CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY (ZOOM)
49045 PONTIAC TRAIL
TUESDAY, MAY 25, 2021

This meeting of the Wixom Downtown Development Authority came to order at 7:35 a.m. with the following individuals in attendance:

DDA MEMBERS: Vice-Chairperson Kristin Rzeznik, Kailee Fine, Melanie Klebba-Cheney, R. Meredith, C. Serylo, Caleb Sheng, John Smith, Wes Umlor, and Patrick Beagle, Mayor

ABSENT: Excused: Vanessa Willett; Amanda Habbouche

STAFF: DDA Staff: Laura Cloutier, DDA Executive Director
City Staff: Steve Brown, City Manager
Drew Benson, Asst. 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 Mayor Beagle and second by Vice Chair Rzeznik to approve the Meeting Agenda.

VOTE: MOTION CARRIED

All in favor.
None opposed.

Public Comments:

APPROVED 6/22/2021

None

Approval of Minutes:

MOTION by Mayor Beagle and second by Board Member Fine to approve the DDA Budget Work Session Minutes of April 7, 2021, as presented.

VOTE: MOTION CARRIED

All in favor.
None opposed.

MOTION by Board Member Mayor Beagle and second by Board Member Fine to approve the DDA Regular Meeting Minutes of April 27, 2021, as presented.

VOTE: MOTION CARRIED

All in favor.
None opposed.

Correspondence:

None

Old Business:

A. Committee: Design

Vice Chair Rzeznik commented the Design Committee met with Mr. Lance Shipman, Penchura, Brighton, MI, who specializes in designing and providing outdoor equipment for recreational use. Penchura designed the Scarlett Smile, a big playground in Commerce, MI, which is an all inclusive and ADA approved playground for children who may have physical limitations. Most playgrounds are not all inclusive. For instance, the playground behind the Wixom library, currently, is limited with the age range that it accommodates (ages 4 to 10). Penchura also designs splash pads. Mr. Shipman worked for the architectural firm that did the master plans for downtown Wixom in the 1990's. Mr. Shipman is a licensed landscape architect and he has wonderful ideas.

Mr. Shipman was shown the property and said there was much potential and the walking path to be more of a winding path. Mr. Shipman does not charge for design services, all design services are free. He is doing a large overview, creating a master plan with all of the different ideas from the last DDA meeting which includes a large playscape, playground, splash pad, staged exercise equipment, gardens, etc. Mr. Shipman indicated it would take him approximately three weeks for

APPROVED 6/22/2021

the master plan to be completed and the Committee would be meeting with him again. The Committee will keep everyone up to date.

Director Cloutier commented the flowers and brackets have been ordered for the downtown area; the flowers should be installed any day. However, when the DDA had their budget session and approved the funds to purchase the flowers, it was put into the 2021-22 fiscal year's budget. The upfront cost of $13,300 needs to be amended to move money into this current fiscal year's, 2020-21 budget year.

MOTION by Vice Chair Rzeznik and second by Board Member Meredith to spend $13,300 for the budget year 2020-21 on the flowers and brackets for the downtown area (instead of budget year 2021-22).

VOTE: MOTION CARRIED

All in favor.
None opposed.

Vice Chair Rzeznik commented the bike racks came in about ten days ago, and Director Cloutier is working with DPW for setup.

B. Committee: Promotions

Director Cloutier commented Summer on the Trail - Welcome Wixom campaign is in full swing. The Committee is finalizing the participating businesses in Business Bingo and the cards will be ordered soon. The businesses are excited about the plans throughout the summer with the Business Bingo and helping to get foot traffic into their businesses. It is nice to see the businesses are excited and onboard to participate.

Sip N Stroll/Ladies Night Out is Wednesday, June 2, 2021. There are approximately 200 ladies registered for the Sip N Stroll adventure cards. The cards are similar to Business Bingo, but only to the official participating business who signed up in November, 2020. The ladies will go around and get their card stamped, bring it back to the DDA booth that will be located outside of City Hall to enter to win more prizes. There is an array of pop-up shops/vendors, painted signs, jewelry, candles, etc., participating.

Last September, the DDA approved a budget of $1,600 for the Sip N Stroll/Ladies Night Out. Director Cloutier stated she would like the DDA to approve $300 for entertainment/music that will be at the gazebo at Mack Park for ambience. The $300 would be included in the $1,600 and does not go over this amount.

APPROVED 6/22/2021

MOTION by Board Member Klebba-Cheney and second by Board Member Serylo to approve $300 for entertainment for 2021 Sip N Stroll/Ladies Night Out to be held on Wednesday, June 2, 2021.

VOTE: MOTION CARRIED

All in favor.
None opposed.

C. Committee: Economic Vitality

Director Cloutier commented there will be a meeting tonight (May, 25, 2021) to discuss the Business Summit. Chairperson Willett is out of town. Director Cloutier is waiting to hear from her to see if the meeting will be rescheduled.

D. Committee: Organization

Director Cloutier commented the Organization Committee is one of the four points in the Main Street program. This Committee has never been organized until now. Board Member Serylo stated she would be the chairperson for the Organization Committee. Resident Ms. Tamara Prechtel, also volunteered for the Organization Committee. This Committee serves the volunteers. The Committee is responsible for recruiting more volunteers, tracking the volunteer hours, and looking for ways to acknowledge the volunteers to help with any miscellaneous needs the Director may have. Director Cloutier thanked Board Member Serylo for volunteering her services to this Committee. Director Cloutier stated she will be meeting with the Committee to come up with a plan for volunteer recruitment.

New Business:

A. Wixom Social District

Director Cloutier stated she met with City Manager Brown and Assistant City Manager Benson regarding the social district. A social district was approved in the height of COVID by the State of Michigan to allow cities with downtown areas to create a district with boundaries that would allow someone to visit a restaurant or bar and take their beverage out on the street within that boundary district. The social district program has been a very popular and very successful program in many communities. For instance, communities such as Farmington, Lake Orion, Oxford, Northville, and numerous communities have social districts.

Director Cloutier indicated she did some research and had a discussion with City Manager Brown and Assistant City Manager Benson to talk about the possibility of creating a social district in downtown Wixom. The benefits are to the businesses and to get foot traffic in the downtown area.

APPROVED 8/2/2021

It is something different, something fun. The communities with social districts have said there have not been any incidents of drunken behavior or unruly behavior.

City Manager Brown stated there are a couple of steps in the process for a social district. One step is to determine the DDA's interest in having a social district established and then going to City Council with the idea. Ultimately, an ordinance would have to be obtained to make the social district a reality.

Assistant City Manager Benson commented there is a proposed map in the agenda packet which includes parks. Some communities choose to include parks, and others do not. Actual boundaries of the social district need to be discussed and established. The social district program would last until 2024. The boundaries could be amended at a later date, as well.

Board Member Sheng asked how long would the process take from discussion all the way through City Council to approve to drafting the ordinance. City Manager Brown answered 45 days, at the short end, and the timeframe goes further depending on how much time is spent discussing the details. Director Cloutier stated the State approval for the communities is pretty quick, only a few weeks. The restaurant and bars that participate have to get a license at a cost of $300. Currently, many communities are doing social districts, it is backlogged to approximately four weeks for the businesses to get their license. Director Cloutier indicated the businesses can start their process as soon as the City sends in their application.

Director Cloutier indicated the DDA would have a Wixom social district logo and either create stickers or get cups printed with the establishments' name and the social district name on the cup, so you know exactly where that beverage was purchased. In many communities, the logo is created by the DDA and given to the participating establishments. The establishments purchase their own cups/stickers; the DDA does not have the time to manage their inventory of cups/stickers. Several communities are allowing the businesses to manage the purchase of their cups/stickers. Director Cloutier indicated she has not found any communities that have set up a reimbursement program to help the businesses with their application fees or purchase the cups/stickers. She stated she would research and report back on a reimbursement program.

Vice Chair Rzeznik asked if the boundaries have to be city owned property for the social district. Director Cloutier indicated the sidewalks are where the boundaries take place. Many communities with alley ways, and they can utilize those, as well. City Manager Brown commented about the limitations and that the beverages are not to go into another place of business. City Manager Brown indicated he would research further regarding the boundaries and controlled business areas.

Director Cloutier indicated Ms. Kate Knight, from Farmington would give the DDA a tour and would set a meeting to have their city manager, police chief, etc., and anybody that we wanted to talk to, to ask questions to see how their social district operates.

APPROVED 6/22/2021

Vice Chair Rzeznik commented she has visited several social districts and they are very successful. It really helps the businesses. She stated there would be more details to figure out for the social district but she believes it would really help a lot of businesses, if they are willing to participate. Vice Chair Rzeznik indicated she is in favor of establishing a social district in Wixom.

City Manager Brown recommended the Organization Committee to meet and get additional ideas for the DDA's perspective, and the design. Director Cloutier indicated she would set up a trip to Farmington and also a trip in the City of Wixom to walk the downtown area and look at the pros and cons of locations.

B. Wixom Block Party

Director Cloutier stated there has been some discussion regarding the Wixom Block Party. The Block Party is scheduled for September 18, 2021. This is the fifth and crucial year for the Wixom Block Party.

Director Cloutier indicated if we want a successful event, she needs help with the planning of this event. If the DDA would like Ms. Cloutier to focus on events, she indicated she would but she was not hired to only focus on events. It takes an extreme amount of time to organize these events to be successful. Board Member Fine has offered to help but Director Cloutier indicated she needs help in recruiting food trucks, working with AFP Sounds on the bands, and the beer tent. There is a multiple list of things that goes into making this event successful. Board Members Serylo, Meredith, Klebba-Cheney and Mayor Beagle volunteered to help organize this event.

Vice Chair Rzeznik agreed a lot of help is required to make this event successful. In the past, there has been a good turnout but the Block Party has never found its identity. Vice Chair Rzeznik indicated this event needs to be amazing because if it is not, she did not know if she would be in support of continuing with the Block Party event in the future.

Director Cloutier stated she would send an email to the volunteers regarding the details for the past Block Party events.

C. Downtown Bicycles

Director Cloutier commented the bicycles that are scattered around the downtown area is, currently, a sponsorship program. She sent out an email to the sponsors to start sprucing up their bikes, however, a young man in the community, who is working on his Eagle Scout project, indicated he would like to maintain the bikes by collecting, repainting, putting flowers in the baskets and reinstalling them in the downtown. Director Cloutier stated the young man is in the process of getting his project approved. As soon as Director Cloutier hears from him on his approval, she will email the DDA and all of the businesses who have a sponsored bike that the bikes will be going away for some time and coming back.

APPROVED 6/22/2021

Information:

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

Board Member Klebba-Cheney commented they need to set up a time to reconvene for a new date and to make sure they are communicating the correct information. It is not just about insurance reform, it is, specifically, about auto insurance reform.

City Manager Brown stated July may be a good timeframe to think about reconvening the business forums, as long as the pandemic restrictions are fully off for indoor/outdoor meetings.

B. Downtown Business News/Events

* 2021: June-Sept. - Summer on the Trail - Welcome Wixom

*2021: June 2 - Sip N Stroll - Ladies Night Out

Public Comments:

None

Executive Director's Comments:

Director Cloutier thanked everyone and welcomed new DDA Board Members Carissa Serylo and Russell Meredith. She reminded the Board to RSVP for the employee/volunteer picnic on June 3, 2021 at the concert series.

Board Members' Comments:

Vice Chair Rzeznik commented she was excited for the warm weather and excited for things to get back to normal.

Adjournment:

MOTION by Mayor Beagle, second by Board Member Fine to adjourn the meeting. This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:25 a.m.

Mona Freiburger
Recording Secretary

APPROVED 6/22/2021