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DOWNTOWN DEVELOPMENT AUTHORITY

MEETING MINUTES
Tuesday, October 9th, 2012
3131 Biddle Avenue, Wyandotte, Michigan 48192

- 1. **MEMBERS PRESENT** – Mayor Joseph Peterson, Gerry Lucas, Peter Rose, Greg Gilbert, Leo Stevenson and Patt Slack
- 2. **MEMBERS EXCUSED** – Norm Walker, Patrick VanDeHey and John Jarjosa
- 3. **OTHERS PRESENT** – Natalie Rankine, Janelle Rose and Diane Woodruff
- 4. **APPROVAL OF AGENDA**

Motion by Mayor Peterson, supported by G. Lucas to approve the meeting agenda. All in favor, motion carries.

5. APPROVAL OF MINUTES

Motion by Patt Slack, supported by Mayor Peterson to approve the previous DDA meeting minutes. All in favor, motion carries.

6. INFORMATION TO RECEIVE AND PLACE ON FILE

- a. Beautification Commission minutes
- b. Design & Promotion Committee minutes

7. PUBLIC COMMENT

- a. No comments from the public

8. MONTHLY FINANCE REPORT

Motion by Mayor Peterson, supported by G. Gilbert to approve Monthly Finance report. Roll called. All in favor, motion carries.

9. ONGOING PROJECTS AND BUSINESS

- a. Wyandotte Farmers Market- N. Rankine informed the board that our current market manager has resigned. Her last day at the market will be October 18th. N. Rankine requested that this position be filled with another potential candidate who was interviewed during the hiring process: Tina Hirsch. Ms. Hirsch is still interested in the position and has marketing experience. N. Rankine also requested that she be utilized as an office assistant to help with some of the tasks and marketing projects that she is unable to

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complete. This request will not affect the proposed budget, however a budget amendment moving \$1,100.00 in funding from the Overtime budget to the Seasonal Salary – PT.

Motion by Mayor Peterson, second by G. Gilbert to hire Tina Hirsch as the Farmers Market Manager and Office Assistant at a rate of \$10.00 per hour, to be paid from the Seasonal Salary – PT account 499.200.725.115. Roll called. All in favor. Motion carries.

Motion by Mayor Peterson, second by G. Gilbert to move \$1,100.00 from the Overtime account 499.200.725.120 to the Seasonal Salary – PT account 499.200.725.115 to be used for office assistant work for the new hire. Roll called. All in favor. Motion carries.

- b. 3061 & 3063 Biddle Avenue – N. Rankine indicated that the purchase agreement was signed and approved by Council and that the DDA is working to secure grants for the project through the MEDC. G. Gilbert asked if the purchase agreement was contingent upon the grants being secured and N. Rankine indicated that it was not.
- c. WBA Contract – N. Rankine indicated that despite the contract being approved by council that the WBA contract had not yet been signed by the WBA. N. Rankine indicated that the WBA president did indicate that she would sign it, but that she hadn't received it to date. Mayor Peterson indicated that the contract was set to take effect on October 1st and recommended that N. Rankine contact the City Attorney's office to get a legal opinion regarding suspending WBA payments until the contract is signed.

Motion by Mayor Peterson supported by G. Gilbert to contact Mr. Look regarding suspending payments to the WBA and send a subsequent letter to the WBA, if Mr. Look concurs with the request. Roll called. All in favor. Motion carries.

10. NEW BUSINESS

- a. Design & Promotion: - P. Rose, chair of the Design & Promotions committee meeting presented the marketing costs associated with the Christmas Marketing plan. Mayor Peterson inquired as to why the plan was over budget. P. Rose indicated that the committee would "whittle" down the cost of the plan, to be within the \$3,000.00 budget. Mayor Peterson indicated that the committee wasn't entitled to make decisions, but to bring information to the board for approval. G. Gilbert inquired as to why the money was being spent in the manner it was. P. Slack explained the reasons: Lights (to attract interest), Signage to educate about shopping local, window clings, wrapping (as a service to shoppers), etc. L. Stevenson indicated that more 'outside' marketing should be done. N. Rankine agreed and thought that the lights weren't necessary, that this should be a part of another budget item or comprehensive plan for decorating downtown. N. Rankine indicated that we did have print media funding elsewhere in the Marketing budget and that we are planning on doing print advertising for Christmas and other events and programs. L. Stevenson offered to pay for 12 months of advertisement in the Isle Camera and N. Rankine said that she would coordinate imagery with him. P. Rose further elaborated on the Local First message, the

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Christmas marketing plan and the fact that he was going to try to get businesses to contribute in the manner that they did for the Paint the Town Pink series of events. G. Gilbert indicated that he would approve the budget if the amount was under the \$3,000.00 .

Motion by G. Gilbert supported by Mayor Peterson to approve \$3,000.00 toward the items indicated by the Design and Promotions Committee from the Marketing account 499.200.925.804.

- b. Downtown Michigan Conference: N. Rankine indicated that the Downtown Conference is in Petoskey, Michigan this year on November 1st and 2nd. The cost for registration, hotel and gas is \$260.00.

Motion by Mayor Peterson, supported by G. Gilbert to approve \$260.00 from the Operating Expenses 499.200.926.114 account. Roll called. All in favor.

- c. First Quarter Grants: A total of 5 grants were submitted the first quarter: Belicoso: For construction of a “open” storefront system; Brickhouse Craft Beer & Wine: New business downtown; Glowfish studios: New business, toilet room and barrier-free improvements; Lollipop play lounge: new business, interior build-out and the UPS Store: moving and interior build-out for relocation. The committee made the following recommendations:

- i. Belicoso Café: \$5,000.00

Motion by Mayor Peterson, supported by P. Slack to approve a \$5,000.00 grant for Belicoso Café. Roll called. All in favor. Motion carried.

- ii. Brickhouse Craft Beer & Wine: \$5,000.00

Motion by Mayor Peterson, supported by G. Lucas to approve \$5,000.00 grant for Brickhouse. Roll called. All in favor. Motion carried.

- iii. Glowfish Studios: \$1,500.00

Motion by Mayor Peterson supported by L. Stevenson to approve \$1,500.00 grant for Glowfish Studios. Roll called. All in favor. Motion carried.

- iv. Lollipop Play Lounge: Re-evaluate the grant after 3 months to see if new business is sustaining.

- v. UPS Store: \$2,500 upon securing a signed lease, \$2,500 upon completion of interior build-out. Payable after business opens.

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Motion by Mayor Peterson supported by G. Lucas to approve a grant in the amount of \$2,500 upon securing a signed lease, \$2,500 upon completion of interior build-out. Payable after business opens. Roll called. All in favor. Motion carried.

vi. N. Rankine received a request from R.P. McMurrhys for payout of their grant. Our grant policies state that the business or renovation must be open prior to payout. However, the patio will be finished, but not open, due to the fact that it is too late in the year.

Motion by Mayor Peterson supported by P. Slack to approve payment of R.P's grant in the amount of \$5,000.00. Roll called. All in favor. Motion carried.

i. **NEXT REGULAR MEETING** – November 13th, 2012

j. **ADJOURNMENT**

Motion by P. Rose, supported by G. Gilbert to adjourn the meeting at 6:55. All in favor, motion carries.

Respectfully submitted,

Natalie Rankine, RA

DDA Director