CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, JUNE 25, 2024

This meeting of the Wixom Downtown Development Authority came to order at 7:31 a.m. with the following individuals in attendance:

DDA MEMBERS: Chairperson Jessica Buck; Carissa Osburn, Vice Chairperson; Board Members: Mark Garmo; Darby Hoppenstedt; Russ Meredith; Leslie Payment; Vanessa Willett

ABSENT: Excused: Guzowski; Hartman; Mayor Beagle

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
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 Meredith and second by Board Willett to approve the Meeting Agenda.

VOTE: MOTION CARRIED

All in favor.
None opposed.

Approved 8/6/2024

Public Comments:

None

Approval of Minutes:

MOTION by Vice Chair Osburn and second by Board Member Meredith to approve the May 28, 2024, DDA Regular Meeting Minutes, as presented.

VOTE: MOTION CARRIED

Correspondence:

None

Executive Director Report: June 25, 2024

Executive Director Cloutier highlighted her report of June 25, 2024.

Executive Director Cloutier commented the logo and signage program looked good; this will be taken to City Council on July 9, 2024. There is an option to continue with Guide Studio and the flexibility to go with a different vendor to create the schematics and build. Guide Studio does not make signs. Most likely, the installation timeframe won't be until next spring. There have been discussions with Guide Studio to continue with them for different services in which Guide Studio is preparing a proposal.

West End Commons: Congressional Project Funding. Executive Director Cloutier states there are a lot of steps to go through before invoices would be submitted such as creating our portfolio online, and environmental review of the site. Executive Director Cloutier will keep the Board updated.

Assistant City Manager Benson commented DTE will be doing upgrades in Wixom with a substation, conduit work downtown along Wixom Road, an area of the west end, an opportunity to move or bury the lines, and reduce our costs, significantly. Board Member Willett commented she has no desire on burying the power lines, if it is taken out of the DDA funds. Assistant City Manager Benson stated the original idea to bury the power lines was a cost of $8 million; the new version is $5 million. As it relates to West End Commons, DTE is positive in interaction and coordination.

Executive Director Cloutier indicated the downtown bikes were painted. She is going to get with the Design Committee to have the bikes out in the next week or two weeks. The art work for the bikes is completed and they are supposed to be delivered within the next two weeks.

Approved 8/8/2024

Executive Director Cloutier indicated she did have a discussion with Director Sikma about maintenance on the trail.

Green Goat space has been leased to Hawaiian Fluid Art. This will be their second location; the first location is in Rochester.

Wixom Station is offering live music on Saturdays.

Drafting Table is starting their Lagerfest. Drafting Table has been approved by the Planning Commission for a permanent outdoor dining area.

There was a discussion regarding the Heath Building. Assistant City Manager Benson commented they are trying to get permits but there are challenges in their design. He was optimistic that permits would be issued this year. Assistant City Manager Benson stated he did have a conversation with the owners about the pallets and they were very responsive. Board Members stated they had concerns about the grass, debris, etc. Executive Director Cloutier stated to take pictures, send them to her, and she would pass them along to code enforcement.

Old Business:

A. Trail Maintenance Discussion

The Wixom DDA and City of Wixom have entered into their third year of the Memo of Understanding and Cooperative Services Agreement. One area that has been of concern and discussed with Director Cloutier and the City of Wixom is the lack of maintenance on the Michigan Air Line Trail. A discussion with Director Sikma and Director Cloutier has taken place. Chairperson Buck and Board Member Meredith has asked for this to be a discussion item.

Chairperson Buck commented they are concerned about the trail; the trail looks horrific with over brush. Executive Director Cloutier indicated she had a discussion with Director Sikma. The mowing was not done prior to National Trails Day when there were 200 people on the trail. Director Sikma stated DPW would maintain the trail twice a year; the cooperative agreement states twice a month. Board Member Meredith commented the DDA is providing the DPW an additional person and we should be able to identify the hours for maintenance, clean up downtown, etc. Priority hours should be taken care of, and the excess time goes to the City.

Assistant City Manager Benson stated we did not communicate to DPW to say we have these events, and there are some coordination pieces going on. He indicated these situations are a problem, and if something else downtown is going on, do not hesitate to let them know when there is an issue.

B. Branding and Logo Services – Style Guide

Approved 8/8/2024

Guide Studio has completed the Branding and Logo Services portions of the SOW. They have provided us with the Style Guide that will help City and DDA Staff to present a cohesive brand when putting out communications, marketing materials, using social media, and so much more. Provided to the Board is the Style Guide. We wanted the DDA Board to see the complete guide before it goes before City Council for approval at the July 9, 2024 meeting. No action needs to be taken on this item and is purely for discussion.

Executive Director Cloutier commented the Branding and Logo Services – Style Guide was discussed in her report. The Style Guide will go before City Council at their July 9th meeting. This is a guide for us to use internally and work with size, colors, vendors, etc. The DDA has a good reaction when Guide Studio made their presentation.

Chairperson Buck stated she liked the color choices. Vice Chairperson Osburn stated she knows it is too late to say anything about the color choices, but she was hoping for a little bit of uniqueness. Executive Director Cloutier indicated there were four logo options and it was narrowed down to two with the red and blue colors. They did not want to go too trendy, didn't want the same logo and a lot of people in the community are resistant to change. Assistant City Manager Benson stated he was excited to have the guidelines, which are also flexible. We are not limited to red and blue; there are examples for using green, lighter blue, mixing and matching.

New Business:

A. Wixom DDA ala carte Video Work Contract Three Year Renewals with Donco Marketing of Wixom, Michigan

The Wixom DDA has held a yearly contract with Donco Marketing for ala carte video work with Donco Marketing for the past few years. This contract has been and will continue to be on an as needed basis. The contract covers filming, editing, music, revisions, and exporting of video work that the DDA may require along with a three-year contract not to exceed $3,500.00 per fiscal year starting July 1, 2025, and expiring on June 30, 2027. The DDA has used these services for work such as the Downtown Wixom Business Spotlight Series, which highlights downtown businesses and is used for promotion on the DDA's social media channels. All videos are housed on the City of Wixom Downtown Development Authority's YouTube channel.

Donco Marketing has been exceptional to work with on the DDA's video needs. They are professional, easy to work with a variety of schedules and the turnaround time on the completion of the videos is quick (typically one week after filming). Having an existing relationship with this Wixom business allows for easy coordination of filming, understanding of the community, and provides easy access to creative idea discussions for video work.

It is recommended that the DDA Board approve the Wixom ala carte Video Work Three Year Renewal with Donco Marketing of Wixom, Michigan, not to exceed $3,500.00 per fiscal year from the Marketing and Branding account: 248-729-956.003.

Approved 8/8/2024

Executive Director Cloutier stated the DDA has been working with Donco Marketing for four years with video work, spotlight videos and photography that is needed in the downtown. In the past, the contract has been year to year renewals.

Board Member Willett asked if the DDA has bid the video work to anybody else; Executive Director Cloutier answered no.

Board Member Willett commented she likes Donco Marketing, but she has not been happy with the timeliness of website updates, it is not updated regularly. Executive Director Cloutier indicated the process, currently, is when there is a new Board Member or a new business, she sends Donco Marketing a message on what is needed, and it gets done. Executive Director Cloutier stated the website is supposed to stay consistent, it is not social media. Board Member Willett indicated there should be a system of process procedures in place and we have to start creating those with the help of committees and Board Members. Chairperson Buck commented there are things about the website maintenance that we do not understand, behind the scenes work which Donco Marketing maintains.

MOTION by Board Member Meredith and second by Vice Chair Osburn to approve the Wixom ala carte Video Work Contract Three Year Renewal with Condo Marketing of Wixom, Michigan, not to exceed $3,500.00 per fiscal year.

VOTE: MOTION CARRIED

B. Website Maintenance Management and Support Services Contract Three Year Renewals with Condo Marketing of Wixom, Michigan

The Wixom DDA has held a yearly contract with Donco Marketing for Website Maintenance Management and Support Services for the past four years. This contract will allow for a continued relationship for three years starting on July 1, 2024 and expiring on June 30, 2024 with a cost of $200/month. The SOW covers support, maintenance, and management of the DDA website (downtownwixom.com) ensuring regular updates, daily backups for rollback protection, ongoing malware and vulnerability monitoring, and quick-fix technical and design support.

Donco Marketing has been exceptional to work with and has kept the DDA website up and running when there have been system outages. This has been a great working relationship. With the adoption of the new branding for the DDA, discussions have already started about what the design support of the DDA website may look like and falls into the SOW of this contract.

It is recommended that the DDA approve the Website Maintenance Management and Support Services Contract Three Year Renewal with Donco Marketing of Wixom, Michigan at a cost of $200/month from the Marketing and Branding account 248-729-956.003.

Approved 8/8/2024

MOTION by Board Member Meredith and second by Willett to approve the Website Maintenance Management and Support Services Contract Three Year Renewal with Donco Marketing of Wixom, Michigan at the cost of $200/month from the Marketing & Branding account.

VOTE: MOTION CARRIED

Information:

A. Committee Reports

- Design Committee

Executive Director Cloutier indicated the bikes have been painted and they will be out by the end of this week.

- Economic Vitality Committee

Board Member Willett commented there was a meeting last night as it pertains to new businesses and businesses downtown. There was an idea/proposal for gift cards. The DDA would give the businesses a stack ($10 gift cards), which could be used within downtown businesses. The business would turn in the $10 gift cards and the DDA would reimburse.

Board Member Willett suggested to have quarterly meetings with Committee chairs to help each other out.

Board Member Willett stated the West End Commons would be a great way for the Junction to have a re-grand opening; an old train caboose could be installed to go with the Junction spotlight.

Executive Director Cloutier commented the Junction did well with the businesses during the first two concerts held downtown. Also, each of the three restaurants were given 1,000 branded cups.

- Promotions Committee

Chairperson Buck indicated the focus has been on the Block Party. JAG entertainment is helping with kid entertainment with face painters, magician in between shows, kid friendly entertainment closer to the east side. They are promoting restaurants to have booths/tables (such as coney dogs, chips and salsa) to take orders quickly as visitors are walking by.

- Organization Committee

Approved 9/8/2024

The committee is working on volunteer local opportunities.

Executive Director Cloutier stated there was a company at the Main Street Conference that provides a volunteer management platform where every volunteer would create a profile, log in, and communicate. It is a platform to streamline communication with volunteers. Everything could be housed in one location. The cost is $1,200 a year. Executive Director Cloutier suggested the DDA could use the platform for a year to see how it is used by the DDA.

B. Downtown Business News/Events

- 2024: June 6th – August 22nd: Summer Concerts/Family Fun Nights
- 2024: Saturday Nights – Live Music at Wixom Station
- 2024: June 27th: Lite the Night Fireworks
- 2024: June 28 – July 3: Lager Fest at Drafting Table Brewing Company
- 2024: September 21st: Downtown Block Party: 3:00 – 8:00 p.m.

Public Comments:

None

Executive Director's Comments:

Assistant City Manager Benson gave an update on the Renton property. He indicated there is fencing installed; asbestos abatement will begin July 8th; demolition was approved by City Council. As was discussed in the past, the DDA may pay for a new sidewalk; and the City is trying to get a formal quote. The idea is to do a new sidewalk side.

The City is looking at real estate brokers to market the Renton site. There is a potential vendor, and the intent is to recommend to City Council at the first meeting in July.

Board Members' Comments:

Chairperson Buck welcomed Darby Hoppenstedt as a DDA board member. Chairperson Buck indicated she attended the Main Event and congratulated Executive Director Cloutier and Drafting Table for their awards.

Board Member Willett commented she attended the appreciation event; they did a great job, and it was very well attended. She welcomed Darby to the DDA Board. Board Member Willett indicated she would like to see all the Board Members to become more involved. Being a Board Member is a bigger commitment now than five or ten years ago.

Adjournment:

Approved 8/8/2024

MOTION by Board Member Willett, second by Board Member Meredith to adjourn the meeting. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:50 a.m.

Mona Freiburger
Recording Secretary

Approved 8/8/2024