

Downtown Development Authority
Regular Meeting Minutes

Wednesday, August 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 Mike Clayman @ 7:30 p.m.

2) Roll Call

Board Members Present:	Board Members Present: Mayor Jeffrey Cuthbertson, Chair Mike Clayman, Ken Johnson(7:42 p.m.), Cathy Daldin, Dr. Atallah, Stan Surratt, Paul Haig, John Pino, Donn Dumouchelle,
Board Members Absent:	John Modetz, Scott Erskine, Marilyn Trent, Mary Wilson
Council Liaison Present:	Ben Giovanelli
School Board Liaison Member Absent:	Anna Reseigh
Chamber Liaison Present:	Frank Sottile (7:51 p.m.)
Oakland University Liaison Absent:	Sonya Bellafant
Executive Director Present:	Kristi Trevarrow

3) Approval of Meeting Minutes

A) Approval of Regular Meeting Minutes – July 15, 2009

The Recording Secretary noted a mistake and asked that a sentence referring to an action in the June board meeting be struck, as it was missed in the writing of the July Minutes. Dr. Atallah asked that the first sentence of the 2nd paragraph of Item 6. A) 2009 Resurfacing Program Update be changed to add “without amending the existing budget” at the end.

Motion By:	Jeffrey Cuthbertson for approval of the Regular Meeting Minutes of July 15, 2009, as amended.
Support By:	Stan Surratt
In Favor:	All
Opposed:	None
Motion Passed	

4) Audience Comments

There were no audience comments.

5) Façade, Sign & Lighting Grants

A) Sign Grant Request from Paramount Bank, 339 East

Kristi noted that the sign met all the guidelines and has already been approved by the Planning Commission.

Motion By:	Stan Surratt to approve the Sign Grant Request for Paramount Bank, 339 East, in the amount of \$1,000.00.
Support By:	Jeffrey Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

6) Liaison Reports

A. City Council

Ben Giovanelli noted that the last City Council meeting was a quick one, covering dog park permit fees, building fees, and bistro liquor license issues.

B. Chamber of Commerce

The Liaison was not present at this time in the meeting.

C. School Administration

The liaison was not present, hence no report.

D. Oakland University

The liaison was not present, hence no report.

7) General Business Agenda Items

A. Report on Property Owners Meeting – East Alley

Gary Tressel reviewed his report on the meeting with property owners regarding the East Alley Storm Water and Roof Conductor Project. Jeffrey Cuthbertson feels strongly that the DDA was not set up to offset the costs of private business to protect the general welfare of the public, and considers the problem of the alley icing a cost of doing business. Ben Giovanelli agrees, noting that in a recent build-out conducted by the company he works for, his company paid all the costs of doing exactly what these East Alley property owners are being asked to do.

Stan Surratt, as a point of clarification, said that he recalled, this was a joint project between the City and the DDA, with the City funding the storm sewer upgrades and connectors out of the sewer fund, and the DDA is strictly funding the repaving as part of the beautification project in advance of the 2012 MDOT Main Street repaving project. Jaymes Vettraino spoke, saying that yes, the original project had the City paying for the storm sewers, and the DDA paying for the repaving in coordination with each other. This particular issue of eliminating the icing of the alleys by hooking up roof connectors is an addition to the project.

Discussion continued regarding creating the stubs for property owners to hook up to. It was noted that future modifications to buildings require underground hook-ups. Gary Tressel noted that the East Alley does not have a storm sewer system at this time.

Frank Sottile thought it was a good idea to develop a program for property owners, based on a price per linear foot, to participate in this project. Gary Tressel said it would be very easy to create pricing estimates per building. Jaymes Vettraino said that for those property owners who choose to connect in conjunction with the City’s installation and use the City’s contractor, it could be conducted as a reimbursement to the City.

Motion By:	Jeffrey Cuthbertson to proceed with the storm sewer project as presented; to place stubs out to the buildings as discussed; to approve the low bid as presented; to request the City Engineer to prepare a new underground sewer bid tabulation to place stubs out for the property owners to connect to.
Support By:	Ken Johnson
In Favor:	Jeffrey Cuthbertson, Mike Clayman, Ken Johnson, Stan Surratt, Dr. Atallah, Cathy Daldin, John Pino, Paul Haig
Opposed:	Donn Dumouchelle
Motion Passed	

B. Presentation of New Business Concept – Rochester Play
 This agenda item was pulled at the presenter’s request.

C. DDA Downtown Patrol Progress Report
 Chief Schettenhelm gave a report on the two shift times that were tried for this project, noting that the 7:00 p.m. – 3:00 a.m. shift was staffed 100% of the time and the half-shift of 11:00 p.m. – 3:00 a.m. was staffed 50% of the time. Dr. Atallah expressed a concern about the vandalism occurring north of University within the DDA boundaries and reported comments from visitors and residents who were fearful when youth were trespassing and loitering in parking areas, etc. The Chief agreed to a larger presence in those areas indicated by Dr. Atallah.

Donn Dumouchelle would like to see more money allocated to this project.

Motion By:	Jeffrey Cuthbertson to continue, to the extent that funds are available, the program until September 30, 2009, and to increase the focus to include businesses north of University.
Support By:	Dr. Atallah
In Favor:	All
Opposed:	None
Motion Passed	

D. Review of Great American Main Street Award Application Draft

Kristi presented the draft application as developed by DDA staff and the Organization Committee. Jeffrey Cuthbertson requested some style changes. Donn Dumouchelle said that he would prefer the DDA not submit this year. Dr. Atallah thought that more emphasis could be brought to the dynamism of last year, with the increased participation and inclusion of North University businesses and the lead the DDA has taken in utilizing social media and other networking best practices.

Motion By:	Jeffrey Cuthbertson to support the DDA Great American Main Street Award application as amended.
Support By:	Ken Johnson
In Favor:	Jeffrey Cuthbertson, Mike Clayman, Ken Johnson, Stan Surratt, Dr. Atallah, Cathy Daldin, John Pino, Paul Haig
Opposed:	Donn Dumouchelle
Motion Passed	

E. Committee Appointment Process Recommendation

Kristi presented the draft DDA Committee Appointment Process. Jeffrey Cuthbertson requested some stylistic changes, and questioned some language in the definition of eligible candidates. He also wanted the process to require the Committee Chair to recommend an individual to the Board Chair, who would then bring the recommendation in front the of Board for approval.

Dr. Atallah had three items: 1) that the Board should vote on the recommendation; 2) a concern about whether this applies to sub-committees or not; and 3) in regards to the 2-year term, that there should be a process for removal for non-participation. Cathy Daldin suggested a standard attendance policy.

Motion By:	Jeffrey Cuthbertson to refer the Committee Appointment Process document back to the Organization Committee with the noted changes and suggestions, and that clarification
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	of definitions be confirmed with the DDA attorney.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

F. Committee Appointments – Promotions

Mike Clayman nominated Ms. Tiffany Piggeé-Taylor to the Promotions Committee.

Motion By:	Dr. Atallah to approve the nomination of Ms. Tiffany Piggeé-Taylor to the Promotions Committee.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

G. Executive Committee Appointments

Mike Clayman made the following recommendations for new members to the Executive Committee:

- Mayor – Jeffrey Cuthbertson
- Organization Committee Chair – Paul Haig
- Site Development Committee Chair – Dr. Atallah
- Promotions Committee Chair – Cathy Daldin
- Business Development Committee Chair – Scott Erskine
- Alternates: Ken Johnson, John Pino

Jaymes Vettraino asked to speak on the language in the Bylaws, which designates a seat on the Executive Committee to the City Manager. In his opinion, the City Manager should not be automatically on the Executive Committee if not on the Board proper. The City Manager should act as liaison in any case. Jeffrey Cuthbertson asked that this be put into the record.

Motion By:	Jeffrey Cuthbertson to approve the nominations as listed above.
Support By:	Dr. Atallah
In Favor:	All
Opposed:	None
Motion Passed	

At this time, Mike Clayman asked Frank Sottile to give his report on chamber activities. Frank noted that the Chamber is working on reaching out to other Chambers, and noted that the Pinnacle Awards are coming up.

- 8) Receipt of Regular Reports
 - A. Executive Director’s Update
 - B. Events & Marketing Update
 - C. Business Recruitment Update
 - D. July 2009 Financial Report for DDA/Promotions
 - E. Organization Committee
 - F. Business Development Committee
 - G. Promotions Committee
 - H. Site Development Committee
 - I. Green City Committee of Rochester

Kristi noted the percentage of available space, and new businesses. Jeffrey Cuthbertson had a question regarding the image campaign. Donn Dumouchelle had an expenditure question on the Arch Bridge project.

Motion By:	Ken Johnson to accept and receive all staff and committee reports in agenda item 8.
Support By:	Jeffrey Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

- 9) Discussion of Reports
 - Discussion occurred during Item 8.

10) Miscellaneous

Kristi had three items: 1) the Distinctive Destinations Award, which the Historical Commission is working on and asked Kristi to provide a few paragraphs for – if you have a favorite place in Rochester you’d tell someone to visit, please forward to Kristi; 2) Photo Opportunity for DDA and City Council – please get in touch with Kristi as to best time; and 3) Oakland University’s free student shuttle service is starting so you will see 12 passenger vans around on Fridays/Saturdays/Sundays.

Donn Dumouchelle asked about getting DDA emails for Board members. Kristi said that should happen with the launching of the new website, most likely end of September. He also noted that electric bills now have ‘green credits’ and thought he’d bring it to the Green Committee’s attention. Donn also stated that he thought the outdoor dining was great, and only hoped that retail business owners would stay open later to take advantage of the additional traffic.

Cathy Daldin commented that the Gold Festival seemed to go very well.

Dr. Atallah asked that the Board, in the future, not meet in August, and that this discussion be put on the agenda for Goals & Objectives. He also mentioned that there is a type of liquor license that the DDA might have some input with, specifically economic re-development licenses (RPA). Ben Giovanelli listed some of the requirements, and Jeffrey Cuthbertson noted that this involves the liquor license control ordinance, the Planning Commission, zoning issues, geographic area determination, etc., and that very few of these types of licenses have been granted.

Motion By:	Dr. Atallah to encourage the City Council to continue to move forward towards this type of economic development liquor license.
Support By:	Jeffrey Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

11) Adjournment

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

The Board meeting adjourned at 10:00 p.m.

Respectfully Submitted,

Karen Koski
Recording Secretary