CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY (ZOOM)
49045 PONTIAC TRAIL
TUESDAY, APRIL 26, 2021

This meeting of the Wixom Downtown Development Authority came to order at 7:32 a.m. with the following individuals in attendance:

DDA MEMBERS: Chairperson Vanessa Willett, Vice-Chairperson Kristin Rzeznik, Kailee Fine, Amanda Habbouche, Melanie Klebba-Cheney, John Smith and Patrick Beagle, Mayor

ABSENT: Excused: Caleb Sheng, Wes Umlor

STAFF: DDA Staff: Laura Cloutier, DDA Executive Director
City Staff: Steve Brown, City Manager
Drew Benson, Assistant 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 Board Member Klebba-Cheney and second by Vice Chair Rzeznik to approve the Meeting Agenda.

VOTE: MOTION CARRIED

All in favor.
None opposed.

Public Comments:

None

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Approval of Minutes:

MOTION by Mayor Beagle and second by Chairperson Willett to approve the March 23, 2021 DDA Regular Meeting Minutes, as presented.

VOTE: MOTION CARRIED

Minutes for the April 7, 2021 DDA Budget Session Meeting Minutes were not approved at this time. Vice Chair Rzeznik commented prior Minutes were more detailed. Vice Chair Rzeznik indicated there was a lot of discussion and emphasis regarding the walking path being more than just a walking path during the budget session. Vice Chair Rzeznik will provide her notes to the Recording Secretary to include in these Minutes.

VOTE: MOTION CARRIED

Correspondence:

Chairperson Willett commented that she would like the budget document included in the correspondence to discuss the budget for future projects in future years.

Old Business:

A. Event: Derby Day

Director Cloutier commented Derby Day would be held Saturday, May 1, 2021. As of this date, there will be 213 runners and many volunteers. Weather is supposed to nice, this should be a good event, and people are happy that this is an in-person race.

B. Committee: Design

Vice Chair Rzeznik commented Director Cloutier placed the order for the bike racks, which are scheduled to be delivered in three weeks. Director Cloutier will coordinate with DPW for placement. The Design Committee is also working on placement of bike racks on the east retail side.

Vice Chair Rzeznik discussed and presented/overviewed architectural designs of future phases of the walking path. She indicated everyone was in agreement that the walking path was phase one of the overall larger project. Different options were presented which included a play zone. There is a small playground at the property now but could be expanded and become a cool destination for families. Recent resident data from Oakland County shows Wixom with younger families. Vice Chair Rzeznik commented the example of the Midland, Michigan design was intriguing to the Design Committee because there was a lot of emphasis on nature, and there was a path around the play zone with elevation changes and a lot of color.

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The walking path should have elements of tranquility, and include elements to enjoy nature; a water garden is an option. A dog park and splash pad is nice, and depending on the location, water could easily be piped. The path could be utilized during Downtown Dazzle.

Vice Chair Rzeznik stated the walking path could be the downtown trailhead; bathrooms could be utilized at the police department, there is already parking, bike racks will be installed. This could be created as the starting point for the Air Line Trail and sets the stage for the barn. A landscape architecture firm was contacted to discuss a rough estimate for big picture designing, possible meandering path that winds through some trees, and to make sure numbers compare to other firms. Also repair costs for the asphalt path will also be discussed.

Vice Chair Rzeznik commented the Design Committee was very excited about this project as long as it is just not the walking path. The walking path would be phase one. Future phases (phase two and three) are being discussed. Top favorites for the Design Committee are: big play zone or playground; the splash pad; and exercise stations.

Chairperson Willett commented she also was on the call and the pictures of the examples were great. Some of the ideas were very nice but pricey and not necessarily going to meet the budget for the next couple of years, and hopefully, the architectural design firm can help the DDA put some budget items in the design to pick and choose at a later time.

C. Committee: Promotions

Director Cloutier commented the last Promotions Committee meeting was very productive. They are very excited to bring a summer campaign to welcome people back to the downtown area. There are many events being planned such as the summer concert series, Sip N Stroll, etc. It was decided to call the campaign, Summer on the Trail, Welcome Wixom. Director Cloutier provided a breakdown of events by month. There was discussion of adding a Tuesday Night Music to get people into the downtown area. Three Tuesday evenings throughout the summer, once per month. Director Cloutier provided the DDA with a budget for eight feather flags for the two entries of downtown, one by the barn, and one over by Old Wixom and Wixom Road.

Director Cloutier asked the DDA Board to approve a total budget of $5,425 for the summer campaign ($2,800 for the flags, Marketing and Branding account and $2,800, Events and Promotion account).

There was discussion to see if there could be a music school, or local entertainers that could come out to play for free. Director Cloutier stated it is hard to find free entertainment as musicians have had a year of not being able to get paid for their services, but she would look into different options. Director Cloutier indicated the DDA and the City of Wixom has a working relationship with AFP to do the promotions and scheduling. Mack Park and Sibley Park are being considered to hold the music events; there aren't a lot of outlets in the downtown area unless they are pure acoustic without an amp.

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MOTION by Chairperson Willett and second by Board Member Habbouche to approve a total budget of $5,425 for the summer campaign, Summer on the Trail event ($2,800 for the reusable flags, Marketing and Branding account; and $2,800, Events and Promotion account).

All in favor.

VOTE: MOTION CARRIED

D. Committee: Economic Vitality

Chairperson Willett introduced and welcomed Mr. Drew Benson, Assistant City Manager. City Manager Brown commented Assistant City Manager Benson has a lot of experience in working with economic development; and he is working a lot of key projects such as the redevelopment certification, etc.

Assistant City Manager Benson stated has had a lot of great conversations with Director Cloutier. He indicated he has a lot of experience in dealing with things in a variety of ways and he wants to understand how the City of Wixom operates as well.

Chairperson Willett commented the Economic Vitality Committee will meet twice in May. September 28, 2021 is scheduled for the Business Summit. The Business Summit will be an in-person event. The Committee is working on lists for developers, potential business owners, corporations that are, currently in Wixom or looking to support Wixom.

E. Donco Marketing SOW Spotlight Video Proposal

Director Cloutier indicated she has been working with Josh at Donco Marketing for this proposal. Originally, Donco Marketing proposed $1,000 per video, one video a month. After discussion with Josh, it was decided the DDA to pay $700 per video, and publish one video per quarter for a year. Director Cloutier stated the goal of the spotlight video is to help promote the businesses that participate in the videos and to showcase what businesses there are in the downtown on the DDA social media page and Facebook page. The videos are anywhere from 90 seconds to 2 or 3 minutes in length. They will be short/condensed. Two videos have been published in January and February. The videos are done in a 20/20 or 60 Minutes fashion where you don't hear the interviewer, just the person talking; the questions are asked and edited out, and the person being interviewed is talking and answering the questions in a conversational manner.

Chairperson Willett asked if there is a way to measure the value of the spotlight that the businesses get out of the interviewer -- how many people will see the video and how can we get the metrics to see what kind of value is brought in by these videos? Board Member Smith indicated video views are a good way to measure the value to see if we are getting any traction with viewership.

Chairperson Willett indicated if the DDA Board should approve this request, it is approved for one year and then the Board would revisit this request and take a look at the number of viewers or however promotions decides to manage the information/request.

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Chairperson Willett committee that part of Director Cloutier's new KPI to meet would also be to increase the views to the website and the traffic, measuring increases, etc., of that traffic to the website and to Facebook. Everything the DDA spends money on should have some type of measurable value to the downtown. Vice Chair Rzeznik commented she thought this was a great idea and anything visual always reaches more people than just words; photos do a lot more than just words.

MOTION by Chairperson Willett and second by Vice Chair Rzeznik to approve $700 per video per quarter for a one year contract for SOW spotlight videos to be performed by Donco Marketing.

All in favor.

VOTE: MOTION CARRIED

New Business:

A. Executive Director KPI Review

Chairperson Willett indicated in their packets were the Executive Director KPIs that she put together in order to properly measure performance target goals. Mayor Beagle and Vice Chairperson Rzeznik also reviewed the KPIs before they were submitted to the DDA. These target goals will be discussed with Director Cloutier, so there is a clear understanding for the quarterly and annual review prior to renewing or not renewing the contract. Chairperson Willett stated she was open to questions and to feel free to reach out to her.

B. DDA Flower Spend

Chairperson Willett stated during the DDA Special Finance Budget meeting, one of the items brought up to the DDA's attention was participating and providing the funding for flower baskets throughout the downtown such as cites of Milford, Brighton, etc. The DDA Board approved the funding and is excited about the installation of the flower baskets.

Director Cloutier commented there will be 60 - 17 inch flower baskets on the lamp posts, brackets and for the company to water daily and fertilize once a week. The brackets will stay up all year. There was a deadline to order the flower baskets.

MOTION by Chairperson Willett and second by Vice Chair Rzeznik to approve $46,258 for 60 - 17 inch flower baskets, brackets, and maintenance (watering daily and fertilizing weekly) in the Wixom downtown area.

All in favor.

VOTE: MOTION CARRIED

C. Committee Recruitment Brochure Spend

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Chairperson Willett indicated the DDA is short on committee members and as the DDA grows and get more projects going, we need a lot more help.

Director Cloutier indicated she created a brochure, one brochure for each committee. She would like to order all of the brochures for a total of 200, total cost of $150. These brochures could be passed out at the events in order to answer questions about the DDA and different committees.

MOTION by Vice Chair Rzeznik and second by Board Member Klebba-Cheney to approve $150 for a total of 200 brochures for Committee Recruitment.

All in favor.

VOTE: MOTION CARRIED

D. DDA Goal Setting and Work Plan Session

Chairperson Willett commented the DDA members participated in the training events; she thanked everyone for their time and now is the time to put our knowledge to the test and set some goals in a work planning session. The planning session can meet in-person in May.

There was discussion by the DDA members and a date is planned for Tuesday, May 18, 2021 from 5:30 pm to 7:00 pm, at City Hall, Council Room B, where the social distancing rules can be met.

Information:

A. Wixom Business Forums (7:30 a.m.) - Last meeting cancelled, next time frame will be June.

B. Downtown Business News/Events

- 2021: Green Goat Gifts Opening in Spring
- May 1 - Derby Day Races
- 2021: June - September - Summer on the Trail - Welcome Wixom
- 2021: June 2 - Sip n Stroll - Ladies Night Out

Public Comments:

None

Executive Director's Comments:

None

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Board Members' Comments:

Vice Chair Rzeznik thanked everyone for all of their hard work they do for the DDA.

Adjournment:

MOTION by Mayor Beagle, second by Vice Chair Rzeznik to adjourn the meeting. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:20 a.m.

Mona Freiburger
Recording Secretary

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