CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, AUGUST 9, 2022

This meeting of the Wixom Downtown Development Authority came to order at 7:30 a.m.. with the following individuals in attendance:

DDA MEMBERS: Chairperson Vanessa Willett, Vice-Chairperson Kristin Rzeznik, Jessica Buck, Melanie Cheney, Mark Garmo, Kaitie Guzowski, Russ Meredith, Carissa Serylo, and Patrick Beagle, Mayor

ABSENT: None

STAFF: DDA Staff: Laura Cloutier, DDA Executive Director
City Staff: Steve Brown, City Manager
City Staff: Drew Benson, Assistant City Manager & Director of Economic Development

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 Meredith and second by Mayor Beagle to approve the Meeting Agenda.

VOTE: **MOTION CARRIED**

Public Comments:

None

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Approval of Minutes:

MOTION by Board Member Cheney and second by Board Member Meredith to approve the May 24, 2022, DDA Regular Meeting Minutes, as presented.

VOTE: MOTION CARRIED

MOTION by Board Member Serylo and second by Board Member Garmo to approve the June 28, 2022, DDA Regular Meeting Minutes, as presented.

VOTE: MOTION CARRIED

Correspondence:

None

Executive Director's Report:

A. August 9, 2022 Report

Main Street Oakland County held a strategic and planning session for Shop Small Saturday at the county offices; this event is held on the Saturday after Thanksgiving. There was discussion about different strategies and swag items that could be provided to the downtown businesses to help promote. Executive Director Cloutier volunteered to be on this committee. The committee is looking into different promotional ideas that will be happening throughout the county.

The Civic Center Pathway has been paved; areas have been seeded and people are using the pathway.

Construction of the Air Line Trail is in progress. There were delays with the weather.

Assistant City Manager Benson commented he had started work on the Barn feasibility study. Once the study is finished, the study would be brought back to the Board.

City Manager Brown indicated the Civic Center walking path was estimated at a cost of $182,000. During the course of the project, it was discovered there were some private utility lines buried that were connected to the apartment complex to the east. The path was realigned which caused increased costs. The City is $31,000 over budget on the path. City Manager Brown indicated he was not asking for the DDA's consideration today, but he wanted to mention this, to see if the DDA would be interested in helping to offset these costs.

City Manager Brown commented the driveway approaches were poured over the weekend but there is a curing process of 7 to 10 days.

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Old Business:

A. Event – Block Party

Artisans, vendors and food trucks will be onsite. The Committee is securing more activities for kids and adults. The Promotions Committee requested a budget increase for $20,000 to $23,000 due to the cost of the additional activities.

Executive Director Cloutier commented they are working on getting the bands but she had full confidence that bands would be secured.

MOTION by Board Member Meredith and second by Mayor Beagle to approve the Block Party budget increase from $20,000 to not to exceed $23,000.

VOTE: MOTION CARRIED

B. Committee – Organization

The Organization Committee continues to have a weekly DDA booth at the concert series. Board Member Meredith has headed this initiative for the committee. Through his initiative, there has been an uptick in volunteer applications through the DDA website for event and committee work. Also, this committee will be attending the MSOC Volunteer Development seminar on August 29th. This is open to board members, elected/appointed officials, DDA committee members, etc.

C. Committee – Design

The Design Committee continues to collaborate with the Parks and Recreation Commission and Library on the Pathway Playscape project. The next step is for the three parties to come together at a joint meeting on September 12th to discuss the options for this project.

Vice Chair Rzeznik commented the Committee continues to meet with Parks and Recreation and the Library regarding the playground. A joint board meeting with the DDA, Parks and Recreation and the Library members will be held on September 12, 2022. Executive Director Cloutier is preparing a presentation with the DDA's ideas.

Assistant City Manager Benson commented they are working with HRC to translate the topography and other work they have already done for the pathway to bring to the meeting to visualize what is a realistic building pad for the area.

D. Committee – Promotions

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The Promotions Committee has been working on finalizing the next Sip N Stroll - Couples Night Out. They have put together merchandise items for the promotion of Downtown Wixom and the Junction to sell at events. This committee requests the approval of spending $1,500 for DDA and Junction merchandise from the Marketing and Branding account.

Board Member Guzowski commented they have decided to do a trivia night with questions regarding Wixom on cards for the participants to answer.

MOTION by Mayor Beagle and second by Board Member Meredith to approve $1,500 for DDA and/or Junction merchandise to be sold and/or distributed.

VOTE: MOTION CARRIED

E. Committee – Economic Vitality

Chair Willett commented they had a meeting with two new members in July. During the meeting, there was discussion regarding alternative uses for a grant. The grant could not be used for their original idea of signage. The Design Committee discussed ideas such as installing a shell covered area with furniture at the west end, not just for Block Party but a place that could be utilized by other businesses or different events.

Assistant City Manager Benson gave thanks to Board Member Guzowski and Executive Director Cloutier for their hard work. He commented that he spoke with the city attorneys and they were advised that the DDA could not directly subsidize private development for a DDA plan that is in place. The DDA could have a grant program for publicly available infrastructure. For example, new development comes in, they need to build a sidewalk or install new light posts, etc., which the City would require, the DDA could have this program to help subsidize these costs. Chair Willett indicated the Committee will discuss a list of potential projects and/or recommendations at the next Economic Vitality meeting. Assistant City Manager Benson indicated if there are funds available that aren't from the TIF capture, grant programs could be provided with those funds, as well. The funding would roll over; it is not a use it or lose it.

New Business:

A. Website Maintenance Management and Support Services Contract Renewal – Donco Marketing

The Wixom DDA has contracted website maintenance and support through Donco Marketing for the past two years and their contract is up for renewal. The new proposed contract starts July 1, 2022, and ends June 30, 2023, at the same rate of $200.00 per month. Consideration to continue services and renew the Website Maintenance Management and Support Services Contract with Donco Marketing from line item Marketing and Branding account; not to exceed $2,400 a year. This would be a one year contract.

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MOTION by Mayor Beagle and second by Board Member Guzowski to approve $200 a month, not to exceed $2,400 a year, to be paid from the Marketing and Branding account for website maintenance and support through Donco Marketing for a one year contract, to be paid from the Marketing and Branding account.

VOTE: MOTION CARRIED

B. Wixom DDA Ala Carte Video Work Contract Services Contract Renewal – Donco Marketing

The Wixom DDA has contracted ala carte video work through Donco Marketing for the past year, primarily, for the Downtown Business Spotlight Series. This contract provides the DDA the opportunity to create marketing videos for not only the DDA but downtown businesses. The new proposed contract starts July 1, 2022, and ends June 30, 20233, at the same rate of $700.00 per video. In a typical fiscal year, four videos were produced at the rate of $700.00 per video. Consideration to continue services and renew the Wixom DDA ala carte video work with Donco Marketing from line item Marketing and Branding account.

MOTION by Mayor Beagle and second by Board Member Meredith to approve $700 per video as needed, not to exceed $3,500.00, annually, for ala carte video work through Donco Marketing.

VOTE: MOTION CARRIED

C. DDA Strategic Planning Meeting

The DDA Board discussed and voted on a date for the annual Strategic Planning meeting. This meeting is an opportunity to create a plan that focuses on the projects throughout downtown that the DDA would like to achieve this year and in the future. The Board Members were provided with the projects list for their review.

MOTION by Chair Willett and second by Board Member Serylo to approve Wednesday, October 19th, 2022, 6 to 8 p.m. for the Strategic Planning meeting.

VOTE: MOTION CARRIED

D. MDA Membership Renewal

The Michigan Downtown Association has provided support to the Wixom DDA in areas of conferences, networking opportunities and more. Executive Director Cloutier recommended renewing this membership at a cost of $225.00 for the 2022-23 fiscal year from the Membership and Dues account.

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Executive Director Cloutier commented the Michigan Downtown Association was very beneficial. There were great sessions which DDA Board Members attended at their annual conference in October, 2021. There were different seminars and webinars which were available to the DDA.

Chair Willett inquired if there was a list of events which were attended, how many people were in attendance and if there were additional costs for the events. Chair Willett indicated Main Street Oakland County also provides seminars which we do not have to pay extra. Chair Willett commented we should take a look to see exactly what the DDA is receiving especially if they have major projects or capital projects, etc., that DDAs are involved in, which teaches everyone what they are about. Executive Director commented the annual conference is very valuable. Last year, the conference was held in Detroit. This year, the conference will be held in Muskegon.

MOTION by Board Member Serylo and second by Board Member Meredith to approve $225.00 renew the Michigan Downtown Association membership at a cost of $225.00 for the 2022-23 fiscal year from the Membership and Dues account.

VOTE: MOTION CARRIED

Information:

A. Downtown Business News/Events

*2022: June – August – Summer Concert Series – Every Thursday: There are two concerts left; one this week and one next week. Executive Director Cloutier thanked Board Member Meredith for manning the DDA booth every week.

*2022: August 17th – Sip n Stroll – Couples Night Out, 5:00 pm – 9:00 pm:

*2022: August 20th – Get Fit Here at 8:30 am: This program has been doing very well. The next and last session will be held on August 20th. It is core for complete fitness, Fit Body Boot Camp on Wixom Road.

*2022: August 29th – MSOC Volunteer Development, 9:00 am – 2:00 pm

*2022: September 10th – Downtown Block Party, Noon – 5:00 pm: Executive Director Cloutier indicated the DDA partnered with the Lakes Area Community Coalition and JDM Detroit for the Block Party. JDM Detroit will be bringing approximately 70 cars which will be parked in the east retail parking lot for their car show. The 5K run and bike ride will end at noon at Sibley

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Park. There will be activities throughout the downtown area. There is an event page on Facebook which people have been sharing. There is a lot of activity on the Facebook page.

Public Comments:

No public comments.

Executive Director's Comments:

Executive Director Cloutier thanked everyone for their hard work and efforts. Volunteers will be needed for the Block Party at the DDA booth. She also welcomed the newest board member, Jessica Buck.

Board Members' Comments:

Chair Willett commented Executive Director Cloutier is in the process of creating an electronic folder where information is stored in one place for everyone to have access to certain things such as memberships, benefits for the DDA members, see projects which Executive Director Cloutier is working on, etc. Executive Director Cloutier indicated she has transferred a lot of information to the drive and she has emailed all of the links to the DDA members.

Board Member Meredith commented that last week, the MDA held a social event in Oxford and Lake Orion. There was a trolley between the two cities. They held a benefit for Holly which suffered a fire in their downtown area. Executive Director Cloutier put together a basket which items were donated by local businesses. The Holly folks were really appreciative. It was a nice evening. Downtown Holly suffered a catastrophic fire where part of the Holly Hotel was burned down along with three or four other businesses. Downtown Holly will hold their own benefit on the 13th. This event will be held from 9 to 9 p.m. on the 13th.

Assistant City Manager Benson indicated a new business will be opening, not technically in the DDA, but across the street in the VCA zoning district, north of Wixom Road. The business, Kidpreneur. Kids can sell and/or purchase their merchandise and learn the way of business. There has not been a date set for their ribbon cutting.

Board Member Serylo thanked Executive Director Cloutier for keeping the business owners in mind and giving information regarding grants.

Board Member Garmo commented a customer lives near his place of business. The customer indicated there were a lot of people, especially when there is a train delay, who turn down his street which is a dead end/no outlet street. Board Member Garmo inquired if a "no outlet" or "dead end" sign could be placed on this street.

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Board Member Guzowski gave a shout out of thanks to Parks and Recreation for the movie night event on Friday. She commented that she had a good time.

Vice Chair Rzeznik commented Drafting Table is holding their Oktoberfest on Friday, September 30 and Saturday, October 1st.

Adjournment:

MOTION by Board Member Meredith, second by Mayor Beagle to adjourn the meeting. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:30 a.m.

Mona Freiburger
Recording Secretary

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