CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
WEDNESDAY, MAY 18, 2021

This meeting of the Wixom Downtown Development Authority came to order at 5:35 p.m. with the following individuals in attendance:

DDA MEMBERS: Chairperson Vanessa Willett, Vice-Chairperson Kristin Rzeznik, Kailee Fine, Melanie Klebba-Cheney, Russell Meredith, Carissa Serylo, Caleb Sheng and Patrick Beagle, Mayor

ABSENT: Excused: Amanda Habbouche, John Smith, and Wes Umlor

STAFF: DDA Staff: Laura Cloutier, DDA Executive Director
Drew Benson, Assistant City Manager

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 Mayor Beagle 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:
There were no minutes to be approved.

Correspondence:
There were no correspondences for this meeting.

Old Business:
There was no old business to be conducted.

New Business:
Mayor Beagle introduced Drew Benson, City of Wixom Assistant City Manager and Economic Development Director. The board welcomed Drew to the team.

A. DDA Goal Setting and Work Plan Session

The DDA Board came together to work on setting goals and to create a work plan for the 2021-2022 Fiscal Year and beyond. This is an ongoing process that will involve multiple sessions to achieve. The DDA Goal Setting and Work Plan are based off the DDA Plan that is allows the DDA to create goals, projects, etc. under activity categories listed in the DDA Plan. Goals set at this meeting are as follows:

Member C. Sheng arrived at 5:50 p.m.

- Downtown Destinations
  - To enhance a sense of place to attract new business and people.
    - Civic Center Pathway Project
    - Social District
    - Events/Programming
    - Beautification Amenities
    - Trail Town
- Support and Retain Existing Businesses
  - To enhance and provide resources, along with creating synergies between downtown/small businesses with the larger employers and commercial/industrial businesses.
    - Enhance Social Media
    - Provide Resources
    - Create Synergies (B2B)
- Private Realm Beautification
  - Incentives for private businesses
    - Façade, Signage, etc.
    - Finish East Retail
    - DDA grant program for projects.

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Mayor Beagle left at 6:50 p.m.

Information:
There was no information provided for this meeting.

Public Comments:
None

Executive Director's Comments:

Executive Director Cloutier thanked everyone for taking the time tonight to meet and work on this plan of action. It is a great first step and looks forward to the next session.

Board Members' Comments:

Vice Chair Rzeznik thanked everyone for all of their hard work they do for the DDA.
Chairperson Willett thanked everyone for taking the time out of their busy schedules to come together and begin work on this very important plan.

Adjournment:

MOTION by Member M. Cheney, second by Member R. Meredith to adjourn the meeting. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 7:10 p.m.

VOTE: MOTION CARRIED

Laura Cloutier
Recording Secretary

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