CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, FEBRUARY 25, 2020

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 Caleb Sheng, Vice-Chairperson Kristin Rzeznik, Kailee Fine, Amanda Habbouche, John Smith, Wes Umlor, and Patrick Beagle, Mayor

ABSENT: Excused: Members Gavron, Grossi, Klebba-Cheney, Willett

STAFF: Steve Brown, City Manager, Sheryl Lucas, Administrative Assistant to City Manager, Laura Cloutier, Assistant to Director of Economic and Community Development, and Mona Freiburger, Recording Secretary

Determination of Quorum:

Quorum is 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:

Chairperson Sheng asked to delete, Item B, Economic Vitality from New Business. Board Member Klebba-Chaney will email an update.

MOTION by Sheng and second by Board Member Fine to approve the Meeting Agenda, as amended.

VOTE: **MOTION CARRIED**

Public Comments:

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None

Approval of Minutes:

MOTION by Vice Chairperson Rzeznik and second by Board Member Fine to approve the January 23, 2020, DDA Regular Meeting Minutes.

VOTE: MOTION CARRIED

Correspondence:

Ms. Cloutier indicated the Main Street Oakland County awards will be coming up. We will be submitting and, hopefully, win some awards this year. Ms. Cloutier stated there is usually a small crowd from Wixom and she would like to see a bigger turnout this year, if possible.

City Manager Brown indicated he received an email correspondence from Ms. Elizabeth King from the MEDC about redevelopment, and best practice trainings. The email talked about reasons to attend, learning more about redevelopment, and sending board commission members to best practice training. It is a great way to understand the RRC process. City Manager Brown asked the Board Members to check their availability for the meeting dates in April as well as May in the Detroit area, if they would like to participate. If Board Members are interested, contact City Manager Brown, Sheryl or Anna in his office.

Old Business:

- Organization: Executive Director Position

Chairperson Sheng thanked Vice Chairperson Rzeznik, Board Members Willett, Smith and City Manager Brown for their time spent on negotiations and the agreement for the Executive Director position. Everyone participated, and everyone was happy with the agreement. The contract and approval to hire Ms. Cloutier as the City of Wixom DDA Executive Director would be contingent upon City Council's approval at the next meeting of City Council to be held in March, 11, 2020.

Chairperson Sheng spoke about some of the terms of the contract: There was a $50,000 budget. Their focus was ensuring that the independent contractor status was made clear in the document. There is a lot of reliance on professional independence, the contractor objectives, to provide assistance and help as needed, and work independently without having to receive hand held direction from the DDA board members all of the time.

Ms. Cloutier's salary would begin at $45,000 a year, the contract would be renewed annually, and up to two renewals. The renewals would be dependent upon approval as well. The evaluation of the renewals would be focused on task accomplishment, not on hours worked. There would be weekly task project reports given to track performance of Ms. Cloutier moving forward. Part of

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the compensation would be equipment which includes a laptop, printer, keyboard and the Microsoft Office Suite. We will be working on procedures on how Ms. Cloutier interfaces with the City and that we are secure there, as well.

Vice Chairperson Rzeznik also thanked Chairperson Sheng for his dedication and effort spent on negotiations and the agreement for the Executive Director position.

MOTION by Chairperson Sheng and second by Board Member Smith to approve the contract and hiring of Laura Cloutier as the City of Wixom DDA Executive Director, contingent upon the City Council's approval on March 11, 2020.

VOTE: MOTION CARRIED

MOTION by Vice Chairperson Rzeznik and second by Board Member Fine for Chairperson Sheng to receive reimbursement for equipment purchased (laptop, all in one printer, keyboard) in the amount of $915.58 for the DDA Executive Director.

VOTE: MOTION CARRIED

Chairperson Sheng indicated the Board Members have different areas of expertise in managing employees/contractors, organization and delivering directives, he would love to hear their thoughts and comments.

- Committee: Design

Chairperson Sheng indicated the agenda is now organized differently. It is categorized by committee mission. It is an effort to be organized, everyone is updated, and streamlined. Every committee will give a brief update at every meeting.

- Committee: Promotion

Board Member Smith thanked the Board Members for their approval for the promotion budget which allows to continue to move forward on the campaign. The promotion committee meets twice a month. Currently, they are working on a media kit for events, a standardized approach to be proactive and the materials for each event moving forward.

One of the topics discussed is having light pole banners for the downtown events which would be a great way to brand the downtown area. The committee is working on those designs. A vendor will be identified for pricing to make the banners.

Board Member Smith indicated the committee would like to have some input and provide some thoughts on the overhead banner, as well.

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Ms. Deanna Magee indicated the light poles would not be installed until Spring. They have set up a formal banner policy for the City. The policy is not finalized yet, but there is a draft version. Each department, whether DDA, Parks and Recreation, police, fire, etc., would purchase banners within the individual organizations and departments.

Board Member Smith discussed restaurant table cards which he believed would be a great way to engage businesses and to tell the story.

Board Member Smith indicated the Committee would be willing and able to help in the design and verbiage of the door hangers for Derby Day. Ms. Cloutier indicated the door hangers for Derby Day need to be specific to the Derby Day route.

Board Member Smith stated the Committee was also looking at the mission and vision statements. He asked the Board Members for their recommendations and input.

Board Member Smith indicated the DDA has an opportunity to place an ad in the Michigan Trails magazine. The Michigan Trails magazine is distributed to all of the municipality shops along the bike trail. The magazine shows all of the trails throughout Michigan. The Airline Trails, specifically, is going to have its own two page ad, and is going to highlight where it goes, and the local attractions. Drafting Table will be purchasing an ad in the magazine, as well.

Board Member Smith indicated the Promotions Committee would like to purchase 1/8 page ad in the magazine in the amount of $395.00 in the Michigan Trails magazine. The Promotions Committee would work on the design of the ad.

MOTION by Chairperson Sheng and second by Vice Chairperson Rzeznik to approve $395 for 1/8 page ad for the DDA in Michigan Trails magazine.

VOTE: MOTION CARRIED

Board Member Smith indicated the Promotion Committee has a budget of $12,000. At this time, every expenditure has to be approved at the DDA meeting.

Mayor Beagle suggested to have a system and/or policy for expenditures to be handled at the director level, for example. Chairperson Sheng stated for clarity, the budget has to be filled with line items, so that you are one step away from invoicing, essentially. It would have to be specific items, but not a specific vendor, but one step away from finalization.

Chairperson Sheng indicated the DDA is hearing from individual businesses, etc., that do promotional activity. It would be most efficient, a better value for all of our member businesses, if we start treating promotions as a single pipeline for all of these opportunities. Chairperson Sheng asked the Board Members to funnel these promotions to Board Member Smith for review for best strategy that is good for all of the businesses.

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- Event: Wednesdays in Wixom

Ms. Cloutier indicated we are down to the last two weeks of Wednesdays in Wixom.

Last week, Ms. Cloutier and Board Member Fine were at Wixom Station. Wixom Station has done a great job of promoting Wednesdays in Wixom. They have Wednesday In Wixom cards on every table; they promote Wednesdays in Wixom on their social media every week. The people picked for meal purchases are always very appreciative and couldn't believe that the DDA was having such a promotion.

- Event: Derby Day

Vice Chairperson Rzeznik indicated the Derby Day event is right in line with all of the signup as last year. The signups are going well. Ms. Cloutier is doing a great job in getting the word out with the FB page. The intent of the door hangers is to notify residents on the trail that Derby Day is coming, that your road will be shut down for the runners, to make accommodations for their car in advance, for the safety of the runners. Safety is most important. They have asked the promotions committee to design a door hanger. The Derby Day Committee will provide some verbiage and bullet points to be covered on the door hanger. Signs will be at the interactions, as well. The HOAs do not always pass the information along to their residents.

Board Member Smith discussed this would be another opportunity to merge the concept with introducing people to the DDA. Ms. Cloutier indicated she appreciated the due diligence but the door hanger would need to be very specific about the race, not much verbiage on the DDA for legality purposes. City Manager Brown indicated they would check to see if this would be an issue from the ordinance standpoint, while you are not trying to solicit a person, not trying to get them to vote for something, you are putting out information to warn residents about an event that is happening. Board Member Habbouche asked if a web address/link could be placed on the door hanger, if they want more information on the race and/or race route.

Vice Chairperson Rzeznik indicated she would like to get approval from the DDA for the cost of the Derby Day medals in the amount of $1,059 for the cost of the medals and $450 for the cost of the inflatable racehorse.

MOTION by Vice Chairperson Rzeznik and second by Mayor Beagle to approve the cost of the Derby Day Medals in the amount of $1,059 and $450 for the cost of the inflatable racehorse.

VOTE: MOTION CARRIED

- Event: Get Fit Here

Ms. Cloutier indicated there is a good response from the local fitness studios. She coordinated with Parks and Recreation for the dates and there would be more information to follow.

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New Business:

- Organization: Financial Report

Ms. Cloutier stated she thought it was important to give a financial update at every DDA meeting. She discussed the expenses in each report. Ms. Cloutier indicated City Council approves the DDA budget for events and promotions but this does not reflect the money that is raised through sponsorships. City Manager Brown indicated he would follow up to see if there is a way to handle the incoming monies on what is reflected in the budget.

Ms. Cloutier indicated when an invoice is received, she puts it into the budget to reflect the deduction. The last is marketing and branding for the marketing plan. Ms. Cloutier stated a contract is needed for the marketing plan.

- Committee: Economic Vitality

Updates will be given at a later date.

- Event: Block Party

Ms. Cloutier stated Chairperson Sheng, Vice Chairperson Rzeznik and herself met recently regarding the Block Party, and starting with the planning stages. She indicated the Block Party is a huge event, there is no doubt she could do the work, but more volunteers would make the workload lighter for everyone.

Chairperson Sheng indicated they are in the process to formalize procedures where different committees would expire upon the accomplishment of the objective. For example, Derby Day team, is a dedicated team that works on this event until the objective/event is accomplished.

- Event: Derby Day Gala

Ms. Cloutier stated Vice Chairperson Rzeznik, Board Member Klebba-Chaney discussed the possibility on the evening of the Derby Day Race to have a Derby Day Gala where they look for corporate sponsorships to purchase tables for a strolling dinner, silent action, etc. Any money raised would go to the restoration of the barn. Also, there would be a band, and dancing. A proposal was put together in terms of planning and ideas.

City Manager Brown stated a plan would need to be implemented on what the DDA would like to do with the barn; the general idea or plan is important to know. The DDA would have to determine if this is going to happen, or not happen; Council would also have to take some action. Once that happens, Council would have to take action. Finalization of a plan would have to be presented to Council, if there is a transfer of ownership to the DDA in whatever terms are determined, it would be used for these purposes, try to raise money, etc.

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Vice Chairperson Rzeznik indicated Parks and Recreation has been talking about moving the barn to another location. It would be nice to have a total image of all of the different possibilities, so that Council can make a sound decision, instead of just seeing the DDA proposal. City Manager Brown stated there has been discussion of, potentially, moving the barn but it is a matter of re-packaging, or giving different options to Council.

City Manager Brown asked the DDA to have a finalized package, then go to Council in March or April for them to make a decision and see how this plays out from there.

Information:

- **Business Forum Events**

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

City Manager Brown indicated this is a business networking opportunity for businesses to come together, interact with each other about what they do, find out ways they can work together to help each other. There has been a decision for bi-monthly meetings to be held for the business forums. The meetings will be held in March, May, July, etc., on the second Tuesday at 7:30 a.m. At the meetings, there is an informational presentation from a speaker on different topics. In March, the meeting will be held at Trail's Edge Café with the topics of the Airline Trail. In May, Board Member Klebba-Chaney had the idea of having a presenter from Michigan Community Insurance Agency speak on the No Fault Insurance forum. In July, Ron Moore, Wixom's Public Safety Director, talked with Thin Blue Line, to host. City Manager Brown encouraged DDA Board Members to attend a meeting.

-Downtown Business News/Events

-Wednesdays in Wixom: January 8 to March 4
-Derby Day Races: May 2

-The Main Event: May 7

Public Comments:

None

Executive Director's Comments:

Chairperson Sheng thanked everyone for attending this meeting and all of their hard work and effort in everything that they do.

City Manager Brown indicated he was looking forward to opening a new chapter with the new DDA Executive Director position. He appreciated all of the hard work the DDA has done to

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transform itself and become much more relevant to the downtown area and the City of Wixom. He looks forward to continuing to have a collaborative relationship between the City and the DDA in the future.

Board Members' Comments:

Vice Chairperson Rzeznik indicated Drafting Table will be celebrating their 4th anniversary on March 28, 2020. They are hosting a big anniversary party event and expecting approximately 1,000 people to attend. She invited everyone to help celebrate another milestone. Vice Chairperson Rzeznik stated she appreciated everything the City of Wixom has done for the Drafting Table. The City of Wixom is very special and they are very fortunate to have support of the community.

Board Member Smith indicated there was Cops with Coffee event held at the Trail's Edge Café. He stated he was encouraged and excited to see businesses engaged in the community.

Adjournment:

MOTION by Chairperson Sheng, second by Mayor Beagle to adjourn the meeting. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:40 a.m.

Mona Freiburger
Recording Secretary

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