CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY (ZOOM)
49045 PONTIAC TRAIL
TUESDAY, MARCH 23, 2021

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, Kailee Fine, Amanda Habbouche, Melanie Klebba-Cheney, Caleb Sheng, Wes Umlor, and Patrick Beagle, Mayor

ABSENT: Excused: J. Smith

STAFF: DDA Staff: Laura Cloutier, DDA Executive Director
City Staff: Steve Brown, 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 Mayor Beagle to approve the Meeting Agenda.

VOTE: MOTION CARRIED

All in favor.
None opposed.

Public Comments:

None

Approval of Minutes:

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MOTION by Mayor Beagle and second by Board Member Klebba-Cheney to approve the DDA Regular Meeting Minutes of February 23, 2021, as presented.

VOTE: MOTION CARRIED

MOTION by Mayor Beagle and second by Board Member Klebba-Cheney to approve the DDA Special Meeting Minutes of March 3, 2021, as presented.

VOTE: MOTION CARRIED

Correspondence:

None

Old Business:

A. Event: Derby Day

Executive Director Cloutier stated the Derby Day Committee has held meetings. The Committee is preparing, and signups are happening and starting to pick up. She would like everyone to share on their social media regarding the Derby Day event.

Executive Director Cloutier commented there are two new routes for the 5K and one mile race. The 5K route is taking advantage of using the Michigan Airline Trail. Mr. John Hensler, Michigan Airline Trail, was offered a booth at Derby Day to handout information and if they are not comfortable with have a booth, to provide the DDA with information to insert into the bags for the runner.

MOTION by Mayor Beagle and second by Chair Willett to approve the budget for 2021 Derby Day not to exceed $10,000.00.

VOTE: MOTION CARRIED

All in favor.
Motion passes.

B. Committee: Design

Vice Chair Rzeznik provided a copy of the structure of the bike racks in the packet for the DDA members. The design is the silhouette of the buildings in downtown Wixom.

Vice Chair Rzeznik proposed eight bike racks in the amount of $3,017.00. Wixom DPW will install the bike racks. The eight bike racks will be installed on the westside of downtown; in front of Drafting Table, Trails Edge and Backyard Coney. Placement of the bike racks is not ideal, currently, on the east end of downtown; there is not enough room to install them on the sidewalk or against the flower beds. There is discussion with DPW for placement and installation of bike

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racks on the east end of downtown for phase two. Currently, there is a bike rack near the former 7/11 retail store, near Volare Restaurant and by the library.

MOTION by Vice Chairperson Rzeznik and second by Chairperson Willett to approve $3,017.00 to purchase eight (8) bike racks for downtown Wixom.

VOTE: MOTION CARRIED

All in favor.
Motion passes.

Since the approval amount is in excess of $3,000, City Council approval is required and will be set in the April meeting agenda.

C. Committee: Promotions

Executive Director Cloutier commented the Promotions Committee is doing video spotlights. Board Member Fine has been in contact with businesses to do video spotlights. The Promotions Committee is working with Economic Vitality Committee on a proposed campaign which will be discussed in New Business.

Currently, there is not a Promotions Committee chairperson and they are also looking to add members.

D. Committee: Economic Vitality

Chairperson Willett indicated the Economic Vitality Committee discussed dates for the Business Summit. The Business Summit will be held on Wednesday, September 22, 2021. The following week, there is another large meeting at Rock Financial and the Committee did not want the date to conflict. There is a secondary date of Thursday, September 23, 2021, if the September 22nd date is not available.

E. Donco Marketing SOW Contract Proposals

Chairperson Willett indicated a contract was set up for the cost of updating and maintenance of the website. Mr. Josh Donnelly submitted a monthly maintenance fee which would be billed on the first of every month. The contract and pricing would be reviewed once a year. Mr. Donnelly will perform two hours every month for the updates and maintenance on the website. Executive Director Cloutier has access to the website as well to perform simple tasks such as posting the agendas, minutes, calendar updates, etc. Mr. Donnelly will notify the DDA if additional time is needed and would not be initiated until special project approval has been granted by the DDA Board. The contract will be updated and amended to correct the date to April 1st, 2021 from April 1st, 2020.

MOTION by Vice Chairperson Rzeznik and second by Chairperson Willett to approve the contract for $200.00 per month ($100.00 per hour) to be paid to Donco Marketing for website maintenance and updates.

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VOTE: MOTION CARRIED

All in favor.
Motion passes.

New Business:

A. Quarterly Review of DDA Financials

Ms. Marilyn Stamper, Finance Director, spoke to the DDA members regarding the financial reports and budget. There will be a workshop/mini budgeting session for special training available to the DDA members to discuss and understand the financial reports. The session will be held on April 5, 2021 from 5:30 p.m. to 7:00 p.m.

B. Proposed 2021-2022 DDA Budget

Chairperson Willett indicated adjustments to the proposed 2021-2022 DDA Budget would be made at the April 5, 2021 meeting.

C. Welcome Back Wixom

Executive Director Cloutier stated the Economic Vitality Committee came up with a campaign to partner with the Parks and Recreation to bring people back to downtown Wixom, Welcome Back Wixom. Many of the events are focused in the downtown area to welcome people back. Campaign events will run each month of the summer and end with the block party in September.

Information:

A. Wixom Business Forums (7:30 am)

Board Member Klebba-Cheney stated the business forum would be held on April 13, 2021 at 7:30 a.m. The topic discussed will be auto reform and the new laws.

B. Downtown Business News/Events

- **2021: MSOC DDA Training - March 25 and April 8**
- **2021: Green Goat Gifts Opening in Spring**
- **2021: May 1 - Derby Day Races**
- **2021: June 2 - Sip n Stroll - Ladies Night Out**

Public Comments:

None

Executive Director's Comments:

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Executive Director Cloutier stated the DDA member commitment forms are due back and to drop them off to the Clerk's office or police department.

Board Members' Comments:

None

Adjournment:

MOTION by Mayor Beagle, second by Vice Chairperson Rzeznik 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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