

Downtown Development Authority
Regular Meeting Minutes

Wednesday, June 19, 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

Prior to calling the roll, Stan welcomed the new members- Donn Dumouchelle and John Pino. Stan directed Kristi to send letters of appreciation to Bill Connellan and Paul Widlak for their years of service.

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

3) Approval of Meeting Minutes (7:37 p.m.)

A) Approval of Regular Meeting Minutes – May 20, 2009

Motion By:	Dr. Atallah for approval of the Regular Meeting Minutes of May 20, 2009, as amended.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

4) Audience Comments

There were no audience comments.

5) Façade, Sign & Lighting Grants (7:36 p.m.)

- A) Sign Grant Request from Main Street Beer & Wine, 100 W. University
 Kristi noted that this was the business' third try at approval for a grant.

Ken Johnson moved for approval of the request; however, there was no support for the motion.

Donn Dumouchelle stated that he was not fond of the Façade, Sign and Lighting Grants program in general. Dr. Atallah said that he thought signs advertising beer and wine downtown send a poor message, and was not in favor of approving this sign request.

Motion By:	Dr. Atallah to deny the Sign Grant Request for Main Street Beer & Wine.
Support By:	Donn Dumouchelle
In Favor:	Dr. Atallah, Jeffrey Cuthbertson, Cathy Daldin, Mary Wilson, Mike Clayman, John Pino, Donn Dumouchelle
Opposed:	Ken Johnson, Stan Surratt, Marilyn Trent
Motion Passed	

- B) Sign Grant Request from Dessert Oasis, 205B Main (7:42 p.m.)

Kristi noted that this request had been tabled until the guidelines had been reviewed regarding illumination. The Site Development Committee reviewed the guidelines and are not proposing any changes. Under the guidelines, the Dessert Oasis sign is not preferred.

Motion By:	Dr. Atallah to deny the Sign Grant Request for Dessert Oasis.
Support By:	Mary Wilson
In Favor:	All
Opposed:	None
Motion Passed	

6) General Business Agenda Items

- A) Election of DDA Officers

Ken Johnson nominated Stan Surratt. Dr. Atallah nominated Mike Clayman. It was decided that a roll call vote would be held for each candidate.

Candidate:	Stan Surratt
Yes Votes:	Ken Johnson, Stan Surratt, Marilyn Trent
No Votes:	Jeffrey Cuthbertson, Cathy Daldin, Mary Wilson, Mike Clayman, John Pino, Donn Dumouchelle

Candidate:	Mike Clayman
Yes Votes:	Jeffrey Cuthbertson, Cathy Daldin, Mary Wilson, Mike Clayman, John Pino, Donn Dumouchelle, Ken Johnson
No Votes:	Stan Surratt, Marilyn Trent

Mike Clayman was elected as Chair. Stan then offered to give over the chairmanship to Mike Clayman for the rest of the meeting

Motion By:	Cathy Daldin to finish the meeting with Stan Surratt as Chair.
Support By:	Dr. Atallah
In Favor:	All
Opposed:	None
Motion Passed	

Motion By:	Dr. Atallah to nominate Cathy Daldin as Vice-Chair.
Support By:	Jeffrey Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

Motion By:	Dr. Atallah to nominate Mary Wilson as Secretary.
Support By:	Jeffrey Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

B) Consideration of DDA Staff Wage Increases (7:50 p.m.)

Motion By:	Ken Johnson to approve recommended staff wage increases.
Support By:	Marilyn Trent
In Favor:	Ken Johnson, Marilyn Trent, Stan Surratt
Opposed:	Jeffrey Cuthbertson, Cathy Daldin, Dr. Atallah, Mary Wilson, Mike Clayman, John Pino, Donn Dumouchelle
Motion Failed	

Discussion regarding the proposed wage increases centered, not around the performance of the staff, which was considered excellent and appreciated by Board members, but on the message this increase might send during the current economic

times. Jeffrey Cuthbertson noted that the Council had instituted a wage freeze for all non-union personnel in City government, and asked that the record reflect that he had not been present at the Executive Committee meeting that approved having the wage increase item on the agenda. Ken Johnson asked if the Council was planning on renegotiating with the police union, whose contract specifies a 3% increase in July and another 3 % increase in the fall. Cuthbertson replied that it was a discussion for the City Council and better taken up in that venue.

Motion By:	Cathy Daldin to convey to the staff that, while due to the economic times, an increase was not approved, that the DDA Board wanted to recognize the outstanding work and dedication demonstrated by the staff.
Support By:	Jeffrey Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

Kristi asked the Board to make sure to let the staff know that personally when they call the office.

A discussion arose regarding the DDA staff status within the City, as there is no management contract in place. Stan noted that they are not considered City employees and a fee for fiduciary services is paid to the City annually to manage staff costs.

- C) Presentation of Main Street Oakland County Annual Evaluation Report (8:02 p.m.)
 Jeffrey Cuthbertson asked to table this item until he had a chance to review the report, which had been received that afternoon.

Motion By:	Jeffrey Cuthbertson to postpone the Main Street Oakland County Annual Evaluation Report.
Support By:	Donn Dumouchelle
In Favor:	Jeffrey Cuthbertson, Mary Wilson, Mike Clayman, John Pino, Donn Dumouchelle
Opposed:	Stan Surratt, Ken Johnson, Cathy Daldin, Dr. Atallah, Marilyn Trent
Motion Failed	

Bob Donohue, the Main Street Oakland County Coordinator, assured the Board he would be available for follow-up questions at any time. Bob noted that the Rochester DDA has once again been certified, meeting 10 out of 10 criteria, but also noted that the evaluator had several concerns.

(8:30 p.m.) Ben Giovanelli had several comments, saying that the comments regarding City Council seem inappropriate considering no City council member was

interviewed as part of the process. He also asked if Mr. Donohue was revealing a bias towards the DDA by virtue of his past history (Rochester DDA Director from 1991 – 1999) in his assessment process. Ben also responded to the comments about negativity specifically related to his writings on his blog, saying that his comments are protected by the First Amendment.

Bob Donohue noted that he did not conduct the assessment, that the process was open to the public and highly transparent, and that the observations encompassed not only the on-site evaluation, but the ongoing relationship between Main Street Oakland County and the Rochester DDA as well as examination of news reports throughout the year.

(8:47 p.m.) Jeffrey Cuthbertson had some specific comments about portions of the report. He thought that the estimation of “municipal support” on page 6 should be changed from ‘uncertain’ to ‘yes’. He then noted on page 9 the area of historical preservation should reference the Rochester Historical Commission as the lead organization in the development of an historical district.

Dr. Atallah noted that the DDA has made great strides in expanding services, cooperation and has reached a higher level in its efforts towards inclusion. He stated that he joined the Board to help represent areas that felt they were neglected, and that the DDA has responded. He did not see any mention of this in the report, and hoped that somehow this could be factored in next year.

Kristi asked everyone to note that, while there were concerns listed in the report, overall it was positive, and the program was once again certified, which is a significant accomplishment.

Stan Surratt then asked to amend the agenda to include Gary Tressel on an issue re: alley repaving, which was agreed to by consensus, and a break was called at 8:52 p.m. Anna Reseigh left during the break.

(8:58 p.m.) The meeting resumed. Gary Tressel presented the bids for the alley resurfacing projects, and indicated that they came in much higher than budgeted. The budgeted amount is approximately \$225,000 less than the bids received. He asked for guidance on how the DDA would like to proceed.

Jeffrey Cuthbertson suggested that Site Development should look at this and bring back a recommendation. Stan Surratt asked if there was a time limit on the bids, and Gary said the bids were good for 60 days, or until August 10, which should be sufficient. There are concerns about timing of the approvals of both the DDA and City Council, as it is a joint project. Jaymes Vettrano recommended a budget amendment to move the \$465,000 dedicated to this project to the next budget year if the decision was to have Site Development review the bids. Kristi noted that the next Site Development Committee meeting is scheduled for July 8th, with the next DDA meeting on July 15th.

Stan directed that the project bids be reviewed by Site Development for recommendation at the next Board meeting.

Gary also mentioned the Alley Walks that have been conducted, and will bring a formal report back for the Board. He also noted that the Rochester Main Street renovations were still on track for 2012, at least as far as the local MDOT staff were concerned.

Dr. Atallah asked if Gary could attend the next Site Development meeting.

- D) Review of DDA Five Year Capital Improvement Plan/Fund Balance (9:10 p.m.)
 A draft plan was presented by Kristi and Jaymes Vettraino. Jeffrey Cuthbertson conveyed his appreciation for the effort but is concerned about the issue of 2012 and possible changes in MDOT plans. Ken Johnson noted that it was appropriate to receive the document, not adopt it, and use it as a working document. Jeffrey Cuthbertson agreed, with the caveat that it be adopted as soon as we can get definitive answers from MDOT. Cathy Daldin said she felt comfortable with the document as a work in progress. Stan Surratt called it a directional tool.

(9:20 p.m.) Dr. Atallah asked regarding non-Main Street lighting. Jaymes noted that it was replacement lighting, not an expansion of lighting.

The document was received.

- E) DDA Budget Amendments – FY 2008-09 (9:26 p.m.)
 Kristi noted that the Legal Services expense amount has increased to \$52,138.23.

Motion By:	Ken Johnson to approve the following Budget Amendments for 2008-09 as follows: Increase Revenue Account 494-000.000.402.000 by \$336,632 to a new total amount of \$1,779,632; amend the Account 494-896.000-803.00 Legal Services amount to \$52,138.23; move \$465,000 from Capital Projects (494-900.000.974.000) into Fund Balance; to amend the 2009-10 Budget to add \$465,000 to Capital Projects (same account number).
Support By:	Jeffrey Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

F) Review of Website Proposal (9:29 p.m.)

Kristi presented the recommended proposal. Marilyn asked for clarification of some points. Dr. Atallah said that the Board should check out some of the things on Core3's website, including their position on key words. Jeffrey Cuthbertson noted that the City and DDA sites should have some commonality in function and feel for branding purposes.

Audience member David Zemens, 432 Hill Street, commented that it appears that Core3 is using open source content management system, which may prove a security issue.

Stan noted that this was an information item.

G) Nominations for DDA Committee Membership (9:39 p.m.)

Stan Surratt noted that there two nominees for the Promotions Committee – Lori Sheffield and Robert Elnicky, and one for Site Development Committee – Roger Knapp. Some discussion occurred as to whether the Chair appoints the committee members, and Dr. Atallah asked if this section of the Bylaws could be reviewed. It was the consensus that the Board should vote on the proposed members rather than receive the Chair's appointments. It was noted that the Promotions nominees had already attended a committee meeting per the current process, but the Site Development nominee had not.

Motion By:	Dr. Atallah to accept Promotions candidates Lori Sheffield and Robert Elnicky and table Roger Knapp's membership until he had attended a Site Development meeting.
Support By:	Donn Dumouchelle
In Favor:	All
Opposed:	None
Motion Passed	

Mike Clayman said that he would like to see the process formalized within the Bylaws, including a vetting process, term duration, and timing.

Ken Johnson left the meeting at 9:47 p.m.

7) Reports (9:55 p.m.)

A) Executive Director's Update

The report was received. Jeffrey Cuthbertson thanks Kristi for providing the information on the complaint and its resolution.

B) Events & Marketing Coordinator Updates

The reports were received.

C) Business Recruitment Update

The report was received. Kristi noted that Retail was at a 9% vacancy rate, and Office was at a 19% vacancy rate. Donn Dumouchelle asked for the percentage of square footage vacant, and Kristi said she would prepare a report for the August Meeting.

D) City Council – Liaison Update (10:03 p.m.)

Ben Giovanelli reported on the Oakland University presentation on the new Medical School. Jeffery Cuthbertson thanked Dr. Atallah for his assistance and support with this. Ben also noted that the Council had approved a salary freeze for non-union employees. The Council will provide a list of the information requested on the PSD to the DDA in July.

Dr. Atallah said that everyone must work closely with the University, as the medical school would create much opportunity for the downtown and the city, and encouraged everyone to focus on transportation from campus.

E) Chamber of Commerce – Liaison Update (10:09 p.m.)

Frank Sottile reported on various items in front of the Chamber currently, notably the Sunrise Pinnacle Awards, recruiting for the fall Leadership Recruitment Workshop, a Social Media workshop on July 1st, a marathon, and also noted the favorable placement of Rochester in the Visit Detroit Magazine from the Metro Detroit Convention & Visitors Bureau, with credit to Kristi and staff for their efforts in promoting downtown Rochester.

F) School Administration – Liaison Update

The liaison was absent, therefore no report.

G) Oakland University – Student Liaison Update

The liaison was absent, therefore no report.

H) May 2009 Financial Report for DDA (10:12 p.m.)

The Financial Report was received. Jeffrey Cuthbertson said he was gratified to see membership sponsorship numbers exceeded the projected amounts. Donn Dumouchelle had some questions regarding the Business Recruitment budget line items.

I) Organization Committee (10:14 p.m.)

Kristi reported that the committee members were calling business owners for email addresses to fill out the contact database. She also noted that niche focus groups were being held twice per month. Jeffrey Cuthbertson commended the committee on their efforts towards inclusion.

J) Business Development Committee (10:18 p.m.)

Kristi noted that Sheila was being creative in her searches and, in order to help fill the office vacancies, was working on contacting recently-graduated professionals who might be looking for office space.

K) Promotions Committee (10:21 p.m.)
 Cathy reminded everyone that Movies In the Moonlight was starting on July 11 with “Marley & Me” and that they were adding a charity component as a regular addition to the event.

L) Site Development Committee (10:23 p.m.)
 Dr. Atallah noted that they were still working on Wayfinding, Depot Park, and the Alley projects. Progress was being made.

M) Green City Sub-Committee
 Marilyn was pleased to announce Business Recycling was back.

8. Miscellaneous Comments (10:37 p.m.)
 Donn Dumouchelle asked about the annual report and if he could see the last few years’ reports. Kristi said she would provide them.

9. Closed Session to Discuss Acquisition of Property
 Stan Surratt asked if the Board would like to postpone discussion on this item as the appraisal was just received.

Motion By:	Jeffrey Cuthbertson to postpone Closed Session to Discuss Acquisition of Property.
Support By:	Marilyn Trent
In Favor:	All
Opposed:	None
Motion Passed	

10. Adjournment

Motion By:	Cathy Daldin to adjourn the meeting.
Support By:	Jeffrey Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

The Board adjourned at 10:43 p.m.

Respectfully Submitted,

Karen Koski
 Recording Secretary