

Regular Meeting Agenda
Wednesday, February 19, 2020, 6:00 pm
Rochester Municipal Building, 400 Sixth Street

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Approval of Meeting Minutes
 - A. Regular Meeting Minutes – January 15, 2020
 - B. Goals & Objectives Meeting Minutes – January 15, 2020
5. Audience Comments
6. Liaison Reports
 - A. City Council – Ann Peterson
 - B. Chamber of Commerce – Marilyn Trent
 - C. Historical Commission – June Hopaluk
 - D. Principal Shopping District – Nik Banda
7. General Business Agenda Items
 - A. Town Square/Front Porch Renderings Update – Nik Banda
 - B. Downtown Sidewalk Snow Removal Update – Nik Banda
 - C. Addition of Vice Chairman to the Executive Committee – Ben Giovanelli
 - D. Appointment of New PSD Liaison – Ben Giovanelli
 - E. Formation of DDA Budget Sub-Committee – Ben Giovanelli
 - F. Discussion of Main Street Oakland County Training Opportunity – Nik Banda
 - G. Report – Effective Board Training Workshop – Marilyn Trent & Candice Van Slembrouck

8. Receipt of Regular Reports
 - A. Executive Director Update
 - B. Events & Marketing Update
 - C. Financial Report for DDA
 - D. Business Development Committee
 - E. Site Development Committee
9. Miscellaneous
10. Adjournment

**The next regular meeting of the Rochester DDA is
Wednesday, March 18, 2020, Rochester Municipal Building, 400 Sixth Street**

Downtown Development Authority
Regular Meeting Minutes

Wednesday, January 15, 2020
Rochester Municipal Building, 400 Sixth Street
6:00 p.m.

1) Call to Order

The regular meeting of the Downtown Development Authority Board of Directors was called to order by Chairman Mark Albrecht at 6:00 p.m.

2) Roll Call

Board Members Present:	Chairman Mark Albrecht, Mayor Stuart Bikson, Tony Lipuma, Jason Rewold, Ben Giovanelli, Bob Bloomingdale, Chris Johnson, Lisa Germani Williams, Paul Haig (arrived 6:11 p.m.)
Board Members Absent:	Marilyn Trent, Candice Van Slembrouck
Council Liaison Present:	Ann Peterson
Chamber Liaison Absent:	Marilyn Trent
Historical Commission Liaison Absent:	June Hopaluk
PSD Liaison Present:	Lisa Germani Williams
DDA Executive Director Present:	Kristi Trevarrow

A. Pledge of Allegiance

3) DDA Vision Statement – Mayor Stuart Bikson
Stuart Bikson read the Vision Statement.

4) Approval of Meeting Minutes

Regular Meeting Minutes –December 11, 2019

Motion By:	Jason Rewold to approve the December 11, 2019 Regular Meeting Minutes as presented.
Second By:	Ben Giovanelli
In Favor:	All
Opposed:	None
Motion Passed	

5) Audience Comments

There were no audience comments.

6) Liaison Reports

A. City Council

Ann Peterson highlighted the following:

- A Public Hearing was held for consideration of a new Class “C” Liquor License to the New Saint 1881 at 226 Walnut Street;
- The first reading and introduction of Ordinance Amendment to Sec. 22-34-Outdoor Fires was held;
- There was a Public Works Campus construction update;
- There was a presentation from McKenna regarding planning services.

B. Chamber of Commerce

Chairman Albrecht stated that the Community Outlook Breakfast is scheduled for 02/24/2020, and the Prayer Breakfast will be held on 05/07/2020.

C. Historical Commission

D. Principal Shopping District

B. Lisa Germani Williams highlighted the following

- Festival of Trees – There was a record number of attendees. All ten non-profit spots were filled, and every item was sold.
- Lagniappe – This event was once again a huge success. Santa’s phone booth was a big hit.
- Black Friday and Small Business Saturday were very successful.
- Winter Farmers’ Market – There were 10-15 vendors each Thursday. The Rochester High School Small Business Program held their “pop-up” event at the December 12, 2019 market. The proceeds from their event were donated to St. Jude’s.
- The Big, Bright Light Show will wrap up on 01/20/20. This year saw a lot of great media coverage.
- Kris Kringle Market – There were good crowds for this event. All vendor space was sold out. The Market may be expanded next year.
- Caroling in the City – This event was held on December 15, 2019. The event was very successful.

7) General Business Agenda Items

A. A Look Back at 2019

Chairman Albrecht reviewed the 2019-2020 Goals & Objectives meeting minutes of January 16, 2019. He commended the DDA on achieving at least 95% of the Goals & Objectives set at that meeting, and challenged the board to continue to work together on the 2020-2021 Goals & Objectives.

C. Main Street Oakland County Update

John Bry, Program Coordinator for Main Street Oakland County (MSOC), provided an update. 2020 marks the bicentennial of Oakland County and the 20th anniversary of MSOC. The County will be developing an economic development strategic plan this year. There will be opportunity for public input. He stated that Rochester is in the top tier of

accreditation and he would like to see Rochester continue to be at the forefront of Main Street development. The \$10,000 funding can now be used toward education, capital improvement projects, etc. There is funding available for two attendees to the national conference in Dallas, TX, as well as \$1,000 in travel expenses available. He stated the National Main Street staff will be visiting Oakland County during 2020 as part of a pilot program for the Main Street Next initiative, of which Rochester will play a part. Mr. Bry further challenged the DDA to consider working toward becoming a Historic District.

D. Main Event Awards Catalog

Mr. Bry reviewed the Main Street Awards Catalog for the Main Event on May 7, 2020 in the following categories:

- Main Street Pioneer;
- Out in the Streets;
- Selling Main Street;
- Transforming the Economy.

Additionally, there is a Video Essay award, as well as Window on Main Street.

E. Report – New Downtown Trash Services Contract

Finance Director Anthony Moggio reviewed the City’s new contract for trash services with GFL. The 2020 contract is for \$81,119.76, with a \$3,000 annual increase for the next five years.

F. Big, Bright Light Show Media Opportunity

Kristi Trevarrow stated that the DDA was contacted by ABC regarding the Big, Bright Light Show competing in the Great Christmas Light Fight. The application was submitted, along with video and drone footage. If selected, ABC will film in November 2020 for the 2020-2021 competition. This is a great opportunity for the downtown.

G. Acceptance of Resignation – Chairman Mark Albrecht

With his election to the Rochester City Council and the commitments involved with that position, Chairman Albrecht submitted his resignation as Chairman of the DDA, dated 01/03/2020. Mr. Albrecht’s resignation was accepted by the City Council at the 01/13/2020 meeting.

H. Election of New DDA Chairperson

Mayor Stuart Bikson thanked Mark Albrecht for his commitment to the DDA for the past several years. He will be appointing a replacement to the DDA in the near future.

Motion By:	Tony Lipuma to nominate, and if there are no additional nominations, to appoint Ben Giovanelli to the position of Chairman of the DDA.
Second By:	Jason Rewold
In Favor:	All
Opposed:	None
Motion Passed	

Ben Giovanelli thanked the Board for the appointment and thanked Mark Albrecht for his years of dedication to the DDA. He would like to continue to build on past successes, staying true to the mission of the DDA.

8) Receipt of Regular Reports

A. Executive Director Update

Rochester High School Small Business Pop-Up Market Program

The Pop-Up Market was hosted at the Holiday Farmers' Market on December 12, 2019 with the students creating 12 different products from candles and cupcakes to stickers and wearables. Based on the success of the program and the enthusiasm of the students, we will be continuing the program in the Winter Semester.

Kristi Trevarrow reported that all deadlines and reporting requirements for the new state regulations for DDAs have been met.

Director Trevarrow will be out of the office from February 17 – 20, 2020. All packet materials will be distributed in advance of the meeting and Deputy City Manager Nik Banda will be attending the meeting.

B. Events & Marketing Update

EVENTS

Fire & Ice Fest – Fire & Ice Fest will be held on January 17-19, 2020. Over 50 sculptures have been sponsored. This year's theme is "On Vacation." There will be two live carving demonstrations that will take place on Friday and Sunday. A collegiate ice carving competition will take place on Saturday. There will also be a Tastefest Tent. Four food trucks will also be available. Buffalo Wild Wings is the Shuttle Sponsor for the event. The majority of the events will take place on E. Second St., between Mills St. and Elizabeth. Because of the warm weather, activities have been adjusted. There will be fireworks on Friday and Saturday nights.

Deck Art 2020 – Registration for Deck Art 2020 will begin in early February. Artists will be asked to provide their unique work on a blank skateboard deck. Winning pieces will be picked in each category by a panel of judges, with prizes awarded. Deck Art will be held May 14-15, 2020. South Street Skateshop will spearhead registration and deck distribution. All other event details will be organized by the PSD. Eblasts will be sent to previous participants and a press release will be sent out to the media by the end of the month.

MARKETING

Farmers' Market – The Holiday Farmers' Market continued on Thursday evenings this year. There were many dedicated market customers and newcomers in attendance. A promotion or program was run each week, such as food drive collection, gift card giveaways, tote bag giveaways, a cooking demo, collaboration with Rochester High for a small business pop-up market and finally a visit with Santa.

Sandy Kondos, long-time Market Master, has retired from her position after 12 years and will be sorely missed by vendors for her knowledge and compassion. The search for a new Market Manager will begin in February.

Marketing Kits – Spring marketing kits will be mailed out to merchants in early February. These will include the opportunity to sign up for Deck Art, Farmers’ Market participation and the Spring/Summer issue of *In Town*.

Business Directory – New 2020 business directories will be produced and printed in early February.

C. Financial Report for DDA

The Revenue and Expenditure Report for period ending 12/31/2019 for Fund 494, Downtown Development Authority was included in the packet.

D. Business Development Committee

Paul Haig stated that the Downtown Holiday Expo took place on November 11, 2019. Attendance was down slightly, but it was still a successful event with a lot of interaction with the merchants and services. He also stated that there are a number of new businesses downtown and a lot of great opportunities for continued improvement.

E. Site Development Committee

9) Miscellaneous

10) Adjournment

Seeing no further business, the meeting was adjourned at 7:00 p.m.

Date Approved

Susan McCullough

Downtown Development Authority
2019-2020 Goals & Objectives Meeting Minutes

Wednesday, January 15, 2020
Rochester Municipal Building, 400 Sixth Street
7:00 p.m.

1) Call to Order

The 2020-2021 Goals & Objectives meeting of the Downtown Development Authority Board of Directors was called to order by Chairman Ben Giovanelli at 7:00 p.m.

2) Roll Call

Board Members Present:	Chairman Ben Giovanelli, Mayor Stuart Bikson, Tony Lipuma, Chris Johnson, Jason Rewold, Bob Bloomingdale, Lisa Germani Williams, Paul Haig, Marilyn Trent
Board Members Absent:	Candice Van Slembrouck
Council Liaison Present:	Ann Peterson
Chamber Liaison Present:	Marilyn Trent
Historical Commission Liaison Absent:	June Hopaluk
PSD Liaison Present:	Lisa Germani Williams
DDA Executive Director Present:	Kristi Trevarrow

7:00 p.m. Opening Remarks: Mayor Stuart Bikson thanked everyone present for their commitment to the DDA and to downtown Rochester. He stated that downtown Rochester is a source of pride for the City, and it is important for everyone to work together in wisely using taxpayer dollars.

7:10 p.m. Former Chairman Mark Albrecht conducted an ice breaker for the group.

7:30 p.m. Review YTD Capital Projects Expenses
Finance Director Anthony Moggio presented some preliminary numbers and changes from 2019's budget year

- Revenues increased approximately \$190,000.
- Expenses increased approximately \$206,000.
 - Increase in trash expenses
 - Insurance increases
- The following budgeting items were discussed:
 - Street lighting (\$153,000)
 - Year-round farmers' market (\$250,000)
 - Parking (\$50,000)
 - Roads (\$225,000)
 - Currently the DDA is budgeted at 67.5% capital and 32.5% operational

- City Council’s budget meeting is scheduled for 03/23/20. Preliminary spreadsheets will be available by the end of January for discussion and consideration at the 02/19/20 DDA meeting.

7:40 p.m. City/DDA Infrastructure Projects Update – Blaine Wing
City Manager Blaine Wing presented the following:

- Infrastructure projections for projects through 2023 and beyond;
- DDA projected contributions;
- Potential grant opportunities;
- Project prioritization;
- Bonding possibilities.

Chairman Giovanelli stated that he is willing to serve on the Infrastructure Committee.

8:00 p.m. Town Square/Front Porch Project – Nik Banda/Kristi Trevarrow

Director Kristi Trevarrow explained that the Town Square/Front Porch project had historically been tied to the year-round farmers’ market. She and Deputy Director Nik Banda are proposing to focus on the Town Square/Front Porch project independent of the year-round farmers’ market. Mr. Banda presented a preliminary idea of using property already owned by the DDA at the current Farmers’ Market location (3rd Street). The next step would be to get a preliminary rendering of what this multi-use area could look like. Ms. Trevarrow explained the purpose of the project in providing a place for people to connect, and a place that can be used as active and passive space interchangeably. The area could continue to be used for a Farmers’ Market.

Motion By:	Paul Haig to authorize the expenditure of up to \$2,000.00 for conceptual drawings for the Town Square/Front Porch Project at the existing Farmers’ Market location on E. 3 rd Street.
Second By:	Chris Johnson
In Favor:	All
Opposed:	None
Motion Passed	

8:30 p.m. Site Development Update – Tony Lipuma

Tony Lipuma stated that the Committee discussed the following goals & objectives:

- Keep all areas in pristine condition, focusing on areas outside of Main Street;
- Improve the pocket park by Century 21 Sakmar & Assoc.;
- Work with the Lions Club to update Lion’s Park;
- Repair the sidewalk behind Rochester Tire & Service and Sargents Appliance;

- Concentrate on sidewalk and curb repair on 3rd Street;
- Continue to work on streetlight replacement.

8:40 p.m. New Capital Project Ideas – DDA Board

The Board discussed the following projects:

- Front Porch Project
- Place making, public art, landscaping, signage, additional services
- Educating merchants regarding the function and responsibilities of the City Council, the DDA and the PSD
- Jon Bry, MSOC, provided input regarding public art and the role MSOC could play in engaging projects for public spaces and suggested possible funding opportunities.

9:00 p.m. PSD Update – Kristi Trevarrow

DDA Director Kristi Trevarrow shared the following activities that the PSD is considering:

- Some type of Halloween Tree festival similar to Festival of Trees
- Halloween Bootique
- Embracing additional holidays
- Taste of Fall in Rochester, kicking off in conjunction with Arts & Apples
- Possibility of incorporating nostalgic decorations into the Big, Bright Light Show, or something new added to create renewed interest

9:10 p.m. Business Development – Paul Haig

Paul Haig presented the following:

- Projects:
 - Annual Business Development Meeting in June
 - Merchant Forums expanded to include special topics such as window displays, use of social media, marketing on a shoestring, etc.
 - Downtown Holiday Expo in November
 - Quarterly Downtown Business Recognition has been very valuable
 - Monthly window awards voted on by fellow business owners.
- Partnerships
 - Rochester High School Small Business Pop-Up Program expanding to twice per academic year
 - Possibility of some type of collaboration with Oakland University
- Discontinued Programs
 - Open Late Thursdays
- Work in Progress
 - An event focused on Black Friday/Small Business Saturday

9:20 p.m. Community Development – Kristi Trevarrow

- Projects:
 - Front Porch Stories to be continued in June, July and August
- Works in Progress:
 - Cup of Sugar Fund – \$2,200

-Non-Profit Meeting
-Front Porch

There being no further business, Chairman Ben Giovanelli adjourned the meeting at 9:25 p.m.

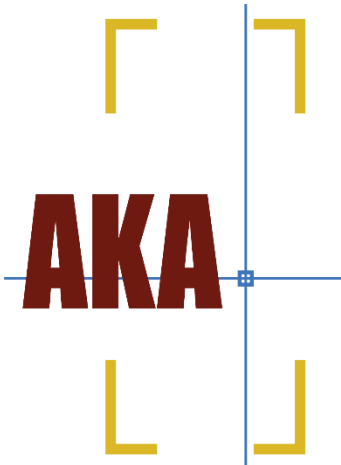
Date Approved

Susan McCullough

UNOFFICIAL

7A. Town Square/Front Porch Renderings Update

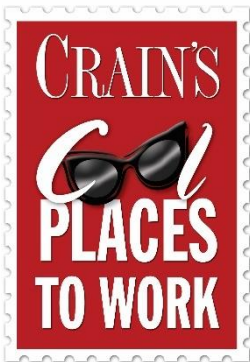
Concept sketches are underway and will be reviewed by the Site Development Committee on Friday, February 21. We are on track to have final drawings to present to City Council on March 23. The services agreement approved at the DDA Special Meeting on February 13, 2020 is attached.



**AUGER KLEIN ALLER
ARCHITECTS INC.**

303 E. THIRD STREET, STE. 100
ROCHESTER, MI 48307
248.814.9160

WWW.AKA-ARCHITECTS.NET



February 7, 2020

Rochester Downtown Development Authority
308 ½ Main Street
Rochester, Michigan 48307

VIA EMAIL

Attention: Kristi Trevarrow, Executive Director
kristi@downtownrochestermi.com

RE: Professional Fees Proposal
Concepts for Rochester Town Square

Dear Kristi,

Thank you for the opportunity to provide professional design services; both AKA Architects and LAND Design Studio is eager to support this exciting vision for downtown.

Should you have any questions concerning any of the information contained herein, please feel free to contact me directly at 248.935.7483.

The entire AKA team looks forward to taking an active role in the success of this project.

Regards,

Scott Reynolds
Associate
AKA Architects Inc.

Scope of Services

A. Project Understanding

Create a conceptual design for an interactive community gathering area referred to as “Town Square” at the southwest corner of 3rd and Water Street in downtown Rochester, Michigan.

Features discussed, but not limited to:

1. Farmers Market Area

- a. Open Plaza
- b. Support Farmers Market Operations

2. Front Porch

- a. Interactive social space for gathering.
- b. “Hillside” Location using existing site grading.

3. Support Building

- a. Mens & Womens Restrooms
- b. Storage

Project Deliverables discussed:

- 1. **Concept Imagery** (Design Features)
- 2. **Concepts Site Plan**
- 3. **Conceptual Front Porch Perspective Rendering**

B. Service Fees

We propose a **Not-To-Exceed** (NTE) fee of **Eight Thousand Dollars (\$8,000)**, based on a blended hourly rate of \$95 per hour.

Should the project move forward, or the design go in another direction, we will negotiate a separate contract to cover a new scope of work.

C. Additional Services:

Should additional services be requested by you due to a change in scope of the services required, we will proceed with said services upon your written approval billed at a blended hourly rate of \$95 per hour.

Services Not Included under current scope of work includes and can be addressed as additional services:

1. Additional Design work and documentation or changes of completed Concept/Design/Contract Documents due to Owners, Municipality input.
2. Lighting Design.
3. Kitchen and Equipment design.
4. Soil Borings/Geotechnical Engineering
5. Environmental testing and mitigation
6. Permit filing.
7. Computer animations
8. Civil, Electrical, Mechanical or Plumbing Engineering.
9. Signage.

D. Owner's Requirements

1. Furnish all available information, including a program that will set forth the Owners objectives, schedule, constraints and site requirements.
2. Give prompt written notice to AKA Architects whenever the Owner observes or otherwise becomes aware of any development that affects the scope or timing of the above professional services.
3. Give prompt written notice to AKA Architects of all defects or suspected defects in AKA Architects work or services of which the Owner or Owner's agents become aware in order to allow AKA Architects time to investigate said work and take measures to minimize the consequences of such defect. The Owner shall require that all agreements with the contractors and sub-contractors on the Project to contain a like requirement.

E. Time and Performance

1. All services shall be performed as expeditiously as is consistent with the professional skill and care and orderly progress of the work.
2. AKA Architects is not responsible for any delay caused by activities or factors beyond AKA Architects reasonable control, including, but not limited to, municipal reviews, strikes, lockouts, weather, accidents or acts of God.

F. Reimbursable Expenses

1. Reimbursable expenses are in addition to compensation for Basic and Additional Services and include expenses incurred by the Architect and the Architect's employees and consultants in the interest of the Project.
2. Reimbursable expenses, such as printing, overnight mailing, application and filing of Building Permit, soil borings, etc., will be provided on an as-needed basis and will be billed monthly with a 15% administrative charge.

G. Miscellaneous Provisions

1. Invoices will be sent monthly with payment due within 15 days of receipt. Interest will be billed at the rate of 1.5 percent per month on the balance outstanding, 30 days after the date of the invoice, and will be added and compounded monthly.
2. If the Client objects to any portion of the invoice, the client shall notify in writing AKA Architects within 7 calendar days of receipt of the invoice. The Client shall identify the specific cause of the disagreement and shall pay when due that portion of the invoice that is not in dispute. Interest as stated above shall be paid by the Client on all disputed invoice amounts resolved in AKA Architects favor and unpaid for more than 30 calendar days after date of submission.
3. AKA Architects reserve the right to suspend the work on the project when payment for professional services has become delinquent for 30 calendar days through no fault of our own.

H. Indemnification

1. AKA Architects agrees, to the fullest extent permitted by law, to indemnify and hold harmless the Client, its officers, directors and employees (collectively, Client) against all damages, liabilities or costs, including reasonable attorney's fees and defense costs, to the extent caused by AKA Architects negligent performance or professional services under the Agreement and that of its sub consultants or anyone for whom the Consultant is legally liable.
2. The Client agrees, to the fullest extent permitted by law, to indemnify and hold harmless AKA Architects, its officers, directors, employees and sub consultants (collectively, Consultant) against all damages, liabilities or costs, including reasonable attorneys' fees and defense costs, to the extent caused by the Client's negligent acts in connection with the Project and the acts of its contractors, subcontractors or consultants or anyone for whom the Client is legally liable.
3. Neither the Client nor AKA Architects shall be obligated to indemnify the other party in any manner whatsoever for the other party's own negligence.
4. Causes of action between parties to this Agreement pertaining to acts or failures to act shall be deemed to have accrued and the applicable statutes of limitations shall commence to run not later than the date of Substantial Completion.

I. Limitation of Liability

To the maximum extent permitted by law, the Owner agrees to limit the maximum aggregate amount of AKA Architects liability shall be limited to the sum of the contract price contained herein. This limitation shall apply regardless of the cause of action or legal theory pled or asserted. Under no circumstances shall AKA Architects be liable for Owners loss of profits, delay damages, or any special, incidental or consequential loss or damage of any nature arising at any time or from any cause whatsoever.

J. Acceptance

The information contained within this proposal is proprietary and shall not be disclosed to any parties except those agents and employees of the Owner with a need to know and shall not be duplicated, used or disclosed in whole or in part. Should the proposal be accepted, the Owner shall have the right to duplicate, use or disclose the information to the extent provided through a written agreement with AKA Architects.

This agreement shall be governed exclusively by the laws applicable to the State of Michigan. The terms of this proposal shall be null and void if not accepted within 30 days.

The proposed description of professional services and terms are satisfactory and hereby accepted. Authorization to proceed with the work is granted.

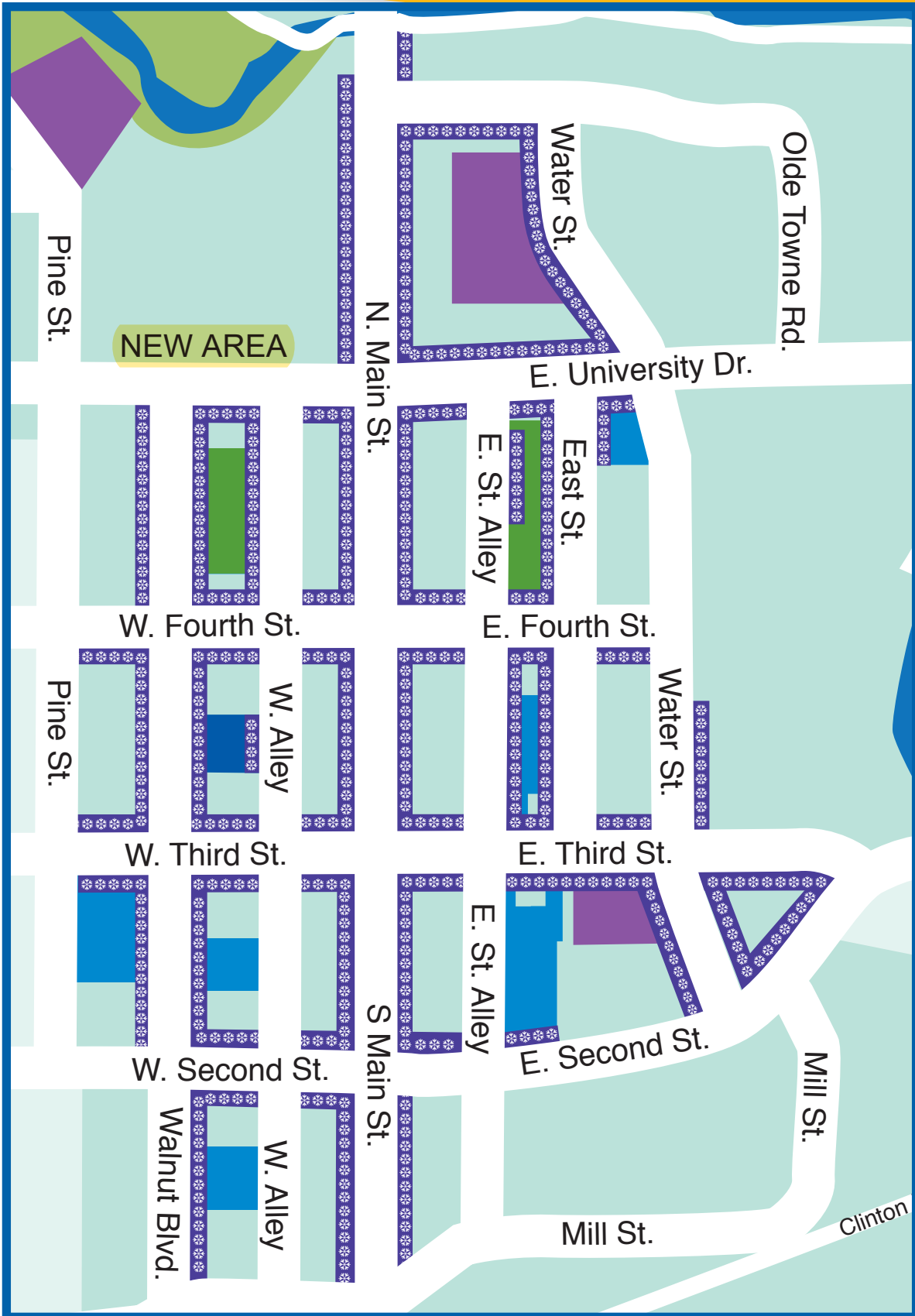
Name: _____

Title: _____

Date: _____

7B. Downtown Sidewalk Snow Removal Update

We received a request from Fred Toma, owner of the BP at Main & University to include W. University from Main to Pine in the Downtown Sidewalk Snow Removal Program. The Executive Committee approved that change, effective immediately. A map showing the existing snow removal areas with the new addition noted is attached.



7C. Addition of the Vice Chairman to the Executive Committee

Chairman Giovanelli inquired as to why the DDA Vice Chairman did not sit on the Executive Committee. In doing research, it would appear over the last 10 years the Vice Chairman also served as the Chairman of one of the primary DDA Committees, so they served a dual role. That is not the case with our current Committee Chairman.

7D. Appointment of New PSD Liaison

Current PSD Liaison Lisa Germani Williams is stepping down from the position because of her new work schedule. We are seeking a board member to fill this position. The PSD Board meets the second Tuesday of the month, 5:30 pm in the Corner Conference Room at City Hall.

7E. Formation of Budget Sub-Committee

Chairman Giovanelli is seeking volunteers to serve on the Budget Sub-Committee. The committee usually meets 1-2 times during the budget process.

7F. Discussion of Main Street Oakland County Training Opportunity

Main Street Oakland County allows funds specifically for Staff Education & Training to Rochester because of our elevated program status. In the past, we have used the funds to attend Project for Public Spaces' Successful Markets Training and Event Marketer's Experiential Marketing Summit. In each case, we brought back great information that was presented to the DDA and PSD Boards, used for Merchant Trainings and many ideas were put into practice.

This year, we are requesting to attend the Disney Customer Experience Summit, August 11-13. The training focuses on the customer experience and telling your brand's story. We have looked at Disney trainings in the past, and while the content has been incredible, it has been cost-prohibitive. The new summit format still allows for great training, but in a larger group at a greatly reduced price. A synopsis of the training is attached.

Main Street Oakland County has approved monies to send Kristi & Jenna to the training, covering registration, flight and lodging in the amount of \$6,500. As we have done in the past, we are requesting that the DDA Board approve the training and allow \$500 to cover incidentals (food, airport parking, etc.)



CUSTOMER EXPERIENCE

— S U M M I T —

August 11, 2020 - August 13, 2020 | Walt Disney World Resort (Florida)

Disney Institute Customer Experience Summit

Disney Institute welcomes you to this one-of-a-kind and multi-dimensional professional development event. Experience our living laboratory—brought to life by our unique brand of storytelling—which draws from more than 60 years of Disney business insights and time-tested principles. Learn from Disney executives and other distinguished business leaders in powerful keynote presentations designed to inspire new ways of thinking and create lasting memories. Immerse yourself in a firsthand exploration of the Disney approach to [leadership, employee engagement and service](#). See how you can apply these critical elements to your own customer interactions.

At Disney Institute, we know that to provide an exceptional customer experience it's important to listen to what your customers need, want and expect—and we've done just that! Because of Guest feedback from past Summits, the 2020 CX Summit promises to be much more flexible and exciting. Choose sessions and topics that interest you most and immerse yourself in our world-renowned customer experience.

What Makes This Summit Unforgettable?

At Disney Institute, our Summits are can't-miss events that are filled with inspiration, education and celebration. Our Summits give professionals and teams a taste of the Disney approach to the customer experience, kick-starting new ideas that can transform your own organization.

Join us from August 11 to 13, 2020 and:

- Get a fresh perspective from keynote presentations delivered by Disney executives and other distinguished business leaders.
- Individualize your breakout sessions by choosing topics of interest—each based on the Disney approach.
- Enjoy unique field experiences at Walt Disney World Resort operational areas that connect our insights with real-world applications.
- Interact with experienced Disney Institute facilitators who guide you through Disney principles and bring business lessons to life.
- Network with like-minded professionals.
- Earn Disney Institute Alumni status, granting access to future specially priced Disney Institute learning events, courses and products.

Why Attend?

A great customer experience is a story that begins with you and continues with memories your customers will never forget.

- Disney Executive Keynote Speakers

How do executives at The Walt Disney Company think about customer experience? Now is your chance to find out! This Summit provides a rare opportunity to hear from some of Disney's most accomplished and influential leaders, inspiring new approaches toward your own customer experience. They will tell you how they use vision and strategic direction to deliver stories, characters and experiences into the hearts and homes of millions of families worldwide.

- Disney Best Practices – How Do They Do It?

You may have wondered, “What does Disney do differently?” The truth lies not so much in what we do as how we think—particularly in the areas of leadership, employee engagement, and service. Disney Institute will share adaptable, business-neutral insights based on our time-tested best practices. Apply these ideas at your own organization and positively impact your customer experience.

- Immersive Illustrations & Examples

This Summit enables our experienced facilitators to bring business insights to life by creating exciting and memorable moments that you will be able to share with your own team.

- Powerful Storytelling Only Disney Can Provide

Stories spark emotions and help us make sense of things. Our stories are the result of thousands of experiences and interactions. This Summit will engage you in a high-level overview of the customer journey we're all on, encouraging you to begin your own story. Through our unique brand of storytelling, you'll receive a foundation to understand how to affect positive change within your organization.

7G. Report – Effective Board Training Workshop

Main Street Oakland County held the Effective Board Training Workshop on January 22. Board members Paul Haig, Marilyn Trent and Candice Van Slembrouck attending along with Kristi Trevarrow. Marilyn & Candice will share their experiences from the workshop. The workshop presentation is attached.

Effective Boards Aren't Built In A Day!

Main Street Oakland County Michigan
January 22, 2020



Robert Bull, President



- 25+ years as a fundraising and board development consultant
- Certified Fundraising Executive (CFRE)
- Former Chief Development Officer for the National Trust for Historic Preservation
- In conjunction with NTHP and NMAAHC, worked with more than 125 African American Historic Sites and Cultural Heritage organizations
- Graduate of Goucher College and Antioch University New England and currently a doctoral student in Leadership and Change.

**Our mission is to build
the capacity of our
clients to successfully
raise more money
every day.**





“We are one, our cause is one, and we must help each other; if we are to succeed.”

-Frederick Douglass

North Star, December 3, 1847

**1 minute to
plan.**

**20 seconds
to present!**

- 1. Name of organization**
- 2. Mission (What do you do?)**
- 3. What do you want to learn about “Effective Boards?”**

**What
business are
you in?**

**Very quickly, in one word,
please describe the business of
your board.**

**“My board is in the
business of...”**

Think!

**What
business are
you in?**

**Very quickly, in one word,
please describe the business of
your board.**

**“My board is in the
business of...”**

**You have 1 minute as a group
to agree on one word for your
organization!**

**What
business are
you in?**

**Very quickly, in one sentence,
please describe the business of
your board.**

**“My board is in the
business of...”**

Think and write quickly!

**What
business are
you in?**

**Very quickly, one sentence,
please describe the business of
your board.**

**“My board is in the
business of...”**

**You have 10 minutes as a group
to agree on one sentence for
your organization!**



What business was he in?

The quality of a leader is reflected in the standards they set for themselves.

--Ray Kroc





Recruit the Team

- Why do you need to expand the team?
- Who's on the team already?
- How often does the team practice?
- When does the season start?
- How much playtime do I get?
- How expensive is my uniform and equipment?
- What positions do I get to play?
- When is the game over?



What Do You Want From Board Members?

- Understand their purpose
- Know the difference between Governance vs. Management
- Ensure the organization is a strong nonprofit
 - Financially Secure
 - Excellent Product
 - Strong Board



Expectations

Specific tasks that help board members fulfill their responsibilities as volunteer leaders:

- Attend every meeting
- Participate in the committee structure
- Actively participate in the life of the organization
- Ensure adequate resources are available



Expectations

- Actively participate in the fundraising process
- Promote the organization in their spheres of influence
- Provide financial support
- Provide philosophical support

When NASA first started sending up astronauts, they quickly discovered that ballpoint pens would not work in zero gravity. To combat this problem, NASA scientists, as part of a \$12 billion development program, spent a decade and created a pen that writes in zero gravity, upside down, on almost any surface including glass and at temperatures ranging from below freezing to over 300 C.

The Russians used a pencil.



What Do I Need From You? What do you need From Me?

- Clear understanding
- Role on the team
- Specific responsibilities
- Realistic goals
- Short-term accomplishments



Typical Board Job Descriptions

- Written Job Description
- Clear Expectations for Performance
 - Attendance
 - Committee Responsibility
 - Philanthropic Support
 - Philosophical Support
 - Time Requirement



Specific Board Job Description

- Common Responsibilities
 - Attendance
 - Committee Responsibility
 - Philanthropic Support
 - Philosophical Support
 - Time Requirement
- Specific Responsibilities (examples)
 - Host fall event for Legacy Society
 - Introduce ED at a Chamber Breakfast
 - Solicit Chemacore and Branch Brothers

**Let's build a
collaborative
job
description!**

**Using the Collaborative Job
Description Worksheet,
outline/offer what you can do
to advance the mission of the
organization and briefly list
what you would like to see
outlined/offered by members
of your board.**



Divide and Conquer

The best division of labor for a Board of Directors/Trustees is:

- A. Standing Committee
- B. Task Force
- C. Workgroup/Teams
- D. Individual Responsibilities



Finance
Fundraising
Programming



Finance

- **Oversee budget**
- **Accountability for funds**
- **Ensure financial controls**
- **ED/Personnel Policies**
- **Facility Operations**



Fundraising

- Develops fundraising plans
- Leads membership/annual fund efforts
- Leads identification and solicitation of external resources
- Leads marketing and public relations efforts
- Coordinates special events



Programming

- Advocates the organization's mission
- Guides development of service delivery
- Creates and implements new programs and services
- Link between the board and all (non-fundraising) external programming



A Bit on Succession Planning

A process of determining critical roles within an organization, identifying and assessing possible successors, and providing them with the appropriate skills, experience, and consideration for present and future opportunities.

- Most organizations do not attempt it
- Few organizations do it well
- Organizations that do, sustain leadership, culture, and existence.



Each One Teach One (or Two)

- Board members are responsible for replacing themselves.
- Each board member is charged with identifying and introducing to the organization someone of like (and needed) skills sets and talents.
- The organization formalizes vehicles/systems where “board buddies” can foster and strengthen their relationships with fellow board members and the organization.



A Bit on Strategic Planning for Fundraising

- Is there a plan for how your organization will acquire its philanthropic revenue?
- Are the objectives, goals, and action items measurable?
- Does everyone have a role/responsibility within the plan?
- Can the plan be achieved over a specified period of time?



Myths About Fundraising Plans

- Big Documents
- Big Organizations
- Big Numbers
- Big Prospects
- Big Results
- **Big Disappointments!**



Truth About Strategic Fundraising Plans

A thoughtful, strategic, and organized series of goals, objectives, and action items over a period of time to guide fundraising programs (or activities) that advance the philanthropic well-being of the organization.



Describe Your Fundraising Plan

Tentative

Incidental

Accidental

Intentional

(with efficiency and effectiveness)



Create a Fundraising Plan

Staff and Volunteer Leadership	Philanthropic Potential/ Prospect Management
Case for Support Communications Cultivation	Philanthropic Environment Mechanics



Fundraising Plan

	Volunteer Leadership	Philanthropic Potential	Case/ Communication	Back of House Mechanics
BIG Goals	X	X	X	X
2017 Goals	X	X	X	X
2017 Q1	*	*	*	*
2017 Q2	*	*	*	*
2017 Q3	*	*	*	*
2017 Q4	*	*	*	*
2018 Goals	X	X	X	X
2019 Goals	X	X	X	X
2020 Goals	X	X	X	X



Legacy of Board and Staff

- Leave something behind
- As a result of your tenure how will the organization be better able to:
 - Serve its constituencies
 - Meet the challenges ahead
 - Expand/Improve its services
- Always thinking along the lines of:
 - Long range plan
 - Stronger board
 - Financial security



The Perfect Ask©

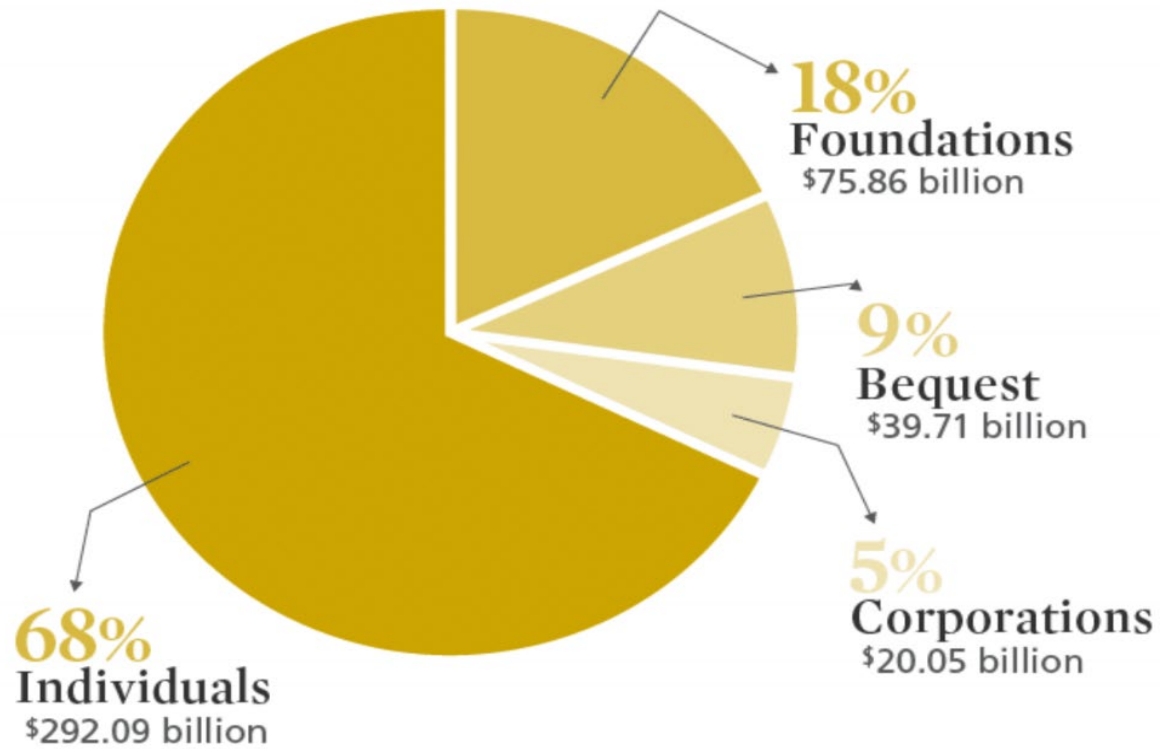
1. Before the Solicitation
2. Scheduling the Solicitation
3. Small Talk vs Storytelling
4. The Perfect Ask!
5. Closing the Deal
6. The Unexpected: Trouble Shooting on the Fly

The Perfect Ask©
Solicitation Training for Staff and Volunteers
December 14, 2020

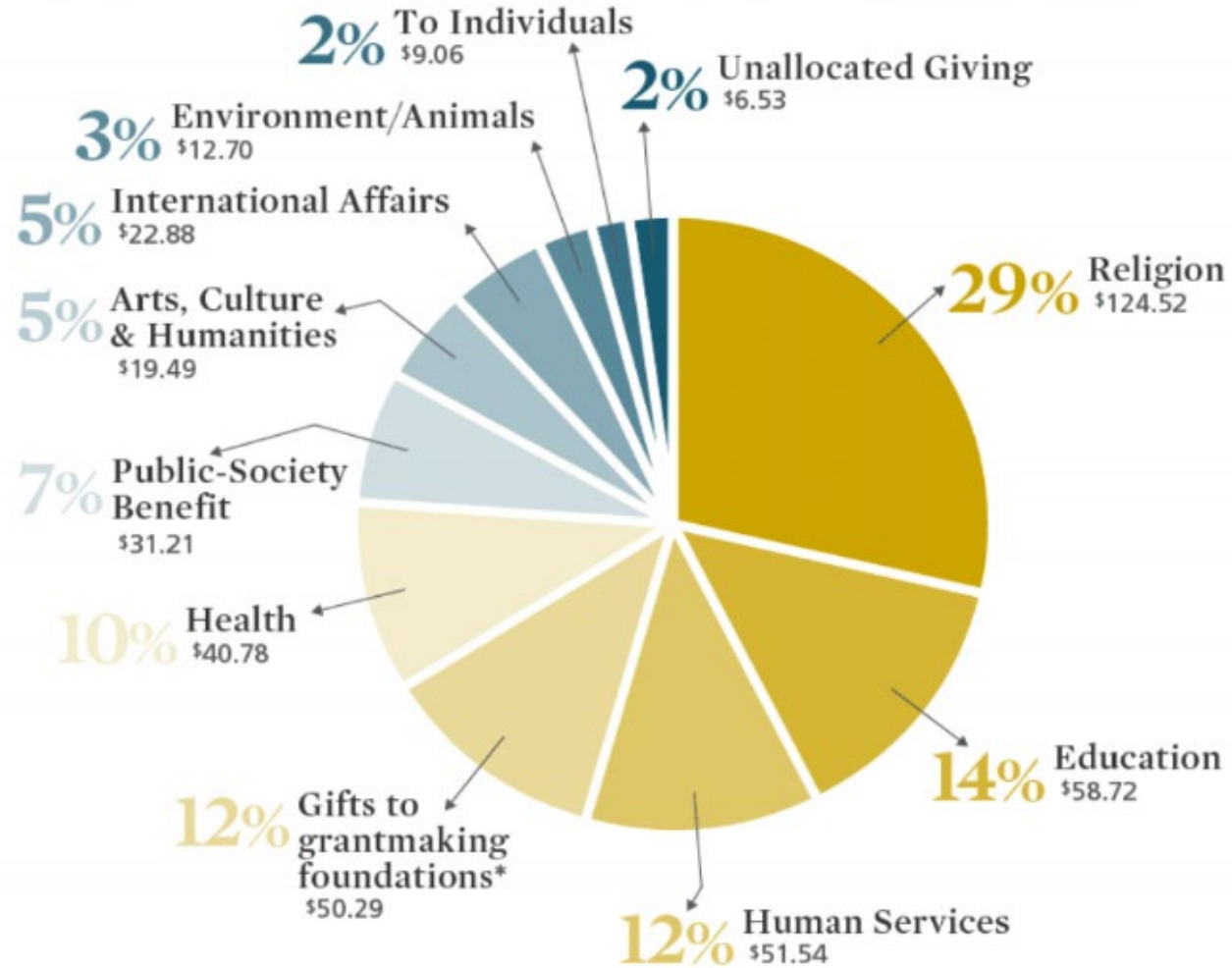
 **THE COMPASS GROUP**
THE RIGHT DIRECTION IN FUNDRAISING



**In 2018,
How much was given away
to not-for-profit institutions
in the US?**



2018
Total
Contributions:
\$427.71 Billion



2018
Total
Contributions:
\$427.71 Billion

Rob Bull, President
The Compass Group, Inc.
rbull@compassgroup.com



P: 800-809-3170
E: info@compassgroup.com
www.compassgroup.com

**Our mission is to build the
capacity of our clients to
successfully raise more
money every day.**



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www.facebook.com/CompassGroupFundraising

8A. Executive Director Update

Rochester High School Small Business Pop-Up Market Program

We held the introductory meeting with the 2nd Semester Students and they will be pitching their products to us at the next workshop on March 18.

Community Outlook Breakfast – February 24

We still have seats available for the event. Please let me know if you are interested!

Vacation Schedule

I will be on vacation February 17-20. Nik will attend on my behalf.



Rochester DDA Board Meeting
Wednesday, February 12, 2020
Events Coordinator Report

Past Events

- **Fire & Ice Fest:** Despite the cold weather the weekend of Fire & Ice, we had crowds of people out for the event. We were able to adjust the event activities that included dog sleds in the Farmers' Market lot, a tube slide on the event grounds, cornhole, hayrides and more! Food vendors in the Tastefest tent were pleased with the turnout. Main Street was crowded and the fireworks on Friday and Saturday night were incredible. We had a wrap-up meeting with Oakland County on Thursday and the 2021 Fire & Ice is scheduled for January 15-17.



Upcoming Events

- **Deck Art, May 14 & 15** – South Street Skateshop will once again spearhead registration and deck distribution. All other event details will be organized by the PSD. This year's event is expected to include as many as 50 local merchants, transforming Deck Art 2020 into a downtown Rochester crawl. Completed artwork will be displayed throughout participating restaurants and businesses for onlookers to enjoy. Last year's event drew over 400 artists from all over South Eastern Michigan. In the past, the states of Arizona, California, Indiana, Illinois, Kansas, New York, Ohio, Pennsylvania, as well as Canada were represented. The event takes place May 14 & 15 both days from 5:00 – 9:00 pm. The events will include unique artwork, musical, and a kid's activity. Specific event details will be available in the coming months. Registration is now open at South Street Skateshop until April 10th



DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
February 2020
Marketing Coordinator Update

PROMOTION

Marketing: Spring Market Kits were distributed to all downtown businesses two weeks ago and included In Town Magazine advertising opportunities as well as, Deck Art and Farmers' Market opportunities.

In Town Magazine: We are currently in production for the Spring/Summer issue, photoshoots start next week and issues will hit homes the week of April 20th. This issue we will be featuring Dillman & Upton, celebrating their 110th Anniversary.

Farmers' Market: Market material was sent out to all 2019 participating vendors. This season we are looking to solidify the programming we started last year as monthly events. This year I put a call out to downtown businesses asking for participation with monthly programming. Each program has an overall theme so if businesses have a demonstration, product line or educational piece that they may want to share with Market patrons, we are seeking participants at this time.

Interviews for our Market Master position will begin this month.

Business Development: Join us for Merchant Forum this month on Wednesday, February 26th , 6pm at The Meeting House.

User: mmoriwaki

PERIOD ENDING 01/31/2020

DB: Rochester

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	YTD BALANCE 01/31/2020	ACTIVITY FOR MONTH 01/31/2020	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000 - GENERAL LEDGER						
494-000.000-402.000	CURRENT PROPERTY TAXES	1,600,310.00	1,586,217.09	31,085.25	14,092.91	99.12
494-000.000-573.000	LOCAL COMMUNITY STABILIZATION	53,590.00	53,589.09	53,589.09	0.91	100.00
494-000.000-626.000	DDA BUSINESS DEVELOPMENT	4,500.00	8,526.00	100.00	(4,026.00)	189.47
494-000.000-665.000	INCOME ON INVESTMENTS	20,000.00	0.00	0.00	20,000.00	0.00
494-000.000-665.072	INTEREST -MICHIGAN CLASS	0.00	15,320.32	2,569.10	(15,320.32)	100.00
494-000.000-671.016	DONOR WALL DONATIONS	0.00	6,000.00	0.00	(6,000.00)	100.00
494-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	41,928.00	24,458.00	3,494.00	17,470.00	58.33
494-000.000-692.000	MISCELLANEOUS INCOME	1,000.00	2,797.00	1,409.00	(1,797.00)	279.70
Total Dept 000.000 - GENERAL LEDGER		1,721,328.00	1,696,907.50	92,246.44	24,420.50	98.58
TOTAL REVENUES		1,721,328.00	1,696,907.50	92,246.44	24,420.50	98.58
Expenditures						
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
494-752.000-805.000	CONTRACTUAL SERVICES	150,000.00	150,000.00	0.00	0.00	100.00
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		150,000.00	150,000.00	0.00	0.00	100.00
Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORITY						
494-896.000-701.000	SUPERVISOR SALARIES	75,000.00	43,242.91	8,648.58	31,757.09	57.66
494-896.000-710.101	LONGEVITY	1,400.00	700.00	0.00	700.00	50.00
494-896.000-715.000	FICA	5,352.00	3,440.84	662.34	1,911.16	64.29
494-896.000-716.000	HOSPITALIZATION	21,533.00	8,563.83	1,647.01	12,969.17	39.77
494-896.000-716.004	HOSPITALIZATION -HSA FUNDING	6,000.00	4,200.00	4,200.00	1,800.00	70.00
494-896.000-717.000	EMPLOYEE LIFE INSURANCE	512.00	219.21	0.00	292.79	42.81
494-896.000-718.000	RETIREMENT CONTRIBUTION	19,553.00	9,776.52	1,629.42	9,776.48	50.00
494-896.000-719.000	DENTAL/OPTICAL	500.00	284.40	170.64	215.60	56.88
494-896.000-721.000	UNEMPLOYMENT COMP. INSURANCE	16.00	1.71	0.53	14.29	10.69
494-896.000-728.000	POSTAGE	3,072.00	610.50	170.50	2,461.50	19.87
494-896.000-729.000	PRINTING & OFFICE SUPPLIES	20,000.00	11,656.74	1,613.23	8,343.26	58.28
494-896.000-757.000	OPERATING SUPPLIES	2,500.00	1,873.55	0.00	626.45	74.94
494-896.000-801.000	ADMINISTRATIVE CROSS CHARGE	75,164.00	43,845.69	6,263.67	31,318.31	58.33
494-896.000-803.000	LEGAL SERVICES	2,048.00	437.50	37.50	1,610.50	21.36
494-896.000-804.000	AUDITING	2,525.00	2,525.00	0.00	0.00	100.00
494-896.000-805.008	CONTRACT SVCS - ORG. COMMITTEE	68.00	0.00	0.00	68.00	0.00
494-896.000-805.009	CONTRACT SVCS - BUS. DEV COMM	10,240.00	13,516.39	3,200.20	(3,276.39)	132.00
494-896.000-805.010	CONTRACT SVCS - D.P.W.	10,240.00	3,318.65	0.00	6,921.35	32.41
494-896.000-805.011	CONTRACT SVCS - MAINTENANCE	0.00	1,463.00	230.00	(1,463.00)	100.00
494-896.000-805.027	CABLE CASTING	4,096.00	1,625.00	325.00	2,471.00	39.67
494-896.000-805.030	CONTRACT SVCS - DUMPSTERS	119,768.00	57,514.56	13,069.67	62,253.44	48.02
494-896.000-805.034	CONTRACT SVCS - SIDEWALK SNOW	10,000.00	0.00	0.00	10,000.00	0.00
494-896.000-805.703	CONTRACT SVCS - EMPLOYMENT	1,741.00	980.00	420.00	761.00	56.29
494-896.000-850.000	TELECOMMUNICATIONS	5,032.00	3,562.40	1,759.02	1,469.60	70.79
494-896.000-850.001	TELEPHONE LEASE	614.00	243.70	77.90	370.30	39.69
494-896.000-860.000	COMPUTER RENTAL	2,009.00	1,506.75	502.25	502.25	75.00
494-896.000-861.002	EQUIPMENT LEASE - COPY MACHIN	16,384.00	7,723.58	1,167.07	8,660.42	47.14
494-896.000-863.001	PROFESSIONAL DEVELOPMENT	768.00	0.00	0.00	768.00	0.00
494-896.000-863.002	TRAVEL	1,536.00	0.00	0.00	1,536.00	0.00

PERIOD ENDING 01/31/2020

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	YTD BALANCE 01/31/2020	ACTIVITY FOR MONTH 01/31/2020	AVAILABLE BALANCE	% BGDG USED
Fund Group <None>						
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
494-896.000-864.000	LOCAL MILEAGE ALLOWANCE	1,064.00	0.00	0.00	1,064.00	0.00
494-896.000-883.000	COMMUNITY AFFAIRS- EXTERNAL	3,451.00	1,482.05	226.59	1,968.95	42.95
494-896.000-912.000	GENERAL INSURANCE	15,101.00	0.00	0.00	15,101.00	0.00
494-896.000-921.000	LIGHT & POWER	35,840.00	18,874.13	3,806.42	16,965.87	52.66
494-896.000-922.000	HEAT-BUILDING	585.00	234.80	75.12	350.20	40.14
494-896.000-931.000	MAINTENANCE & REPAIRS - EQUIP	512.00	317.08	0.00	194.92	61.93
494-896.000-940.000	RENTAL OF LAND	24,576.00	13,982.50	1,997.50	10,593.50	56.89
494-896.000-957.000	DUES & SUBSCRIPTIONS	1,638.00	650.00	0.00	988.00	39.68
Total Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORIT		500,438.00	258,372.99	51,900.16	242,065.01	51.63
Dept 900.000 - CAPITAL CONTROL						
494-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	144,681.00	94,331.28	9,369.23	50,349.72	65.20
494-900.000-974.121	SIDEWALK RECONSTRUCTION	30,720.00	0.00	0.00	30,720.00	0.00
494-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000.00	0.00	0.00	250,000.00	0.00
494-900.000-974.260	YEAR-ROUND FARMERS MARKET	250,000.00	0.00	0.00	250,000.00	0.00
494-900.000-989.000	UNALLOCATED	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 900.000 - CAPITAL CONTROL		677,901.00	94,331.28	9,369.23	583,569.72	13.92
Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS						
494-965.000-999.203	TRANS TO MVH LOCAL STREET FUN	225,000.00	0.00	0.00	225,000.00	0.00
494-965.000-999.516	TRANS TO AUTO PARKING FUND	50,000.00	50,000.00	50,000.00	0.00	100.00
Total Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS		275,000.00	50,000.00	50,000.00	225,000.00	18.18
TOTAL EXPENDITURES		1,603,339.00	552,704.27	111,269.39	1,050,634.73	34.47
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		1,721,328.00	1,696,907.50	92,246.44	24,420.50	98.58
TOTAL EXPENDITURES		1,603,339.00	552,704.27	111,269.39	1,050,634.73	34.47
NET OF REVENUES & EXPENDITURES		117,989.00	1,144,203.23	(19,022.95)	(1,026,214.23)	969.75
Fund Group <None>:						
TOTAL REVENUES		2,439,474.00	2,331,612.36	118,752.69	107,861.64	95.58
TOTAL EXPENDITURES		2,319,518.00	906,523.64	210,039.55	1,412,994.36	39.08
NET OF REVENUES & EXPENDITURES		119,956.00	1,425,088.72	(91,286.86)	(1,305,132.72)	1,188.01
TOTAL REVENUES - ALL FUNDS		2,439,474.00	2,331,612.36	118,752.69	107,861.64	95.58
TOTAL EXPENDITURES - ALL FUNDS		2,319,518.00	906,523.64	210,039.55	1,412,994.36	39.08
NET OF REVENUES & EXPENDITURES		119,956.00	1,425,088.72	(91,286.86)	(1,305,132.72)	1,188.01

DDA COMMITTEE MEETING MINUTES

DATE: January 15, 2020

COMMITTEE: Business Development

MEMBERS PRESENT:

Nik Banda, Bob Bloomingdale, Paul Haig, Brad Mitzelfeld, Kevin Stewart & Kristi Trevarrow

DISCUSSION ITEMS:

- Business Recruitment/Retention Report
 - o Nik & Kristi reported on the current/upcoming vacancies
 - Friendship Factory (dispute with landlord)
 - Modern Art Jewelers (downsized to space in Main Street Plaza)
 - Boutique Angelique (retiring)
 - Three Dog Bakery
 - Olive Vinegar
- Kristi shared that the inaugural RHS Small Business Pop-Up Program was a great success and that they would like to continue it in 2020
- The committee selected June 15 for the Annual Meeting
- The committee selected November 16 for the Holiday Expo, with November 9 as the back-up date

ACTION ITEMS:

- Kristi to contact Royal Park Hotel to book dates for the Annual Meeting and Holiday Expo

NEXT MEETING DATE: Wednesday, February 12, 2020