to leave on a positive note, that we all have the same long term goals, and being a board member has been great. She stated she looked forward to these meeting and she believed that we are all really here to do the same thing and grow. We have a great group of people which is going to take it to the next level and benefit everyone. Board Member Willett stated she is very passionate about the DDA and she is willing to put her time as long as she is wanted and as long as we are going somewhere.

Chairperson Sheng thanked Board Member Willett for her comments. He stated we were lucky to have her, she has been an industry leader in some of the fields that she has worked in; we are lucky to have a big fish in a small pond with us, which can be said about everyone on this board, as well.

Chairperson Sheng stated he found the budget session to be interesting. He indicated Board Member Melanie Klebba-Cheney would like to continue and renew her term. Mayor Beagle stated he received the list today whose terms will expire on June 30, 2020, so he will write down a yes next to her name. Board Member Klebba-Cheney thanked the Mayor.

Ms. Cloutier indicated the DDA was lucky to have Board Member Klebba-Cheney, she has put in a lot of time and effort on this board; she was also a former chairperson of the DDA.

Chairperson Sheng indicated Board Member Klebba-Cheney pretty much founded the current generation of the board as it works and we owe a lot to her. Board Member Klebba-Cheney stated she appreciated the kind words and comments.

Board Member Willett indicated she belongs to her condo association; they conduct their meetings in the summer. She stated she has discussed the DDA and other events. Board Member Willett asked if the DDA needs more people involvement. City Manager Brown stated HOA meetings, in general, have not been held since COVID-19.

Board Member Willett asked City Manager Brown if he could give a quick overall of the DDA as a branch or army of the City which could be included for people to understand and be able to know the website and our Facebook page. City Manager Brown said yes, he could always include this information.

Mayor Beagle indicated there is one vacancy on Parks and Rec, if anyone knew someone that was interested.

Vice Chairperson Rzeznik thanked everyone who has ordered from the Drafting Table, which she indicated make a difference. She stated she appreciated everything including donating through the crowd funding campaign, and sharing information on social media.

Vice Chairperson Rzeznik indicated Ms. Cloutier has been doing a great job with social media, keep up the good work. The more people share information, the further it goes.

Chairperson Sheng thanked everyone for all of their time; he indicated he was very grateful.

Chairperson Sheng stated the past two and a half months have been incredible to see the rate in which Ms. Cloutier has gained understanding, comfort and depth. He indicated he appreciated everything she does, and all of her time and effort.

Adjournment:

MOTION by Mayor Beagle, second by Board Member Willett to adjourn the meeting. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 6:10 p.m.

Mona Freiburger
Recording Secretary

APPROVED 6/23/2020