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DOWNTOWN DEVELOPMENT AUTHORITY

MEETING MINUTES

March 13, 2012 at 5:30pm

3131 Biddle Avenue, Wyandotte, Michigan 48192

1. **MEMBERS PRESENT** – Norm Walker, Gerry Lucas, Peter Rose, Greg Gilbert, John Jarjosa, Leo Stevenson, Patt Slack
2. **MEMBERS EXCUSED** – Mayor Peterson, Dr. Patrick VanDeHey
3. **OTHERS PRESENT** – Natalie Rankine, Sarah Schwochow, Tom Woodruff, Diane Woodruff, Alex Alaverz, Lynn Styffensky, Jay Styffensky, Mikelle Vargas
4. **ATTENTION TO THE AUDIENCE**
5. **APPROVAL OF MINUTES & AGENDA**

N. Rankine requested the addition of 8i – Grant Program and 9c – New Businesses to the agenda.

Motion by G. Lucas, supported by G. Gilbert to approve the previous DDA meeting minutes and the current agenda, as amended. All in favor, motion carries.

6. **INFORMATION TO RECEIVE AND PLACE ON FILE**
 - a. **Grant sub-committee meeting minutes**

7. **MONTHLY REVENUE/EXPENDITURE REPORT**

N. Rankine said that the DDA is on budget. P. Rose asked if parking lot maintenance was in the budget. N. Rankine confirmed that the parking lot next to the Farmers Market site would get a new topcoat before the Market begins.

8. **ONGOING PROJECTS AND BUSINESS**

- a. **Wyandotte Farmers Market**

N. Rankine reported that she and the new market manager went to the Michigan Farmer’s Market Conference. She asked for a budget amendment to take Renee’s salary (\$3,000) from Farmers Market Account 499.200.925.802 to Support Staff Salary account number 499.200.725.120. In addition a budget amendment is needed to pay \$229.50 in FICA from Farmers Market Account 499.200.925.802 to FICA account 499.200.725.150.

Motion by G. Lucas, supported by P. Slack to transfer \$3,000 from Farmers Market account (499.200.925.802) to Salary account (499.200.725.120). Roll called. All in favor, motion carries.

Motion by P. Rose, supported by G. Lucas to transfer \$229.50 from Farmers Market account (499.200.925.802) to FICA account (499.200.725.150). Roll called. All in favor, motion carries.

- b. **DIA Inside/Out**

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N. Rankine updated the board on the DIA Inside/Out exhibit. She also thanked all the volunteers who helped with the window display in the Sears building. The Desing and Promotions committee has giveaways and smaller events planned at each piece from April through June, including the grand opening on March 30th.

c. Restaurant Week

N. Rankine was pleased to announce that there will be 86% participation in the first Downtown Restaurant Week. Like the "Shop Downtown for the Holidays" program, she and the Mayor will surprise patrons by picking up their tab and having giveaways.

d. 3061 & 3063 Biddle Avenue

N. Rankine updated the board on 3061 & 3063 Biddle Avenue.

e. WBA Contract

N. Rankine informed the board that she will be meeting with members of the WBA, the Mayor and the City Administrator to discuss the WBA Contract on Monday, March 19th at 10:30am.

f. Downtown Video

N. Rankine and the Marketing Subcommittee met with Anthony U. DeCuir about the Downtown Videos. A. DeCuir came to the podium to explain the video making process. N. Rankine concluded by stating that a smaller spot (one minute or less) will be ready by summer or early fall as DeCuir needs to collect Farmers Market footage.

g. Downtown Hold Harmless

N. Rankine spoke with William Look, City Attorney, who suggested including a list of prohibited activities into the Hold Harmless. All requests must be approved by City Council. N. Rankine will bring a draft to the board at the next meeting.

h. Marketing

N. Rankine gave an update on various new marketing pieces that have been printed. G. Gilbert asked if the WBA partnered with DDA on any marketing. L. Styffensky, N. Rankine and the Board discussed the relationship between the DDA and the WBA and the upcoming contract.

Motion by L. Stevenson, supported by N. Walker to table the discussion of the WBA contract until the March 19th meeting. All in favor, motion carries.

i. Grant Program

N. Rankine suggested new grant guidelines, as three businesses that received grant funding have folded within the first year of opening. All grants were awarded under the previous director's guidelines and total approximately \$13,000 of grant funding. G. Gilbert suggested meeting with landlords. P. Slack thought that listing the vacant DDA properties on the website would be an incentive for landlords to seek tenants. Other suggestions included requiring a business plan and graduated grant funding.

P. Rose asked if there was any progress on the marina project. N. Rankine informed that there were no updates.

9. NEW BUSINESS

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a. Wayne State University student planning project

N. Rankine introduced Alex Alaverz to the Board. A. Alaverz is a graduate student of urban planning at Wayne State University. He will be working with N. Rankine to develop a plan to link the four areas of Downtown Wyandotte.

b. 5th Friday themes for June and August

N. Rankine informed the board that the June 5th Friday will be car themed, as the Downriver Cruise will begin the following day. The August 5th Friday will feature chalk art.

c. New Businesses

N. Rankine welcomed Shelter to Home (266 Oak Street) and Henry Ford Wyandotte Hospital Physical Rehabilitation Center (3323 Biddle) to the DDA District. They will open up on March 23rd and March 30th, respectively.

L. Stevenson asked if there was an update on the old Austin’s building and the move to the new City Hall. N. Rankine informed that the Austin’s building plan went to the planning commission and the majority of City Hall will move in June. N. Rankine suggested meeting with City Administrator and considering the creation of a strategic plan. L. Stevenson wants to develop a plan to find a business that will suit the downtown. L. Stevenson made the motion to create the Futuring Subcommittee. L. Stevenson asked P. Slack to chair the subcommittee; she agreed.

Motion by L. Stevenson, supported by P. Rose to create the Futuring Subcommittee. All in favor, motion carries.

10. NEXT REGULAR MEETING – April 10th, 2012

11. ADJOURNMENT

Motion by G. Gilbert, supported by G. Lucas to adjourn the meeting at 6:32pm. All in favor, motion carries.

Respectfully submitted,

Sarah Schwochow
DDA Assistant