CITY OF WIXOM
DOWNTOWN DEVELOPMENT AUTHORITY
49045 PONTIAC TRAIL
TUESDAY, AUGUST 26, 2025

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 Jessica Buck; Carissa Osburn, Vice Chairperson; Board Members: Mark Garmo; Russ Meredith; Vanessa Willett

ABSENT: Excused: Darby Hoppenstadt; Leslie Payment; Patrick Beagle, Mayor

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.

Changes or Additions to the Agenda:

No changes or additions to the Agenda.

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.

Public Comments:

No public comments.

Approval of Minutes:

Approved 10/28/2025

MOTION by Board Member Meredith and second by Board Member Garmo to approve the July 15, 2025, DDA Regular Meeting Minutes, as presented.

VOTE: MOTION CARRIED

Correspondence:

None

Executive Director's Report: August 2025 Report:

Executive Director Cloutier reported that Wixom Cleaners recently joined the Lakes Area Chamber of Commerce and held a ribbon cutting with a strong turnout. She encouraged support for the new downtown business. Executive Director Cloutier and Board Member Hoppenstadt attended a Main Street America webinar titled "Sowing the Seeds of Service, Creating Committed Volunteers for Life," which emphasized engaging students early in community service. They plan to meet to compare notes. Chairperson Buck noted that school volunteers have been helpful at events such as Derby Day and Spooktacular. Board Member Willett added that many events are family-oriented and suggested schools and Moms clubs as good volunteer sources. Executive Director Cloutier also shared that Main Street America recognized the Board for achieving Affiliate level, with Tim Colbeck presenting a certificate at the July 22, 2025 City Council Meeting.

Executive Director Cloutier noted that discussion on the Block Party will take place later, but it is expected to be bigger and better than ever, with a strong vendor response so far.

The South by Southwest DDA Managers group is planning the next Food Fight on Main, which will feature cocktails, mocktails, and craft beers instead of the previous Burger Battle. The Michigan Downtown Association Conference will be held November 5–7 in downtown Rochester. Attendance from Board members is encouraged, as Executive Director Cloutier indicated she would be unable to attend due to a scheduling conflict.

Several business updates were provided. Both 11/11 and Trail's Edge have closed. A new coffee shop, Apothecary Espresso and Coffee, which also operates in downtown Farmington, will be opening in the former Trail's Edge location within about a month, around the time of the Block Party. There is uncertainty about the future of 11/11; reports vary between a potential renovation into a coney island-style restaurant and possible sub-leasing to another operator, though no remodeling permits have been issued. Dough is temporarily closed while the owners travel with family and will reopen on the 7th. Concerns were raised about 11/11's financial struggles, with indications that despite good turnout at summer concerts, the business was unable to meet payroll and had been seeking an investor. The Promotions Committee also heard similar reports, noting that nearby townhouse residents had been a primary source of support.

Vice Chair Osburn inquired about influencers through Visit Detroit. Executive Director Cloutier explained that the program has only been briefly discussed at DDA Managers meetings and that Main Street Oakland County confirmed its availability but provided limited details. She plans to reach out directly to Visit Detroit for more information. Vice Chair Osburn noted the positive impact

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Visit Detroit had on businesses. Executive Director Cloutier added that the organization has been visiting many Oakland County downtowns, is impressed with their efforts, and is interested in helping with promotion.

Old Business:

None

New Business:

1. It is recommended to approve the installation of the proposed mural design with artist, Lisa Littell, to enhance and complete the activation of Gilly's Alley at the cost of $13,500 from Downtown Enhancement account #248-956-729.006.

Memorandum to Wixom Downtown Development Authority; From Laura Cloutier, Executive Director, Wixom DDA; dated August 26, 2025; Subject: Recommendation to approve the installation of the proposed mural design with artist, Lisa Littell, to enhance and complete the activation of Gilly's Alley at the cost of $13,500 from Downtown Enhancement Account #248-956-729.006 is enclosed in the packet.

Executive Director Cloutier reported that the alleyway opened, now called Gilly's Alley, is moving into its next phase with plans for a mural on the Wixom Bar side. The Design Committee has been working with artist Lisa Littell, who created renderings after spending time in downtown Wixom to capture its character and key features such as the Trail. Executive Director Cloutier noted that murals and public art are known to increase foot traffic downtown, benefiting both the alley and surrounding businesses. The total cost of the mural is $15,000, which includes $1,500 for the renderings. The remaining $13,500 would be paid in two installments, half as a deposit and the balance upon completion and approval.

The mural designs were described as highlighting the Trail, families, community branding, and natural elements such as bikes and local scenery. Executive Director Cloutier noted that Lisa Littell is available for questions about the design and emphasized that the Design Committee has put significant effort into the project. The committee views the mural as a strong positive asset for downtown.

Board Member Meredith shared that while collecting gift cards for the Block Party, he spoke with Carol, owner of Wixom Bar, who was enthusiastic about the mural project. After seeing the renderings, Carol felt it would be a major draw for both the alley and nearby businesses. Executive Director Cloutier added that Carol was immediately supportive when approached, expressing strong interest and excitement for the project.

Board Member Willett expressed concern about placing the mural in the alleyway, noting that foot traffic there is limited and suggesting the investment might be better used on a more visible location such as along Wixom Road. She also suggested considering local art schools or lower-cost options. Executive Director Cloutier responded that no other artists were approached, as the committee had been working with Lisa Littell on mural ideas for several years and felt comfortable moving forward with her.

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Board Member Meredith offered a different view, stating that the mural would help attract people to the alley, especially with the addition of the new coffee shop, and that feedback he received from residents has been positive. Vice Chair Osburn supported Board Member Willett's point about visibility and questioned where else murals might have greater impact. Assistant City Manager Benson explained that while the long-term vision is to add three or four murals downtown, suitable walls are limited, with Wixom Station and the back of West Retail being possible future locations. He added that this smaller alleyway wall was chosen as a starting point to gauge community response.

Executive Director Cloutier emphasized that the mural is intended as a first step and an introduction, noting that excitement about the alley is already growing. She has spoken with photographers who see the mural as a feature that would enhance their work, and feedback from residents, friends, and business owners has been very positive. Vice Chair Osburn agreed that the alley improvements are drawing attention and that additional enhancements would build on that momentum. Executive Director Cloutier added that visitors are already frequenting the alley, as evidenced by items left behind from various downtown establishments.

Board Member Willett clarified that she supports the idea of a mural but remains concerned about the lack of comparison options and believes a more competitive process should be pursued in the future. Board Member Meredith suggested that while renderings are costly, gathering examples of work from multiple artists in advance could help guide future projects. He also identified possible future mural locations such as the vet's office at Wixom and Pontiac Trail. Executive Director Cloutier noted that a new logo sign will cover the "downtown village area" sign mentioned.

Executive Director Cloutier shared that Michigan Insurance had given a positive response to the alley activation but had not directly commented on the mural. Board Member Garmo expressed support for the design and asked about its scope. Executive Director Cloutier explained that the mural would cover four panels of the wall, leaving the Gilpatrick's sign uncovered. She added that artist Lisa Littell included hidden shamrocks as a tribute to Gilpatrick's, with plans to hold a contest to engage visitors in finding them once the mural is complete.

Chairperson Buck expressed support for the mural and public art in general, noting that she really likes the design. She mentioned a personal observation that one figure appeared to resemble a prisoner due to its black and white outfit, suggesting a possible adjustment. Executive Director Cloutier clarified that the painted rendering does not include stripes. Chairperson Buck added that she appreciates elements such as the X logo, downtown Wixom branding, and the Trail incorporated into the mural.

Lisa Littell thanked the group for considering her for the mural project and explained that she and Executive Director Cloutier have been exploring potential locations in downtown Wixom for several years. She emphasized that while high-visibility locations often attract drive-by attention, the goal of this mural is to create a destination and community gathering spot, enhanced by activities like the "Find the Shamrock" contest. She noted that the rendering is a starting point and details, such as the shirt design, can be adjusted.

Executive Director Cloutier clarified that each panel extends from the top of the flower boxes up. Board Member Willett estimated the panels to be approximately 12 to 15 feet wide by 8 feet tall, totaling roughly 350 to 400 square feet. Chairperson Buck suggested involving Lisa in the Block

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Party to engage the community, complementing other activities like rock painting. Board Member Meredith noted that available building walls in downtown Wixom are limited due to windows, but potential locations include the end of certain buildings or the barn. Assistant City Manager Benson added that window coverage requirements affect mural placement.

Overall, the group expressed support for the mural and its location. Board Member Meredith highlighted the value of also having drive-by visibility to attract attention, and Chairperson Buck liked the idea of creating postcards. Vice Chair Osburn appreciated Lisa's point about making the mural a social media destination and suggested using a hashtag to increase engagement.

MOTION by Chairperson Buck and second by Board Member Meredith to approve the installation of the proposed mural design with artist, Lisa Littell, to enhance and complete the activation of Gilly's Alley at the cost of $13,500.00 from Downtown Enhancement Account.

VOTE: MOTION CARRIED

2. Downtown Wixom Barn Discussion

Memorandum to DDA Board of Directors; From Laura Cloutier, DDA Executive Director; dated August 26, 2025; Subject: Downtown Wixom Barn Discussion is enclosed in the packet.

Background: At the June 24, 2025 City Council meeting, multiple City Council members raised concerns regarding the condition and future of the City-owned barn located at 48755 Pontiac Trail. In response, City Administration has compiled a list of feasible options for next steps, which was discussed by City Council at their August 12th meeting.

Constructed in 1916, the barn has a floor-area of approximately 1,250 square feet and has two levels. While not officially designated as a historic structure, but it holds local significance as part of Wixom's agricultural heritage. Groups such as the Wixom Historical Society and the DDA have expressed interest in preserving or repurposing the structure, though no plans or funding have materialized to date.

Previous cost estimates for barn reuse (from 2016 and 2019) are outdated, and a 2023 RFP for a feasibility study received no responses. In the 2024 Parks & Recreation Master Plan survey, public opinion was mixed: 42% said the barn is important or very important; 35% said it was slightly or not important; 72% supported reuse of the barn, either onsite or at Gibson Park.

Assistant City Manager Benson reported that City Council raised concerns about the deteriorating condition of the barn, noting it has tarps and appears unsightly. At the last meeting, options were presented, and a more detailed financial breakdown was included in the current agenda. Council deferred a decision and asked whether the DDA wants to take action and potentially fund repairs; otherwise, their inclination is to have it torn down. Benson suggested that reallocating funds, such as those set aside for downtown pedestrian refuges, could provide $250,000 to $300,000 for repair or relocation.

Chairperson Buck noted that Council appeared divided, with some members frustrated by the length of time the issue has been unresolved, emphasizing the need to either act or remove the

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structure. Assistant City Manager Benson added that community feedback has been similarly split. Survey results from the Parks and Recreation master plan showed varied opinions on the barn's importance, with roughly equal responses across the spectrum. He noted that a third of the barn wood is unsalvageable, suggesting potential solutions like salvaging the usable wood to recreate a smaller version or finding other creative ways to preserve elements.

Board Member Meredith suggested putting together a clear package of options for the barn, noting that a previous RFP asking for ideas received no responses and questioning the source of the current cost estimates. Board Member Willett speculated that the estimates might have been doubled.

Assistant City Manager Benson explained that bids cannot be obtained until a decision is made on what to do with the barn. He noted that an earlier feasibility study was too broad and clarified that the next step is for the City or DDA to define a plan so accurate quotes can be obtained.

Board Member Willett provided background, recalling that John Smith, an original Board member, had developed detailed plans for the barn. She noted past attempts to acquire it for a nominal fee and mentioned potential donations from Ford Motor Company that were declined. Board Member Willett expressed reluctance to move the barn or incur additional costs but suggested a lower-cost option to activate the space by gutting and reinforcing the structure, installing a concrete floor, and creating an open picnic area.

Executive Director Cloutier suggested the possibility of adding public restrooms to the barn, but Board Member Willett advised against it due to the complexity and cost of running utilities. Board Member Meredith noted that nearby facilities, including the police department and library, provide restroom access. Executive Director proposed including the barn as an optional item in the RFP for Phase II of the Loop to see what design services and proposals might be offered.

Assistant City Manager Benson added that specifying a plan for reinforcing the structure, adding a concrete floor, replacing boards and the roof, and making it ADA accessible could be estimated at $20,000 to $30,000, giving the City a clear picture of the option. Board Member Meredith agreed with Board Member Willett that moving the barn to Gibson was not favorable and supported creating an open structure that could be used for community purposes without plumbing. She noted that some items inside the barn belong to the historical society and would need to be removed.

Vice Chair Osburn emphasized keeping the barn in its current location at the Loop, suggesting uses such as trail maps, historical displays, an interactive children's area, or a farmer's market pavilion similar to Downtown Farmington. Board Member Willett noted that structural reinforcement with steel would be possible. Vice Chair Osburn expressed opposition to demolition, citing environmental and historic value.

Board Member Meredith suggested that one option is to make cosmetic fixes to the barn, such as sealing it, using it for signage, murals, or as a photo destination, without creating a full building with insulation or bathrooms. He opposed moving it and emphasized that the practical choices are either an open structure for use or simply repairing and securing it.

Board Member Willett agreed, noting that the barn should either be converted into an open pavilion for year-round use or demolished, given its central location in the Loop.

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Chairperson Buck proposed including the barn as part of the Phase 2 Loop design RFP to explore creative options, such as opening it up with a concrete floor for temporary pop-up shops or other community uses. She suggested that once a plan is presented, the DDA can decide whether to proceed or demolish it and emphasized opposition to moving it to Gibson.

Board Member Willett cautioned that lead-based paint complicates renovation, noting that any fix would require encapsulation. She also highlighted issues with salvage, including potential sidewalk damage, the lack of a hazardous material survey, and additional paperwork requirements, suggesting that simple fixes may be more practical than attempting full restoration.

Board Member Garmo asked whether the space could be repurposed, such as for a parking lot or revenue-generating structure, if the barn were demolished. Assistant City Manager Benson explained that the parcel is too small and lacks a curb cut, limiting its standalone use. He noted that larger redevelopment would require acquiring the adjacent house to the north, and while selling the combined property to a developer has been discussed, the barn alone does not provide many options.

Board Member Meredith questioned the value of investing in the barn if the City plans to pursue a “Renton 2.0” concept, potentially purchasing the neighboring house and eventually demolishing the barn. Benson responded that if the barn remains in its current location, it could be worked around, but the larger plan is not concrete and depends on the sale of Renton first.

Board Member Meredith asked whether the cost to fix the barn would be covered entirely by the DDA or shared with the City. Board Member Willett inquired about the availability of CDBG funds, and Assistant City Manager Benson confirmed the City still receives them. Board Member Willett suggested that the $60,000 could potentially be used for barn repairs, though Benson noted it may be more complicated since the funds are programmed for the Loop.

Executive Director Cloutier added that the MEDC offers matching grant programs, similar to those used during COVID, which could partially fund the project if the community raises funds. Board Member Willett noted that fundraising was part of the original plan for the barn. She also expressed that the property is not ideal for a developer due to its odd shape, despite being near City Hall. Assistant City Manager Benson pointed out that the frontage along Pontiac Trail, similar in size to East Retail’s grass section, could potentially be sold, though no definitive plan exists. Board Member Willett acknowledged that the parcel’s small size presents challenges.

Board Member Willett asked whether a decision could be made within the 90-day timeframe. Chairperson Buck noted that City Council wanted a decision if the barn were to be demolished.

Assistant City Manager Benson explained that he and Executive Director Cloutier, working with Director Magee (Parks and Recreation) are preparing the RFP for Phase 2 of the Loop design, which is scheduled to be issued on September 2nd. The scope could be updated to include the barn, with proposals likely available by the November meeting.

Board Member Meredith summarized that the viable options are either integrating the barn into the Loop design or demolition, as moving it to Gibson or doing only cosmetic fixes are no longer considered. Vice Chair Osburn noted interest in the barn’s historical context, including a connection to the South Lyon Hotel.

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Executive Director Cloutier asked for consensus on option #3, and City Manager Brown agreed that incorporating the barn into the Loop design addresses Council's question. Chairperson Buck added that the DDA's response to Council should be to defer demolition and explore integration into Phase 2 of the Loop. Chairperson Buck proposed a motion to defer the decision on destroying the barn and integrate it into Phase 2 of the Loop design.

MOTION by Chairperson Buck and second by Vice Chair Osburn to defer the decision on the barn and integrate the barn into the Phase 2 of the Loop design, and table this discussion on what to do with the barn until a later date.

VOTE: MOTION CARRIED

3. Civic Center Loop Phase II – Design & Engineering Services Request for Proposals Discussion

Memorandum to Wixom Downtown Development Authority; From Laura Cloutier, Executive Director, Wixom DDA; Drew Benson, Assistant City Manager and Economic Development Director; Dated August 26, 2025; Subject: Civic Center Loop Phase II – Design & Engineering Services Request for Proposals Discussion is enclosed in the packet.

The DDA along with the City of Wixom and Parks and Recreation has had a vested interest in activating the Loop space that encompasses the Civic Center campus. It has been discussed for many years what to add to the space and how to go about creating a more thoughtful approach to the design that would make the Loop more attractive and a destination for Downtown Wixom.

At the DDA budget session in March, one of the main goals was to budget funds for the design services for the Civic Center Phase II Loop Activation. The DDA, along with City Council, approved a budget for $15,000 for such services through the RFP process.

Staff have taken that directive and prepared an RFP for design and engineering services, to receive proposals and secure a vendor.

Executive Director Cloutier noted that she, Assistant City Manager Benson, and Director Magee (Parks and Recreation) have been preparing an RFP for design and engineering services for Phase 2 of the Loop, scheduled to publish in early September, with a current fiscal year budget of $15,000. He asked if there were any additions or changes needed.

Board Member Willett asked whether the RFP provides detail on interactive features, such as play elements or interactive equipment, noting that earlier plans included imaginative features. Executive Director Cloutier replied that the RFP was left open-ended to allow respondents to present possibilities. Chairperson Buck and Executive Director Cloutier noted that the library playground has added some interactive features, like drum sets.

Assistant City Manager Benson explained that the RFP does not specify details, as a steering committee of DDA and Parks & Rec representatives will work with the selected designer to develop options and reach consensus. Board Member Willett asked if a ballpark investment would

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be provided, and Assistant City Manager Benson confirmed the Phase 2 budget is $300,000, but the RFP will not include that figure.

Board Member Willett asked whether the plan would cover only Phase 2 or consider future phases, suggesting that providing a broader, multi-year vision with an estimated $2 million investment could help the designer plan for a phased implementation. Assistant City Manager Benson clarified that the RFP is intended to deliver services for Phase 2 within the $300,000 budget, with subsequent work planned for future fiscal years.

Board Member Willett suggested that the design should encompass the entire Loop, with Phase 1 as the starting point and options for Phases 2 and 3 included for future implementation. She emphasized the importance of a forward-looking plan to avoid costly adjustments later and noted that the additional scope likely would not add significant cost.

Board Member Meredith agreed that a long-term plan is beneficial but raised concern that expanding the scope could delay decisions on the barn, which requires timely action.

Assistant City Manager Benson explained that incorporating the barn into the Loop design could require budget amendments, potentially increasing the project from $300,000 to around $500,000 and necessitating adjustments to other planned capital projects. He added that pursuing architectural services for the barn separately from the Loop design is a viable alternative.

Chairperson Buck asked whether the library and parks are contributing funding to Phase 2. Executive Director Cloutier responded that the library is not, as it already contributes to the DDA. Chairperson Buck asked for clarification, noting that Phase 1 was technically the playground, but Assistant City Manager Benson explained that Phase 1 was the Loop itself, with City Manager Brown adding that the playground was a separate project.

Board Member Meredith inquired about the long-term timeline for the Loop in relation to the DDA schedule, and Assistant City Manager Benson clarified that the current RFP is not intended to address that. Board Member Willett emphasized that an overall design showing the full Loop, broken into sections and phases, is needed to make informed decisions. Chairperson Buck noted her interest in including the lighting plan, which would not be feasible within the $300,000 budget alone, and expressed a desire to see that incorporated.

Board Member Willett asked if a vote was needed for the Loop design RFP since no funds were being committed, and Executive Director Cloutier responded that only a consensus is required. Assistant City Manager Benson noted that the scope of work should include expandability. Chairperson Buck raised a concern that adding the barn and the overall picture could increase costs beyond the originally budgeted $15,000, and Executive Director Cloutier confirmed a budget amendment would be needed once pricing is known. Board Member Willett referenced prior costs for the Renton project for comparison. The Board agreed to move forward with integrating the barn and considering the bigger picture.

City Manager Brown suggested emphasizing in the RFP that this is a joint project between the City and the DDA, highlighting the DDA's significant financial resources to ensure it is taken seriously by potential firms. Board Member Willett questioned whether the City would assist financially, and Assistant City Manager Benson and Executive Director Cloutier confirmed that City contributions, CDBG funds, and Parks and Rec funding could be available. Chairperson Buck

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expressed enthusiasm, and the consensus was to proceed while working through budgeting and clarifying funding sources.

Assistant City Manager Benson noted that consulting with the Historic Review Commission (HRC) might be necessary and that architectural services for the barn could require a separate scope of work from the Loop pedestrian pathway design. He emphasized the need to work through these details to get the answers needed. Executive Director Cloutier added that, as the process moves forward, the project timeline may shift slightly.

Information:

1) Committee Reports

A. Design Committee - Meets on the 1st Tuesday of every month at Drafting Table Brewing Company at 5:00 p.m.

The Design Committee continues to meet and work off the excitement of Gilly's Alley. The focus for the Committee is the completion of the alley with two additional projects that will bring more life to this area – a mural and the painted rock garden.

Executive Director Cloutier explained that the Design Committee has been working on a painted rock garden, also called a "kind message garden," inspired by two committee members, Lynn DeGrande and Cheryl Zuzo. The garden will be located at the tree at the end of the alley, where they had cleared weeds during the alley activation. The project will be funded from the Design Committee's budget, with around $700 allocated for materials. Committee members will purchase paint, shellac the rocks, and oversee the project. The plan is to start it at the Block Party, encouraging the community to paint rocks at home and return them, or bring their own, gradually building a colorful, positive display around the tree.

B. Economic Vitality Committee Meets the 4th Monday of every month at 5:30 p.m., check website for location.

The Economic Vitality Committee did not meet last month. This month, the Committee will meet and conduct a downtown business tour that will include checking in with businesses with the hopes of getting the Ambassador Program up and running.

Board Member Willett reported that the Design Committee recently walked around local businesses. El Camino plans to buy lunch for the police department, and Board Member Willett provided a count of 15 to 20 people. Jet's Pizza raised concerns about repaving and crosswalk changes near Drafting Table and Pontiac Trail, as they had not received official notice, and Board Member Willett noted that safety and business access could be affected. Assistant City Manager Benson clarified that the work is a temporary repaving project and not a permanent closure, although businesses had already reported reduced traffic. Board Member Meredith asked about the timing relative to the Block Party, and Executive Director Cloutier confirmed that the work would be completed and would not affect businesses during the event. Board Member Willett suggested that this situation highlights the need for proactive communication with businesses during road projects, including potential use of flags, billboards, or other signage to let the public

Approved 9/8/2025

know that Wixom businesses remain open, particularly with the Pontiac Trail closures continuing until October. Board Member Meredith added that feedback from businesses indicated the closures were already hurting sales, emphasizing the importance of better advance notification and promotion.

City Manager Brown noted that the impact of signage should be realistic, as some businesses have reported customers avoiding the area due to traffic issues. Executive Director Cloutier mentioned posting on social media to indicate that businesses remain open, which has been shared. Board Member Willett suggested using more visual cues for people who might not check online. Executive Director Cloutier added that Kristen at Drafting Table indicated the primary issue is that while the Trail is technically open in front of the businesses, fewer people are crossing to access them. Chairperson Buck observed that the signs simply say “closed,” which discourages pedestrians, despite the area still having foot and trail traffic. Assistant City Manager Benson noted that signage is also intended to prevent trespassing onto nearby industrial properties, highlighting the balance between safety and business access.

Board Member Willett raised a concern about the timeline for the billboards, noting that while it was planned to start in September, it might not be realistic given that the Promotions Committee and others have not yet finalized the design or content. She emphasized the importance of highlighting upcoming downtown events such as Octoberfest and the tree lighting. Executive Director Cloutier responded that she could work with Lamar to create mockups, noting that the first one is free and up to five changes are allowed. She will send the mockups to the Board for review and suggested communicating via email for the time being, since the Promotions Committee meeting for the week had been canceled. Board Member Willett stressed that while the Board should be involved, Lamar has the expertise in marketing and promotions to guide the design.

C. Promotions Committee: Meets every other Thursday at Backyard Coney Island at 8:00 a.m.

The Committee continues to plan the next big event, our Block Party. There is a record number of vendors and are going to utilize the Renton property to put 20 plus vendors over there. The Committee discussed the vendors and placements of them as well as additional activities such as a rock-climbing wall in the Renton space to bring people over there. We are also working on other fall and winter events coming up.

Chairperson Buck provided an update on the upcoming Block Party scheduled for September 20th, noting that volunteer recruitment is complete and expressing thanks to those who have already signed up. There are currently 21 vendors confirmed at the Renton property, with additional vendors still registering, making this the largest turnout ever. The event will also feature a rock-climbing wall, picnic tables, cornhole boards, and restrooms at Renton. Chairperson Buck added that the total number of vendors is now 61, highlighting the diversity of offerings, which include entertainment, face painting, a henna artist, a character artist, Paw Patrol, and a bear factory. Executive Director Cloutier mentioned that the Baptist church has granted permission to promote parking there. Board Member Willett suggested surveying vendors electronically after the event to gather feedback and compare to previous years. Executive Director Cloutier confirmed that a similar survey was conducted last year. Chairperson Buck also noted that the next Promotions Committee event will be Spooktacular on October 18th.

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D. Organization Committee: Meets the 3rd Tuesday of each month at Wixom Station at 6:30 p.m.

The Committee met to discuss the KPI's for the Executive Director position. The Committee feels that when scoring a one of five should also provide a comment to justify the rationale of those scores. Along with creating a number or letter system to easily identify the sections and KPI's within the section; to the director provides a summary for the evaluation and connects examples to the specific KPI's to support examples.

Board Member Agreement: The Committee recommends revisiting the agreement annually (July) for updates and presenting it to the Board for signature at the August meeting.

By-laws: The Committee is reviewing sections of the by-laws and will have an update at the September meeting.

Chairperson Buck reported that she attended the meeting where Key Performance Indicators were discussed and noted that these will be presented at the September meeting. She also addressed the Board member agreement, which had been voted on at the previous meeting and was now provided for signatures. The agreement outlines expectations for Board members, which is standard practice for DDAs. Executive Director Cloutier noted that the only change to the agreement was the addition of "and/or encourage participation" in item six. Chairperson Buck explained that this refers to assisting with a committee, volunteering at events, or serving in leadership roles such as vice chair or chair, emphasizing that these are ways for Board members to contribute beyond attending regular meetings.

2) Downtown Business News/Events

- 2025: September 20th: Wixom Block Party
- 2025: October 18th: Spooktacular Treat Hunt

Public Comments:

No public comments.

Staff Comments:

Executive Cloutier thanked everyone for attending and noted that a quorum was present. She reported receiving one application for a new Board member from the owner of Hawaii Fluid Art and stated she will coordinate with her and the Mayor once he returns. Assistant City Manager Benson provided an update on the Wixom Road landscaping, noting it has been well received but four bushes were stolen. He explained that some plants need replacement and that the landscapers, who have been responsive, will be replacing the stolen bushes and any flowers that died under warranty, with work planned for September ahead of the Block Party.

Assistant City Manager Benson provided an update on the Renton project, noting that negotiations on the purchase agreement and site plan are ongoing. The plan is to finalize a draft purchase agreement and have a conceptual discussion with the Planning Commission in September, though he could not guarantee the timing. He also reported that the Planning Commission is progressing with the Master Plan update, with a key focus on the specific sub-

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area plan for downtown. A joint meeting with the Planning Commission is being considered for September, and coordination with the Board and City Council will be pursued to schedule it.

Board Members' Comments:

Board Member Willett reported that the planter boxes near the boxes area need to be replaced or redesigned, suggesting either all lavender or alternating lavender to create a cohesive look, estimating $3,500 for plants. Executive Director Cloutier noted that she and a few volunteers had pulled weeds there two weeks prior. Board Member Willett added that the boxes are not being properly maintained, and Assistant City Manager Benson clarified that while the City does handle some upkeep, the current vendor does not come frequently enough, and the contract will be rebid next year. Board Member Willett emphasized that given the condition, starting over may be the best option.

Chairperson Buck reminded the Board of the upcoming strategic planning meeting on October 15th at 6 p.m., and Cloutier noted that the meeting will focus on reviewing priorities and ranking projects.

Adjournment:

This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 8:55 a.m.

Mona Freiburger
Recording Secretary

Approved 10/28/2025