

Downtown Development Authority
Regular Meeting Minutes

Wednesday, March 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, Marilyn Trent (7:33 p.m.), Paul Widlak, Paul Haig, Mike Clayman
Board Members Absent:	Bill Connellan, Scott Erskine
Council Liaison Present:	Ben Giovanelli
School Board Liaison Member Absent:	Anna Reseigh
Chamber Liaison Present:	Frank Sottile (8:07 p.m.)
Oakland University Liaison Absent:	Sonya Bellafant
Executive Director Present:	Kristi Trevarrow

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

A) Approval of Regular Meeting Minutes – February 18, 2009

Correction to the February Minutes – John Modetz was listed as both present and absent, when in fact, he was present.

Motion By:	Paul Widlak for approval of the Regular Meeting Minutes of February 18, 2009, as amended.
Support By:	Dr. Atallah
In Favor:	All
Opposed:	None
Motion Passed	

4) Reports

A) Executive Director's Update

Kristi noted the request for payment from Frank Rewold & Son for leveling the skating rink for the Fire & Ice Festival. The payment will be made from the

Promotions Budget. Additionally, per the request from the Board from the last meeting, she reviewed the Lighting and Façade Grant Guidelines pursuant to the requests for 415 and 417 Main Street, and because of the historical restoration, the grants would be for the maximum amount of \$30,000 for the Façade Grant and \$6,000 for the Lighting Grant. Mayor Cuthbertson asked if this grant would significantly impact the current budget allocation, and the answer is no. Paul Widlak also noted that since the requests for improvement grants vary greatly from year to year, the Board had made a decision that, if it looked as though they might reach the line item maximum, they reserved the option to approve an application but wait until the next budget year to actually allocate the funds to that application.

B) Events & Marketing Coordinator Updates (7:37 p.m.)

The reports were received.

C) Business Recruitment Update

The report was received.

D) City Council – Liaison Update

Ben Giovanelli noted that the Council had reviewed the Plante Moran Water and Sewer Study, passed the ethics ordinance, referred the outdoor dining ordinance with the DDA's input to the Planning Commission; passed a resolution about the DDA and Council trip to the Main Street Conference in Chicago. He also noted that the annual liquor inspections went well, and that the council was looking at online marketing techniques such as linking merchants to the City's website. Mayor Cuthbertson noted that public hearings regarding the outdoor dining ordinance were being scheduled for the next Planning Commission meeting.

Stan asked if the Board wanted to have a discussion at this time about the Council's resolution regarding the Main Street Conference. Some discussion was held regarding whether to talk about it now or during the budget item later in the agenda. Mayor Cuthbertson noted that he was one of the persons who voted for the resolution asking the DDA to reconsider sending 9 people to the conference. Stan reviewed the circumstances and the timeline, noting that the resolution was passed after the last DDA Board meeting and 4 days before the group's departure, and that of the 9 people, 2 of them were City Council members and one was the City Manager.

Dr. Atallah made a point about addressing the press carefully on various issues. He suggested that all individuals use restraint and refrain from negative comments about either the City or the DDA.

Mike Clayman asked about the structure of the group reports from the conference and what metrics would be used. Kristi noted that Stan had created a form that he had asked all attendees to complete. Stan gave a brief description of the process he had set up, and also gave some examples from the conference of information that might be of value to various members of the community, not just the DDA.

Mayor Cuthbertson noted that future Council concerns will be presented in a public manner and early on. Prompt, deliberate, public comment via legislative action will be the future Council response to concerns.

Ben then noted that on March 9 the Council received a preliminary job description for the Economic Development Officer, and were moving forward with this position.

- E) Chamber of Commerce – Liaison Update
The liaison was not present at this time, therefore no report.
- 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) February 2009 Financial Report for DDA (7:58 p.m.)
The Financial Report was received.
- I) February 2009 Financial Report/Promotions Committee
The report has been received. Kristi noted that in the future, these reports would be merged into one report. Mayor Cuthbertson had a concern regarding the legal budget line item, and will follow up with Kristi on this.
- J) Organization Committee
Paul Haig noted that the next newsletter will focus on the spring events including the Earth Day Expo, April 18-19, the Farmers’ Market, and ‘Then and Now’ – pre- and post-DDA façade grant buildings. The next meeting is April 7.
- K) Business Development Committee
Scott was not present, but Cathy Daldin reported that the committee reviewed the parking meter issue and had agreed upon a course of action to send to City Council for approval. Paul Haig commented that he felt that parking meters should be eliminated and that we should rely on stronger enforcement. Paul Widlak noted that the loss of money in the parking budget was not solely due to the meters.

Motion By:	Cathy Daldin to request that City Council cover the meters on Saturdays beginning with the Farmers’ Market on May 2 through Labor Day.
Support By:	Mike Clayman
In Favor:	All
Opposed:	None
Motion Approved	

L) Promotions Committee

Stan Surratt reported that the January minutes were attached, and all events were moving forward. Stan noted that Sheila was now handling all merchant welcome kits.

M) Site Development Committee (8:05 p.m.)

Dr. Atallah said he appreciated having the various committee minutes in the packet. He noted that the committee met with Corbin Design regarding the Wayfinding signage proposal. Kristi mentioned that per her discussions with Corbin, all changes discussed at the meeting will fall under the current contract without additional cost. Mary Wilson, who was not present at the meeting, had some additional changes to the shape of the sign. Per those suggested changes, they would incur additional costs, as it would be in effect a redesign.

Mayor Cuthbertson asked that Corbin be present at the next Board meeting with a mock-up of the signage incorporating the committee's requests.

Motion By:	Mayor Cuthbertson to have the existing sign scheme presented to the Board at the next meeting and the alternate design and suggestion presented by Dr. Atallah from the February 25 th meeting minutes as summarized and discussed by Corbin Design in their email dated February 26.
Support By:	Ken Johnson
In Favor:	All
Opposed:	None
Motion Passed	

Kristi asked if the Board wanted her to get a ballpark quote from Corbin in the event of a shape change to the signs. Stan said to go ahead and get the quote. Stan then asked if this visit was going to cost the Board, and Kristi said yes, she thought they would charge for that. Both Mayor Cuthbertson and Ben thought that since they had already received \$35,000 for this project, they could come for another visit.

Dr. Atallah then noted that the Council had received the request for a traffic light study at Old Towne and Main Street, and that the committee had received the proposal from the Green Committee for a Bike Rack Master Plan.

i.) Green City Sub-Committee (8:34 p.m.)

Marilyn said that this was a Phase One bicycle rack placement plan with proposed placements indicated. She was looking for input and approval for the program.

Kristi noted that there was \$2400 in the budget for the bike rack program, and Marilyn noted that the current plan would cost approximately \$3,000 plus installation, and she would look within her committee's budget for the

additional cost. Mayor Cuthbertson asked if all the proposed placements were in the public right-of-way. Kristi voiced a concern over the spot at Gus O'Connor's, and Mayor Cuthbertson asked regarding the repurposing of the parking spot at Mind, Body and Spirits.

Motion By:	Paul Widlak to approve 9 proposed bike racks and installation for the suggested placements except for the placements at Gus O'Connor's and Mind, Body, and Spirits pending City Council approval.
Support By:	Cathy Daldin
In Favor:	All
Opposed By:	None
Motion Passed	

Marilyn also met with a recycling company regarding downtown recycling for businesses. The committee has also been working with the Earth Day Expo, and has a page in the In Town magazine to talk about the Green City initiatives.

5) Façade, Sign & Lighting Grants

A) Sign Grant Request for Flair Boutique, 431 Main

Motion By:	Paul Widlak to approve the Sign Grant Request for Flair Boutique at 431 Main Street for the amount of \$550.00, subject to Planning Commission approval and the one year waiting period for new businesses if applicable.
Support By:	John Modetz
In Favor:	All
Opposed:	None
Motion Passed	

6) General Business Agenda Items

The Board moved Items 6E-G ahead of Item 6D, as it held the possibility of extensive discussion. Items 6A and 6B were addressed as one item.

A) Presentation on 2012 Main Street Reconstruction – DDA Projects

B) Discussion on Revised Quote for Sidewalk Heat/Melt System Evaluation

Lori Swanson from MDOT was present as Gary Tressel from Hubbell, Roth and Clark presented a list of proposed DDA projects and their estimated costs. There was considerable discussion on what MDOT would cover and what would be the DDA's projected responsibility for each item.

Items discussed include:

1. Re-establishing parking lanes (DDA's financial responsibility),
2. Lights (MDOT would cover restoring the lights; new ones would be DDA's responsibility).
 - a. LED light fixtures had an estimated cost of \$170,000 for installation, which would be the DDA's responsibility. However, over time the costs would be saved in the expense of operation, as current lighting costs about \$36,000/year as opposed to a projected \$13,000/year for LED lighting, in addition to reduced maintenance costs.

Ben Giovanelli asked about enhancement funding from the State to help with the costs.

3. To replace the current light poles with fiberglass would be approximately \$105,000. The current cast iron poles require upkeep at a cost of \$12,000/year, which would be eliminated by the switch. To add lightpoles at mid-block would cost approximately \$120,000, including the wiring.
4. Also discussed was cross-walk lighting.
5. Irrigation system – MDOT will replace the current system. Upgrading the system to a more water-efficient system would cost approximately \$50,000.
6. Changing the current traffic lights from a box span system to a mast arm system would cost approximately \$200,000 over the basic replacement cost.
7. (9:11 p.m.) The proposed new light at Old Towne would cost approximately \$175,000 and would be 100% locally funded.
8. Architectural treatments on the sidewalk – MDOT would replace the regular for free, while upgrading would range around \$117,000.
9. Stamped concrete at the crosswalks would cost about \$115,000. Stan asked if any safety funding was available, and Gary referred to enhancement funding as a possibility. Ben asked about possible options for the crosswalks.
10. (9:27 p.m.) A heat/melt system for the sidewalks was mentioned and discussed, which merged Agenda Item 6B into Item 6 A.

Discussion on the above items occurred. Consensus was reached to eliminate the irrigation system upgrade; to combine items 2D and 4 on the list; to eliminate mid-block lighting and the heated sidewalk. Additional discussion was had on the exposed aggregate for the sidewalks, and Lori Swanson from MDOT said she would be glad to work with the DDA on enhancement grants for any items the DDA wished to propose.

A break was called at 10:07 p.m.

C) Report from Police Chief on Downtown Officer Position (10:12 p.m.)

Chief Schettenhelm presented the proposal. Stan proposed testing all proposals during the summer and evaluating them before committing to one type of position over another. Much discussion was had.

Motion By:	Cathy Daldin to test proposals #1 and #3 for a period to total approximately 15 weeks split between the proposals beginning May 15, with a budget of \$5,000 for the remaining 2008-09 fiscal year, and \$5,000 for the 2009-10 fiscal year.
Support By	John Modetz
In Favor:	All
Opposed:	None
Motion Passed	

E) Request for Earth Day Expo Banners

Motion By:	John Modetz to approve the Earth Day Expo banners as presented.
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

F) Request for Funding – Cable Casting of DDA Meetings

Motion By:	Mayor Cuthbertson to approve funding for cable casting of DDA meetings in the amount of \$3,750.00.
Support By:	John Modetz
In Favor:	All
Opposed:	None
Motion Passed	

G) Request for Recommendation – Girls Night Out and Late Nite Thursdays

Motion By:	John Modetz to recommend to City Council the requests to conduct Girls Night Out and Late Nite Thursdays.
Support By:	Paul Haig
In Favor:	All
Opposed:	None
Motion Passed	

The Board then returned to Agenda Item 6D.

D) Review of 2009-10 DDA Proposed Budget (10:53 p.m.)

Mayor Cuthbertson asked if the PSD covered any personnel or overhead or maintenance costs, and proposed that the Event Coordinator position come out of PSD funds. Kristi and Stan explained that the businesses had specifically requested that this money be allocated strictly to events and marketing efforts, and noted that the PSD is up for renewal. A great deal of discussion occurred over various budget items, with a line by line review beginning at 11:37 p.m. The Board cut an additional \$39,410.00 from the budget in addition to the proposed cuts of \$72,000 for a total of \$111,410.00 in budget cuts.

Motion By:	Ken Johnson to approve the proposed budget with the additional revisions from this evening and submit to City Council.
Support By:	Paul Widlak
In Favor (roll call vote):	Mayor Cuthbertson, Stan Surratt, Ken Johnson, Mary Wilson, Cathy Daldin, Dr. Atallah, John Modetz, Paul Widlak, Marilyn Trent, Paul Haig, Mike Clayman
Opposed:	None
Motion Passed	

7) Miscellaneous/Audience Comments (12:17 a.m.)

Don DuMouchelle had a number of comments, questions and concerns, which Stan endeavored to answer. One question was why audience comments are the last item on the agenda, and it was agreed that it could be moved towards the beginning of the agenda to accommodate the audience's needs and demonstrate a respect for the audience's time.

8) Motion for Closed Session to Discuss Acquisition of Property

Motion By:	Dr. Atallah
Support By:	Mary Wilson
In Favor:	All
Opposed:	None
Motion Passed	

The Board went into Closed Session at 12:33 a.m.

Respectfully Submitted,

Karen Koski
Recording Secretary