

Downtown Development Authority  
Regular Meeting Minutes

Wednesday, February 18, 2009  
Rochester Municipal Building – 400 Sixth Street  
7:30 p.m.

1) Call to Order

The regular meeting of the Downtown Development Authority Board of Directors was called to order by Chair Stan Surratt @ 7:30 p.m.

2) Roll Call

Board Members Present:	Board Members Present: Mayor Jeffrey Cuthbertson, Chair Stan Surratt, Ken Johnson, Mary Wilson, Cathy Daldin, Dr. Atallah, John Modetz, Bill Connellan, Paul Widlak
Board Members Absent:	Marilyn Trent, Paul Haig, John Modetz, Scott Erskine, Mike Clayman
Council Liaison Present:	Ben Giovanelli
School Board Liaison Member Present:	Anna Reseigh
Chamber Liaison Present:	Frank Sottile
Oakland University Liaison Present:	Sonya Bellafant
Executive Director Absent:	Kristi Trevarrow
Marketing Coordinator	Nancy Voges

3) Approval of Meeting Minutes (7:33 p.m.)

A) Approval of Goals & Objectives Meeting Minutes – January 10, 2009

B) Approval of Regular Meeting Minutes, January 21, 2009

Jeffrey Cuthbertson had some clarifications in language regarding the proposed Economic Development Officer position and the proposed Main Street entrance to the park to the Goals & Objectives minutes, and Ken Johnson had a clarification regarding the MDOT project information request mentioned in the Regular Meeting Minutes.

Motion By:	Bill Connellan for approval of the Goals & Objectives Meeting Minutes of January 10, 2009 and the Regular Meeting Minutes of January 21, 2009, each as amended.
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

C) Approval of Closed Meeting Minutes – January 21, 2009

Motion By:	Bill Connellan for approval of the Closed Meeting Minutes of January 21, 2009.
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

4) Reports

A) Executive Director's Update

Nancy noted that since Kristi was on maternity leave, there was no report.

B) Events & Marketing Coordinator Updates

The reports were received. Nancy reminded everyone that the next Speaker Series event was scheduled for February 25, at the Rochester Mills Beer Company, and the topic would be "Successful Growth in Today's Economy". She also noted that the next Merchant Forum was scheduled for March 10 at Fuse Lounge.

C) Business Recruitment Update (7:37 p.m.)

The report was received. Nancy noted that in addition to the businesses closing in the report, Jo'Lyn Fashion and Something Fabulous were also closing.

D) City Council – Liaison Update

Ben Giovanelli noted that the Council had approved police and trash services for the Earth Day Expo as well as giving permission for the event. Other items the Council is working on include budgeting, millionaires' parties, the websites, and cable TV casting.

E) Chamber of Commerce – Liaison Update

Bill Connellan formally introduced Dr. Sottile as the new liaison. It was noted that the Chamber membership was up 20 members in January for a total of 1429. The Chamber is hosting a Community Outlook Luncheon February 26, and they have received 250 registrants so far.

F) School Administration – Liaison Update (7:43 p.m.)

Anna Reseigh reported that the School Board would continue to work on their budget for the next year, and have gone out for bids on outsourcing custodial and transportation services. The Board was planning on scheduling public meetings to discuss the budget.

G) Oakland University – Student Liaison Update

Sonya announced that Oakland University has placed a human resource intern with the City. Beginning in the fall of 2009, OPC will be operating a shuttle from the campus into downtown, with a stop in the Village. Also the student leaders have

expressed an interest in a meet and greet with local business owners. Dr. Atallah asked about the progress on the medical school, and noted that he would be delighted to be contacted regarding possible internship positions. Bill Connellan responded that the dean is in place, as are the 3 associate deans, and faculty members are being interviewed.

H) January 2009 Financial Report for DDA  
The Financial Report was received.

I) January 2009 Financial Report/Promotions Committee  
The Financial Report has been received.

J) Organization Committee (7:50 p.m.)  
Nancy noted that there were no minutes from the last meeting. The next newsletter will focus on the Earth Day Expo, April 18-19, the Farmers' Market, and 'Then and Now' – pre- and post-DDA façade grant buildings.

K) Business Development Committee  
Nancy noted that the minutes are attached, and said that the discussion centered on the spring property tour. Cathy Daldin added that they talked about the most recent owners' meeting, which had about 20 attendees.

L) Promotions Committee  
Stan Surratt reported that the attached minutes were from the November meeting, which was the last meeting the committee had. The next meeting is in two weeks.

M) Site Development Committee  
Dr. Atallah noted that there were two meetings since the last Board meeting, on January 14 and February 10. The committee would be meeting with Corbin to review the Wayfinding signage designs. The main topics of discussion are color, quantity, size, and locations. They also discussed the Main Street project with special concerns about the removal of paid parking and prepping the alleys for the increase in usage during the construction.

Jeffrey Cuthbertson noted that the Council was committed to developing a comprehensive 2012 management plan. Stan said that we need to have a comprehensive, detailed plan on a year-by-year basis in order to be prepared for the construction. Stan also noted that Corbin needs to be asked about the reflectivity of the signs.

Dr. Atallah then moved to the question of adding a traffic light at Olde Towne and Main, which had been discussed at the Goals & Objectives meeting.

Motion By:	Dr. Atallah to ask the City Council to consider adding a traffic light to the intersection of Olde Towne and Main Street(Rochester Road).
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Support By:	Ken Johnson
In Favor:	All
Opposed:	None
Motion Passed	

Dr. Atallah asked if the Board could go into closed session to discuss property acquisition. Stan noted that going into closed session without proper notification and full Board attendance violates the Open Meetings Act, and that this would have to wait until the next meeting.

- i.) Green City Sub-Committee  
Nancy said the committee is working on a bicycle rack Master Plan, a comprehensive recycling program, and are preparing a recycling survey to merchants and businesses.

5) Façade, Sign & Lighting Grants (8:05 p.m.)

A) Façade Grant Request for 415 and 417 Main Street

Architect John Dziurman of John Dziurman Architects Ltd. was on hand to explain the project, which consists of restoring the building(s) to its 1910-era appearance..

Motion By:	Ken Johnson to approve the Façade Grant request for 415 and 417 Main Street for the maximum permitted in the Façade Program Guidelines formula, subject to Planning Commission approval and with the proviso that the work be completed according to plans submitted tonight. Any changes must be submitted to the DDA Board.
Support By:	John Modetz
In Favor:	Jeffrey Cuthbertson, Stan Surratt, Ken Johnson, Mary Wilson, Cathy Daldin, John Modetz, Bill Connellan, Paul Widlak, John Modetz
Opposed:	None
Abstained	Dr. Atallah
Motion Passed	

Stan asked Nancy to make a note and bring a correct interpretation of the guidelines and formulas to the next Board Meeting.

B) Lighting Grant Request for 415 and 417 Main Street

Motion By:	Bill Connellan to approve the Lighting Grant Request for 415 and 417 Main Street, up to maximum allowed in the Lighting Grant Program guidelines, subject to Planning Commission approval if necessary.
Support By:	Mary Wilson

In Favor:	All
Opposed:	None
Motion Passed	

Paul Widlak reiterated the need to get the word out about the various grant programs available.

6) General Business Agenda Items (8:37 p.m.)

The Board moved Item 6D, as other items in front of it held the possibility of extensive discussion, to the top of the queue.

D) Request for Approval - 10<sup>th</sup> Annual Rockin Rods n' Rochester

Mr. Scott was there on behalf of the Rochester Lions Club to present the event and answer any questions.

Motion By:	Cathy Daldin to approve and recommend the Rockin Rods n' Rochester event to City Council for road closures, etc.
Support By:	John Modetz
In Favor:	Stan Surratt, Ken Johnson, Mary Wilson, Cathy Daldin, John Modetz, Bill Connellan, Paul Widlak, John Modetz, Dr. Atallah
Opposed:	None
Abstained:	Jeffrey Cuthbertson
Motion Passed	

A) MDOT Presentation on 2012 Main Street Reconstruction Project (8:42 p.m.)

Lori Swanson from MDOT was present to make a presentation on the upcoming Main Street Reconstruction Project. Stan invited her to attend both a Merchant Forum and a Landlord Meeting. Lori noted that MDOT was planning on salvaging the existing lighting, and even though they will have to remove the current trees, they will replace them with new trees. She does not think that the current trees can be saved for replanting elsewhere, but some responsible use would be found. She also noted that the department had its archeologist involved, as there was a reported Indian burial site at Third and Main. MDOT was committed to being sensitive to the needs and the historical nature of the buildings and area. They are planning for a six-month construction timeframe.

Stan suggested she come back to the area to update the Board and the merchants/landlords frequently. Paul Widlak asked if the 2012 date is firm and Lori said that it is at the moment. Ben mentioned the coal bins and Lori said that they have already been talking to local historians about them.

B) Discussion on Additional Downtown Police Services

Jeffrey Cuthbertson introduced Police Chief Steve Schettenhelm, who talked about the concept of an additional officer stationed downtown. Current shifts are 7:00 a.m. – 7:00 p.m.; 7:00 p.m. – 7:00 a.m.; and 3:00 p.m. – 3:00 a.m. On a regular evening, 4 police officers are on duty. Considerable discussion about the nature of the position ensued.

Motion By:	Jeffrey Cuthbertson to ask Chief Schettenhelm to bring proposals, with budgets, back to the Board: 1) seasonal, late-night coverage; 2) an ‘ambassador’ position – both seasonal and year-round budgets; 3) a hybrid of 1) and 2); and 4) ‘What can you do for \$20,000?’
Support By:	Ken Johnson
In Favor:	All
Opposed:	None
Motion Passed	

C) Discussion on Parking to include the Downtown Meter Parking Program (9:27 p.m.)

Jeffrey Cuthbertson noted that the Council members have had some discussion over whether parking meters are a deterrent to potential shoppers, and are also concerned about the financial aspect – the meter program shows a \$70,000 loss annually. Bill Connellan noted that there were only 100 meters in town, and that collection was an enforcement issue. Jaymes Vettraino suggested that the DDA offer free parking on Saturdays only for the summer on a trial basis. Cathy Daldin noted that employers need to have their employees not use the most convenient parking. Ben suggested we ask the merchants how they feel about metered parking. Nancy was asked to direct the Business Development Committee to put together and distribute a merchant parking survey. The results of the survey will then be reported to the Board for further discussion.

Motion By:	Bill Connellan to request that City Council consider free parking on Saturdays.
Support By:	Ken Johnson
In Favor:	All
Opposed:	None
Motion Passed	

The Board decided to move Item 6F in the interest of time.

F) Review of a Draft Outdoor Dining License Agreement and a Draft Zoning Ordinance Amendment (10:04 p.m.)

Bill suggested that the ordinance ensure that the North Main establishments are included. Jeffrey Cuthbertson noted that the license was required for those establishments whose outdoor dining area would be in the MDOT right-of-way.

There would be a special exception approval process also. Jeffrey also noted that the Council would like the DDA to handle business owner education.

Motion By:	Bill Connellan to endorse the City Council's efforts to bring outdoor dining to Rochester.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

At 10:18 p.m., Stan called a brief break before completing business.

D) Budget Discussion – Goals & Objectives Follow-Up (10:23 p.m.)

The Board reviewed the unapproved draft copies of the Budget Summary Reports and Proposed Capital Improvement Projects, as well as Stan's notes from the February 11 City Council Budget Workshop. Jeffrey Cuthbertson pointed out specific line items that he thought could be leaner, and asked that the DDA go through the budget on a line-by-line basis and review for areas on an operational level that could be cut. Ken Johnson said that we need to be proactive – that it is important in these economic times to provide support to the downtown merchants and business owners.

(10:55 p.m.) Stan suggested that the Executive Committee review the budget again, and that all four main committees review for possible cuts. The budget would be brought back to the March Board meeting with any revisions.

7) Miscellaneous/Audience Comments

There were no audience or miscellaneous comments.

8) Motion to Adjourn

Motion By:	John Modetz
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

The Board adjourned at 11:03 p.m.

Respectfully Submitted,

Karen Koski  
Recording Secretary