



None

**Approval of Minutes:**

**MOTION** by Chairman Sheng and second by Willett to approve the DDA Minutes of the May 28, 2020 meeting.

**VOTE:**

**MOTION CARRIED**

All in favor.  
None opposed.

**Correspondence:**

None

**Old Business:**

- **Event: Get Fit Here**

Ms. Cloutier gave an update on Get Fit Here. There are four dates: July 11 with CrossFit Fate, which they are working on the social distancing for the park. It will run through August 22, 2020. The gyms did not want to take on any more dates while trying to open up their own businesses and their buildings. They are very thankful that we are still offering Get Fit Here, and hopefully, people will participate. Ms. Cloutier indicated she has started promoting this event on the FB page.

- **Event: Block Party**

Ms. Cloutier indicated she has had telephone conversations with Ms. Fine regarding Block Party. They are proceeding with the planning, assuming that they can go forward and there is no spike in COVID or we do not get shut down by the State, again. Right now, Block Party is scheduled for Saturday, September 12, 2020. There is a lack of funding right now for Block Party. In the events expenditures monies raised, there is money left from a cultural event from four years ago in the amount of \$2,142. Ms. Cloutier asked if they could transfer these monies for Block Party. Right now, there is \$4,474 for Block Party. Block Party is approximately \$9,000 in costs.

Chairman Sheng asked where we could source the rest of the funds. Ms. Cloutier stated Ms. Fine and her discussed how to cut finances for Block Party. JAG Entertainment, who books the bands, suggested less expensive entertainment that would be under \$1,000. Typically, they spend about \$2,800 on the bands. This would be a cost savings. We could charge vendors that are not in the downtown. There have been some commitments from vendors coming in.

Chairman Sheng asked if any of the \$9,000 to hold the vent goes toward marketing the event. Ms. Cloutier answered yes. Chairman Sheng asked Mr. Cloutier to break those off costs off and have those costs be put forward as a marketing and branding spending item. This amount would be approximately \$400.00. Typically, this cost is for banners in the downtown area.

Ms. Cloutier indicated the tent, tables and chairs are approximately \$450. The stage is already paid in the amount of \$550. The beer is purchasing from Drafting Table. This is an event for the community, there are no real permanent improvements.

Ms. Willett asked if a tent is needed or if there was a condition with the permit for beer and alcohol that we have to consumer alcoholic beverages in a specific space. Ms. Cloutier indicated the application for the liquor license is that the alcohol would be in a contained space. The concern is there are too many entry and exit points along the corridor of the downtown that was not feasible to control. Vice Chairperson Rzeznik indicated you have to have a defined space where alcohol is being served but you don't need a tent, necessarily. A tent provides a covering in case of bad weather.

Ms. Cloutier stated she did not reserve a tent but she brought the costs down for the tent because she found a company that bundles the tent with the chairs and tables which was much less expensive than the year before where they spent \$600 on the tent and then had to rent the tables and chairs, separately. Vice Chairperson Rzeznik indicated she could order less beer but if it is popular and run out, we run out. Vice Chairperson Rzeznik stated alcohol could not be discounted, prices cannot be changed. They could only change prices every six months and they could not cut a certain person a deal.

Ms. Cloutier indicated alcohol sales generated approximately \$1,800, minus sales tax. The profit went to Foundation for Excellence.

Ms. Willett wondered how many people were going to attend this event; if you spend the traditional amount of money and half of amount of visitors attended from last year. Mayor Beagle indicated the opposite could happen, everybody being eager to get out and socialize. Mayor Beagle suggested a 50/50 raffle to generate a little more money or get a donation for a couple of raffle prizes. Ms. Cloutier indicated raffle items were donated two years ago where every restaurant in the downtown donated a gift card for a Taste of Wixom basket. Mayor Beagle indicated it is hard right now to go up to a business when they are struggling during this time. Ms. Cloutier also indicated there are no other consumables such as food or drink that the DDA is purchasing.

Ms. Fine suggested changing the time of the event to 11:00 a.m. to 6:00 p.m. instead of 11:00 a.m to 8:00 p.m. because they were not sure if people would want to stay later due to social distancing and the current pandemic. Ms. Cloutier indicated the time change would eliminate one musical act. Ms. Cloutier also indicated that it is her understanding that paying the police does not come directly out of the DDA funds; they have an overtime budget for these types of events.



distribution. Of those funds, they have received some funds from Oakland County but not the full amount yet. Ms. Cloutier indicated they should be receiving the remaining funds by next week.

Ms. Willett stated they were not sure how they were going to divide the funds. The applications have to be done so that they can have the funds distributed. The Committee had met several times. Ms. Willett is sending out an email on the next meeting to finish up on the strategic plan. She stated she has a Zoom call with Elena from CIB Planning to review some ideas for businesses downtown, so they could use some of that information in our plan. Ms. Cloutier will also be attending the Zoom meeting.

- **DDA/TIF Plan**

Chairperson Sheng indicated it would be another month or so from the time Mr. Avantini from CIB Planning would give the summary to complete the final reviewable version of the TIF plan. Chairperson Sheng asked Ms. Cloutier to get a copy of the construction bond debt, general fund debt and then have this information with the DDA documentation.

### **New Business:**

- **Committee: Design**

Vice Chairperson Rzesnik gave a recap of the Design Committee's immediate goals and long term goals. The immediate goals, they discussed bike racks. They would like someone to survey the area, working with DPW, getting quotes for construction and for the actual bike racks. They liked the look of the bike racks being used for the Airline Trail. There is an area on the bike rack that we could brand downtown Wixom which would be really nice.

Vice Chairperson Rzesnik indicated going along with the bike racks, signage is needed. Ms. Cloutier is going to work with CIB Planning to figure out the criteria for the signage, and if there was a way to have temporary signage installed out on the trail on the major lanes that bikers can use to get into the downtown area, so that they don't turnaround once they get to Wixom Road.

Ms. Cloutier spoke on Downtown Dazzle. She indicated TREMEC, a company in Wixom, was very generous in donating to Downtown Dazzle and other initiatives and events. This year, TREMEC donated \$3,000 towards Downtown Dazzle. With that, Ms. Cloutier indicated they thought to expand where the lights were installed. Last year, there were lights on the pine trees at Wixom and Old Wixom Road, where it splits into downtown. She suggested trying to do, if not all, some of the pine trees on the other side of Old Wixom Road on the little plaza area. Ms. Cloutier stated she would really like to keep white lights up year round, if possible, to add ambience to the downtown area. The alley way between the Klebba Building and Wixom Bar was discussed, as well. Mr. David Vanderhovel, part owner of the Klebba building donated a few years back \$500 for café lights to be strung over that path in the alley way. They would like to talk to Mr. Vanderhovel again and the owner of the Wixom Bar to see if this would be feasible.

The lights would have to be attached to each of the buildings, as well as talk to DPW about installation and electricity.

- **Committee: Promotion**

Mr. Smith indicated they have a significant remaining budget for the 2020 fiscal year. They have had quite a bit of interaction for how to utilize those funds. In working with Mr. Josh Donnelly, and Detroit Branding Company, Mr. Smith proposed the idea to take some of the marketing funds budget and splitting it up into three different categories. Those categories would be for website updates and maintenance, and to support the existing website. Monthly, there are general maintenance items needed to keep the website strong. In the past, we discussed digital marketing related to collateral, and to create a campaign to create ads to drive people to downtown Wixom. It would include Facebook ads to drive people to the different events and downtown businesses. The third channel would be the creation of physical collateral such as creating signage to leverage some of the marketing promotion budget for signs and printed materials.

The preliminary budget with Detroit Branding Company would be separate categories meeting our approval thresholds, which would be \$2,400 for website updates and maintenance (\$200 monthly). Five months of marketing, digitally, would be \$2,500. Then the physical collateral would be an additional \$2,500. The total amount is \$7,400 across the three categories, which is well within the remaining marketing budget.

Chairperson Sheng indicated a fourth item of \$400 would be added for marketing the Block Party. The \$2,500 for digital marketing and collateral is especially important because now that businesses are reopening, they may be low in funds to be able to surge their marketing digitally to attract customers. Consumers may be eager for activity. Marketing on their behalf during the next five months would be critical up to Thanksgiving.

Mr. Smith stated he would be happy to spend the additional \$400 for the Block Party, knowing that event is in the next fiscal year. Mr. Smith stated he would have these invoices from Detroit Branding Company in hand prior to the fiscal year ending.

Mr. Smith indicated this is a good example and the first step in the right direction of doing a collaborative project to help us solve both objectives from marketing to residents and visitors as well as supporting businesses.

Ms. Willett indicated this goes along with live here, work here, experience, here; your business fits Wixom, your business should be here type of campaign, digital campaign. She stated she has seen this in other cities where they advertise the city to specific types of businesses or new businesses.

**MOTION** by Smith and second by Fine to approve \$2,400 to purchase a year of website update and maintenance from Josh Donnelly's company, Detroit Branding Company, contingent upon receipt of an invoice by the end of June, 2020.

**VOTE: MOTION CARRIED**

All in favor.  
None opposed.

**MOTION** by Chairperson Sheng and second by Smith to approve \$2,500 to purchase a five month campaign for digital marketing collateral from Josh Donnelly's company, Detroit Branding Company, contingent upon receipt of an invoice by the end of June, 2020.

**VOTE: MOTION CARRIED**

All in favor.  
None opposed.

**MOTION** by Smith and second by Mayor Beagle to approve \$2,500 to purchase a twenty-five (25) hour block of creative collateral for the creation of physical collateral from Josh Donnelly's company, Detroit Branding Company, contingent upon receipt of an invoice by the end of June, 2020.

**VOTE: MOTION CARRIED**

All in favor.  
None opposed.

- **Event: Sip N Stroll**

Ms. Cloutier indicated last year was the inaugural Sip N Stroll which was held on the first Wednesday in October, 2019; this was a rainy Wednesday with a very good turnout. Approximately 400 ladies attended the event. We also paired up with a local charity that helps women recovering from breast cancer with October being Breast Cancer Awareness Month.

**MOTION** by Willet and second by Habbouche to approve to hold this event, Sip N Stroll, on the first Wednesday in October, 2020.

**VOTE: MOTION CARRIED**

All in favor.  
None opposed.

Ms. Willett stated she went to last year's event and it was very well done. All of the ladies had a good time and it exploited the businesses downtown in a good way. There were different businesses, pop up shops, and shopping. Then you could stop and have cocktails at the different

downtown businesses. A lot of ladies came after work, some ladies did not live in Wixom. It was a great event.

- **Expansion of Outdoor Dining Seating**

Ms. Cloutier indicated this resolution is going before City Council tonight. There is a resolution and it is the last item on the Agenda. This resolution would allow the restaurants throughout the City, not just the downtown area, to expand outdoor dining.

Vice Chairperson Rzeznik stated Drafting Table submitted their plan to the City last week. She heard back in a few days, then approved the next day. City administration are trying to make sure that outdoor seating is expanded to help the businesses. She thanked everyone who worked on their approval. Vice Chairperson Rzeznik indicated she submitted a temporary event permit which was approved. It is a very quick turnaround.

Ms. Cloutier spoke with Mr. Avantini regarding the resolution; Mr. Avantini indicated part of the resolution is to expedite these applications and services, so it could be approved quickly.

**Information:**

- Wixom Business Forums: (7:30 a.m.)
- Downtown Business News/Events

**Public Comments:**

No public comments.

**Executive Director's Comments:**

Ms. Cloutier thanked everyone for their hard work and dedication to the DDA, while it is a hard time dealing with this pandemic.

**Board Members' Comments:**

Mayor Beagle thanked Mr. David Gavron for his dedication and support during his term on the DDA.

Chairperson Sheng thanked everyone for their time and sacrifice to help support the DDA.

Vice Chairperson Rzeznik thanked everyone who helped with the PPE kits, which were handy.

**Adjournment:**

**MOTION** by Mayor Beagle, second by Habbouche 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 - 8/25/2020