

Downtown Development Authority  
Regular Meeting Minutes

Wednesday, January 21, 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: Chair Stan Surratt, Mary Wilson, Cathy Daldin, Marilyn Trent, Bill Connellan, Mike Clayman, Paul Widlak
Board Members Absent:	Jeffrey Cuthbertson, Ken Johnson, Dr. Atallah, Paul Haig, John Modetz, Scott Erskine
Council Liaison Absent:	Ben Giovanelli
School Board Liaison Member Present:	Anna Reseigh
Chamber Liaison Absent:	Frank Sottile
Oakland University Liaison Present:	Sonya Bellafant
Executive Director:	Kristi Trevarrow
Events Coordinator	Stacey Keast

3) Approval of Meeting Minutes

A) Approval of Regular Meeting Minutes, December 10, 2008

Motion By:	Paul Widlak for approval of the Regular Meeting Minutes of December 10, 2008.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

4) Reports

A) Executive Director's Update

The report was received. Kristi Trevarrow brought to the Board a request from Lori Morrison of "Refined" that her sign grant application be approved, even though the sign went up in October, which violates the established process. Through considerable discussion, it was established that an application had been given to Ms. Morrison's partner but not turned in until just before this meeting, and that Ms.

Morrison thought that the sign permit from the City was sufficient. The Board regretfully decided to take no action on this request in order to not set precedent, and discussed ways to prevent this misunderstanding from happening in the future.

Bill Connellan asked that the Board acknowledge the letter from Channel 7, which was very complimentary.

Kristi also noted that Gary Tressel from Hubbel, Roth and Clark had informed her that MDOT was requesting all 'shovel-ready' capital projects relating to the Main Street reconstruction be sent to them by 5/15/09. Kristi put together a list of projects under discussion, Gary was reviewing them and giving estimated pricing for the Board to review at the March meeting. Kristi also reported that the costs for a heat/melt system underneath the sidewalks and possibly downtown stretches of road was cost prohibitive.

B) Events & Marketing Coordinator Updates

The reports were received. Stacey Keast said a Merchant Forum is scheduled for February 10, 2009, and that the first Girls' Night Out of the year will be May 7. Stacey additionally reported that she had scheduled a meeting with the City Manager's assistant to discuss working with their website developer on both websites.

C) Business Recruitment Update

The report was received. Kristi noted that the former Color Me Bronze space was becoming an as yet un-named bridal salon.

D) City Council – Liaison Update

With neither the Council liaison nor the mayor present, Stan noted that the mayor had spoken with him regarding two things: 1) If there was any objection to making the "State of the Downtown" address a part of the annual "State of the City" address, scheduled for Monday, March 16, 7:00 p.m. at the Rochester Community House. The Board was very agreeable to the concept, but had some concerns about space and public access. Jaymes responded that the event was by invitation, and that the public is welcome.

The second question was regarding wayfinding. The Park Supervisor has sign money in his budget and was about to order signs, but was on hold pending DDA action. Kristi noted that Corbin Design was coming in on February 25 to meet with the Site Development Committee.

E) Chamber of Commerce – Liaison Update

The liaison was absent, but Bill Connellan noted that the new Vice Chair is Dennis LaPorte.

- F) School Administration – Liaison Update  
Stan welcomed Anna Reseigh. She reported that the School Board had elected new officers, and that they were planning their goals and objectives meeting on Saturday, January 24.
- G) Oakland University – Student Liaison Update  
Sonya reported that she was glad to be back, and she is working with several individuals at OU to augment the information for the DDA and to streamline communication.
- H) December 2008 Financial Report for DDA  
The Financial Report was received.
- I) December 2008 Financial Report/Promotions Committee  
The report has been received.
- J) Organization Committee  
Kristi noted that the newsletter started hitting homes this week.
- K) Business Development Committee  
Kristi said the Landlord meeting is next Tuesday at 8:30 a.m. and they will be talking about the next property tour and making sure that the DDA is aware of available office space. They are putting together a communication plan.
- L) Promotions Committee  
Stan Surratt reported that the committee had a special meeting regarding the Earth Day Expo (later on the agenda). He also said he had forgotten one item from the City Council report, and asked that everyone take some time and read the proposed ethics ordinance on the City's website. If there are concerns, please get them to the Council in writing by February 23. Paul Widlak commented that the language of the ordinance was very confusing and not exactly coherent in parts, and wondered if this was the final version.
- M) Site Development Committee  
Kristi said the committee was aware of the MDOT request.
- i.) Green City Sub-Committee  
Marilyn said the committee is excited about the proposed Earth Day Expo. She said Scott Erskine was working on getting a paper shredding company in for downtown businesses. They're looking at getting some Green City window stickers and developing some criteria for being a Green City business. The committee is researching federal bicycling credits to get information out to businesses and cyclists. Jaymes asked if the credit was solely for the private sector, and Marilyn said she wasn't aware of any restrictions – it was very difficult to get any information about the tax credit at all.

Stan noted that the Council was interested in the tax credit, and in the DDA’s design for the bike racks. Stan said that Ben Giovanelli was very vocal about maintaining a consistent look throughout the city, and that if the city wanted to put bike racks in the parks, they should look the same as the racks the DDA has already established, and Stan commended Ben on that.

Marilyn also noted that she was meeting with the City Manager next week to discuss re-establishing the downtown recycling program.

5) Façade, Sign & Lighting Grants

A) Sign Grant Request for Ros’s Cabinets, 234 Main Street

Motion By:	Paul Widlak to approve the Sign Grant Request for Ros’s Cabinets, 234 Main, in the amount of \$1000.00, subject to Planning Commission approval if necessary, and the one-year waiting period for a new business.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

B) Sign Grant Request for Atallah Heart Center, 610 Main Street

Motion By:	Bill Connellan to approve the Sign Grant Request for Atallah Heart Center, 610 Main, in the amount of \$1000.00, subject to Planning Commission approval if necessary.
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

6) General Business Agenda Items

A) Consideration of Proposal from the Earth Day Expo Committee

Stacey introduced the proposal and reviewed the memo from the Promotions Committee to the DDA Board regarding the Expo. Kristi noted that the Promotions Committee does not have the funds in the current fiscal year for this project, and are asking for an additional \$3,500 to support this event. Steve Rogge spoke on behalf of the Expo Committee, along with John Batdorf, Executive Director of Upland Hills Ecological Awareness Center (UHEAC), and Will Rex, Vice-President of Upland Hills Farm. The event is targeted for the weekend of April 18-19.

Bill Connellan suggested that the county's No-Haz program be brought into the event, as well as cell phone collection. Jaymes suggested they use a private recycler to reduce waste.

Motion By:	Bill Connellan to approve the request by the Promotions Committee to move \$3,500 into its budget for use in supporting the 2009 Earth Day Expo, and to request to City Council that it consider providing police and DPW services as part of their commitment to this event.
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

B) Recommendation for Approval of Spotlights Market – September 11-13, 2009

Motion By:	Paul Widlak to approve the Meadow Brook Theatre Guild's request to hold the Spotlights Market in downtown Rochester on September 11, 12, and 13.
Support By:	Marilyn Trent
In Favor:	All
Opposed:	None
Motion Passed	

C) Update on Legacy Project Option Agreement

Kristi presented a letter from the Legacy Project officially declining the DDA's offer to acquire an option on the potential Legacy Project site. It was noted that, while the budget was amended, the monies were never moved from the fund balance to appropriate line item.

Motion By:	Bill Connellan to request that City Council rescind the budget amendment for \$100,000 earmarked for the Legacy Project.
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

D) Discussion of PSD Special Assessment District Renewal

Kristi handed out the proposed resolution to renew the Special Assessment District. Discussion occurred regarding US Scuba's assessment, as it was included in the core downtown numbers, yet is distinctly separate geographically.

Motion By:	Paul Widlak to submit the resolution for the PSD Special Assessment District Renewal for 5 years as written with the exception of changing US Scuba's rate to \$.14.
Support By:	Marilyn Trent
In Favor:	All
Opposed:	None
Motion Passed	

Kristi said that the resolution would be submitted to Council for the February 23 meeting, with a public hearing scheduled for March 23, 2009.

E) Authorization To Select Appraiser for Purchase of Property for Main Street Entrance to Municipal Park/Paint Creek Trail

Kristi asked permission to contract with an appraiser the City has worked with in the past.

Motion By:	Cathy Daldin to approve the amount of up to \$3,000 for an appraisal of potential property for a Main Street entrance to Municipal Park/Paint Creek Trail
Support By:	Marilyn Trent
In Favor:	All
Opposed:	None
Motion Passed	

F) Request for Proposal from City Administration for Additional Downtown Police Services

There was considerable discussion on the possibility of adding additional police support on a seasonal, targeted schedule. Stan asked if the Police Chief could come to the DDA Board and explain staff scheduling. Jaymes said he would get the Chief on the agenda for the next meeting

G) Items For Discussion – Goals & Objectives

Kristi noted that there was a considerable list of items from the Goals and Objectives meeting for discussion, and suggested that this be a standing agenda item until all items have been addressed. Bill noted that the bottom half of the list was referred back to the Business Development and Site Development Committees.

Some discussion occurred as to form-based zoning and heights, and was referred to the Executive Committee as an education item, as there are so many new members. Jaymes asked how the DDA got interested in form-based zoning, and Stan responded that it was a result of the East/West Sides studies. Essentially, it is a City Planning Commission project fueled by the DDA's studies. There is no consensus as to whether or not form-based zoning is something we want to pursue, but there is an interest in finding out exactly what it is.

7) Miscellaneous/Audience Comments

There were no audience or miscellaneous comments.

8) Motion to Closed Session to Discuss Opinion from Legal Counsel

Motion By:	Cathy Daldin
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

The Board went into Closed Session at 10:26 p.m.

The Board returned to Open Session at 10:45 p.m.

9)

Motion By:	Bill Connellan to approve waiver of attorney-client privilege to release the DDA attorney's opinion letter, limited solely to the specific information regarding authority to engage in proposed land transaction concerning the Greater Rochester Legacy Project.
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

10) Adjournment

Motion By:	Bill Connellan
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

Respectfully Submitted,

Karen Koski  
Recording Secretary