

Downtown Development Authority
Regular Meeting Minutes

Wednesday, May 20, 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, Cathy Daldin, Dr. Atallah, Bill Connellan, Marilyn Trent, Paul Widlak, Paul Haig, John Modetz, Scott Erskine, Mary Wilson, Mike Clayman (7:34 p.m.)
Board Members Absent:	None
Council Liaison Present:	Ben Giovanelli
School Board Liaison Member Absent:	Anna Reseigh
Chamber Liaison Absent:	Frank Sottile
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 – April 15, 2009

Correction to the April Minutes – Ken Johnson noted that on page 4, first paragraph following motion to approve the budget, the first sentence should read, “Ken Johnson asked regarding discussion on the *additional \$227,000 in revenue in this year’s budget allocation to go to future Main Street/Alley enhancement...*”

Motion By:	Ken Johnson for approval of the Regular Meeting Minutes of April 15, 2009, as amended.
Support By:	Bill Connellan
In Favor:	All
Opposed:	None
Motion Passed	

4) Audience Comments

There were no audience comments.

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

Kristi noted that the Bean & Leaf Café sign previously approved did not have internal lighting specified on the plans submitted to the DDA. Two of the four applications before the DDA tonight have internal lighting in the designs, which is not a preferred element for grant approval. Some discussion occurred as to how to proceed.

A) Sign Grant Request from Main Street Beer & Wine, 100 W. University
Discussion on the sign design elements and Board member concerns.

Motion By:	Bill Connellan to table the Sign Grant Request for Main Street Beer & Wine until there is an opportunity to review the illumination issue.
Support By:	Ken Johnson
In Favor:	All
Opposed:	None
Motion Passed	

B) Sign Grant Request from Smith Jewelers, 406 Main

Motion By:	Ken Johnson to approve the Sign Grant Request for Smith Jewelers, 406 Main in the amount of \$900.00, subject to Planning Commission approval and the one-year waiting period for a new business.
Support By:	John Modetz
In Favor:	All
Opposed:	None
Motion Passed	

C) Sign Grant Request from Dessert Oasis, 205B Main
Discussion on the design elements and Board member concerns.

Motion By:	Bill Connellan to table the Sign Grant Request from Dessert Oasis until there is an opportunity to review the illumination issue.
Support By:	Mary Wilson
In Favor:	All
Opposed:	None
Motion Passed	

A discussion involving amending the Sign Grant Program Guidelines to include LED lighting occurred.

Motion By:	Dr. Atallah to review the DDA Sign Grant Guidelines regarding LED lighting.
Support By:	Bill Connellan
In Favor:	All
Opposed:	None
Motion Passed	

The matter was referred to the Site Development Committee.

D) Sign Grant Request from Give Thanks Bakery & Café , 225 Main (7:59 p.m.)

Motion By:	Dr. Atallah to approve the restoration of the Give Thanks Bakery & Café sign to its original condition, based on the quality of the sign, in the amount of \$625.00.
Support By:	Scott Erskine
In Favor:	All
Opposed:	None
Motion Passed	

6) General Business Agenda Items

A) Rochester DDA Resurfacing Program Update (8:02 p.m.)

Gary Tressel of Hubbell, Roth & Clark provided a status report on the 2009 Resurfacing Program. Some discussion occurred regarding possible business impact during the project.

Motion By:	Dr. Atallah to approve the 2009 DDA Resurfacing Program as presented, and authorizing invitations to bid be sent to preferred bidders.
Support By:	Ken Johnson
In Favor:	All
Opposed:	None
Motion Passed	

Gary then gave an update on the Main Street Reconstruction and on the Arch Bridge project.

B) Request for Recommendation – GOLD Music & Arts Festival (8:14 p.m.)

Motion By:	Dr. Atallah to recommend approval to City Council of the GOLD Music & Arts Festival.
Support By:	Marilyn Trent
In Favor:	All
Opposed:	None
Motion Passed	

C) Discussion of Principal Shopping District (PSD) Renewal

Kristi noted that the City Council had approved the PSD Renewal, but only for one year rather than the five years requested by the DDA.

Motion By:	Bill Connellan to request City Council to reconsider the length of time on the PSD.
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

D) The Big, Bright Lights Show 2009 Expansion Plan (8:30 p.m.)

Discussion on various options for the BBLs, with emphasis on options for displays on Walnut. Jeffrey Cuthbertson and several others noted that looking for long-term sponsorship would be a preferred method for future funding.

Motion By:	Bill Connellan to approve the Big, Bright Lights Show 2009 Expansion Plan as presented for \$230,000 on a one-year contract.
Support By:	Paul Haig
In Favor:	All
Opposed:	None
Motion Passed	

E) Final Approval of 2009-2010 DDA Budget (8:49 p.m.)

Motion By:	Paul Widlak to approve and accept the 2009-2010 DDA Budget as presented.
Support By:	Dr. Atallah
In Favor:	All
Opposed:	None
Motion Passed	

F) Discussion of DDA Travel Policy

Motion By:	Bill Connellan to adopt the City of Rochester Travel Policy as the official DDA Travel Policy.
Support By:	Paul Widlak
In Favor:	All
Opposed:	None
Motion Passed	

G) Designation of FOIA Coordinator for DDA

Motion By:	Dr. Atallah to designate the DDA Director as the FOIA Coordinator.
Support By:	Marilyn Trent
In Favor:	All
Opposed:	None
Motion Passed	

Stan noted that there were some budget amendments to reflect activity in the FY 08-09 Budget and John Hiller would be providing a memo to this effect for the June 17th meeting.

7) Reports (8:53 p.m.)

A) Executive Director's Update

Kristi noted the Main Street Oakland County Summer Workshops series topics and will forward information.

B) Events & Marketing Coordinator Updates

The reports were received.

C) Business Recruitment Update

The report was received. Kristi gave an Open House/Property Tour update. Dr. Atallah noted that no one came north of University on this tour, and discussion occurred on ways to assist the business landlords, including moving the 'starting point' to north of University.

D) City Council – Liaison Update (9:00 p.m.)

Ben Giovanelli noted that the "Make the Elevator Shine" work day was June 6th. Also discussed progress on outdoor public dining and a new special events process and form that has been instituted. Also looking for a legal opinion on member composition of Council and Boards. The City is also looking at auctioning off surplus equipment.

Kristi noted that the DDA was putting together business education meetings for the outdoor dining process. She also brought up the notion of providing financial

assistance to restaurants to develop site drawings for outdoor dining. General consensus was that this would not be necessary.

- E) Chamber of Commerce – Liaison Update
The liaison was not present, 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) April 2009 Financial Report for DDA (9:16 p.m.)
The Financial Report was received.
- I) Organization Committee
Paul Haig noted that the latest newsletter would focus on the South End. The committee is working on an organizational brochure. They are working on expanding their email list. An update on social networking activities also occurred.
- J) Business Development Committee (9:25 p.m.)
Kristi reported that the committee brainstormed types of businesses to target in our recruitment efforts. The MSOC Tech Visit in April was a great success, and that there would be a report submitted at a future meeting.
- K) Promotions Committee
Cathy reported that the committee was looking at group/tour packages, and the possibility of downloading coupons. Kristi noted that there was some discussion on the website.
- L) Site Development Committee
Dr. Atallah noted that they were still working on the Wayfinding. Bulk of the meeting regarding the Depot Plaza and ways to enhance the space.
 - i.) Green City Sub-Committee
Marilyn reviewed everything her sub-committee has been doing. Ben suggested that it was time to make the Green City Committee a separate full-fledged committee, and Dr. Atallah concurred.

Dr. Atallah asked if the DDA/City Council could help one of his tenants in getting a liquor license assigned. Stan noted that this was something that City Council had control over, not the DDA.

8. Miscellaneous Comments (9:41 p.m.)

Ben Giovanelli said he had heard that the Star of Bengal, which does not have a liquor license, was telling people to go across the street to purchase alcoholic beverages and bring them back to enjoy with dinner. This will be referred to the appropriate entities.

John Modetz reminded everyone about the Memorial Day Parade.

Jeffrey Cuthbertson noted that the Small Business Town Hall was a very nice event.

9) Motion to Adjourn

Motion By:	Dr. Atallah
Support By:	Scott Erskine
In Favor:	All
Opposed:	None
Motion Passed	

The Board adjourned at 9:44 p.m.

Respectfully Submitted,

Karen Koski
Recording Secretary