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 opportunities that attract businesses and residents.

DOWNTOWN WIXOM
EXPERIENCE HERE

City of WIXOM

AGENDA
Downtown Development Authority Meeting
49045 Pontiac Trail
Tuesday, Arpil 27, 2021
7:30 a.m.

CALL TO ORDER:

ROLL CALL:

V. Willett, Chairperson
K. Rzeznik, Vice-Chairperson
K. Fine
A. Habbouche
M. Cheney
C. Sheng
J. Smith
W. Umlor
P. Beagle, Mayor

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

I. DETERMINATION OF QUORUM:

II. READING OF MISSION AND VISION STATEMENT:

III. APPROVAL OF AGENDA:

IV. PUBLIC COMMENTS:

V. APPROVAL OF MINUTES OF:
- **A. March 23, 2021 DDA Meeting Minutes**
- **B. April 7, 2021 DDA Budget Work Session Minutes**

VI. CORRESPONDENCE:

VII. OLD BUSINESS:
- **A. Event: Derby Day**
- **B. Committee: Design**
- **C. Committee: Promotions**
- **D. Committee: Economic Vitality**
- **E. Donco Marketing SOW Spotlight Video Proposal**

VIII. NEW BUSINESS:

- **A. Executive Director KPI Review**
- **B. DDA Flower Spend**
- **C. Committee Recruitment Brochure Spend**
- **D. DDA Goal Setting and Work Plan Session**

IX. INFORMATION:

- **A. Wixom Business Forums (7:30 am)**
- **B. Downtown Business News/Events**
  - **2021: Green Goat Gifts Opening in Spring**
  - **2021: May 1 – Derby Day Races**
  - **2021: June-Sept. – Summer on the Trail – Welcome Wixom**
  - **2021: June 2 – Sip n Stroll – Ladies Night Out**

X. PUBLIC COMMENTS:

XI. EXECUTIVE DIRECTOR'S COMMENTS:

XII. BOARD MEMBERS' COMMENTS:

XIII. ADJOURNMENT:

SCHEDULE OF UPCOMING DDA MEETINGS:
May 24, 2021
June 22, 2021
August TBD
September 28, 2021
October 26, 2021
November 23, 2021

SCHEDULE OF UPCOMING JOINT BOARD MEETINGS:

NOTE: Anyone planning to attend the meeting who has a need of special assistance under the Americans with Disabilities Act (ADA) is asked to contact the Department of Public Services at 248.624.4664. Staff will be pleased to make the necessary arrangements (large print agendas or minutes, etc.) with proper notice given prior to the meeting.

RULES FOR PUBLIC SPEAKING:
Call to the Public:

- The public shall address the Board during the "Call to the Public" which shall be included on the agenda immediately after Correspondence and again immediately after New Business. The first Call to the Public immediately after Correspondence shall be limited to agenda items only.
- A person shall not address the Board in excess of five minutes unless the time is extended by a majority vote of the Board present.
- Persons wishing to address the Board shall identify themselves and their place of residence and shall state their reason for addressing the Board.
- All comments by the public shall be made directly to the Board.

NOTE: THIS MEETING WILL BE HELD ELECTRONICALLY AS AUTHORIZED UNDER THE OPEN MEETINGS ACT, MCL 15.26, AS AMENDED. MEMBERS OF THE PUBLIC BODY AND MEMBERS OF THE PUBLIC MAY PARTICIPATE ELECTRONICALLY, AS DESCRIBED BELOW.

Reason for allowing participation by electronic means:
To mitigate the spread of COVID-19, protect the public health, and provide essential protections to vulnerable Michiganders, it is crucial that all Michiganders take steps to limit in-person contact. These critical mitigation measures include social distancing and limiting the number of people interacting at public gatherings. This includes public meetings.

Procedure for public participation by electronic means:
In order for the City to allow electronic or telephone participation in the meeting, there must be full opportunity for both the general public and the members of the public body to both hear and be heard at appropriate times during the meeting.

The City will be utilizing the video/audio conferencing platform ZOOM. Members of the public body will be able to hear and speak to each other for the entire meeting. Except for any closed session portions of the meeting, members of the public will be able to hear (and possibly see) members of the public body during the entire meeting but will only be able to speak during a public comment period.

In order to connect to the meeting through ZOOM and a laptop, PC or smart phone, a member of the public may need to do the following:

- Install Zoom App on mobile device or phone. Download Zoom Client at https://zoom.us/download and install on a PC or Mac

You would then access the meeting (Webinar ID: 828 0570 5884) through the URL:

https://us02web.zoom.us/j/82805705884

Alternatively, a member of the public can dial in to the meeting using different numbers. If long distance costs are not a concern, i.e. long distance in included at no cost on your service plan, please call:

- 301-715-8592 or 312-626-6799
- 646-558-8656 or 253-215-8782

If long distance costs are an issue, you can call on of the toll-free numbers below:

- 888-475-4499
- 877-853-5257

Please note, when calling by telephone the caller's number will be visible in the public meeting. As an option, most telephone companies have a feature to make phone numbers private by dialing *67. If you have this feature and wish to block your number, press *67 before dialing the meeting call-in number.

Members of the public participating in the public comment via ZOOM will wait in a virtual queue until called during the public comment period.

When public comment is permitted, members of the public will be called one at a time, as would happen during an in-person meeting. The Chair will determine the order of the public speakers. If you want to speak, you must use the "Raise Hand" feature in the Zoom app or press *9 on a telephone keypad to raise your hand virtually in order for the Chair to know you need to be unmuted. When you are unmuted, you have up to five (5) minutes, you will be re-muted and then removed from the queue.

Participants may also choose to submit comments that can be read into record. Comments can be submitted via email to dda@wixom.us . Comments shall be done prior to 3 p.m. on the day of the meeting.

Procedures by which persons may contact members of the public body prior to a meeting.

If you would like to contact someone representing the Downtown Development Authority at this meeting, you can also request a contact from them by emailing dda@wixom.us .

Procedures for participation by persons with disabilities.

They City will be following its normal procedures for accommodation of person with disabilities. ***Those individuals needing accommodations for effective participation in this meeting should contact the City Clerk (248) 624-0894 in advance of the meeting. An attempt will be made to make reasonable accommodations.***