

Downtown Development Authority
Regular Meeting Minutes

Wednesday, September 16, 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 Chairman Mike Clayman @ 7:30 p.m.

2) Roll Call

Board Members Present:	Board Members Present: Mayor Jeffrey Cuthbertson, Chair Mike Clayman, John Modetz, Cathy Daldin, Dr. Atallah, Stan Surratt, Paul Haig, John Pino, Donn Dumouchelle, Marilyn Trent, Mary Wilson
Board Members Absent:	Ken Johnson, Scott Erskine
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

A) Approval of Regular Meeting Minutes – August 19, 2009

Motion By:	Stan Surratt for approval of the Regular Meeting Minutes of August 19, 2009.
Support By:	Dr. Atallah
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 Cupcake Apparel & Gifts, 424 Main

Motion By:	Dr. Atallah to approve the Sign Grant Request for Cupcake Apparel & Gifts, 424 Main, in the amount of \$405.50, subject to Planning Commission approval, if applicable, and the one-year waiting period for a new business.
Support By:	John Modetz
In Favor:	Jeffrey Cuthbertson, Mike Clayman, Cathy Daldin, Dr. Atallah, Stan Surratt, Paul Haig, John Pino, Marilyn Trent, Mary Wilson, John Modetz
Opposed:	Donn Dumouchelle
Motion Passed	

B) Sign Grant Request from Human Touch Care and Services, 807 N. Main

Motion By:	Stan Surratt to approve the Sign Grant Request for Human Touch Care & Services, 807 N. Main, in the amount of \$975.00, subject to Planning Commission approval, if applicable, and to the one-year waiting period for a new business.
Support By:	Paul Haig
In Favor:	Jeffrey Cuthbertson, Mike Clayman, Cathy Daldin, Dr. Atallah, Stan Surratt, Paul Haig, John Pino, Marilyn Trent, Mary Wilson, John Modetz
Opposed:	Donn Dumouchelle
Motion Passed	

6) Liaison Reports

A. City Council

Ben Giovanelli reported that the City Council was asking for a discussion on window sign content, specifically phone numbers on signs, in reference to the sign ordinance. There was considerable discussion on the topic, with comments both pro and con. Dr. Atallah expressed a concern that the time be taken to get the ordinance right, and Stan Surratt suggested polling the businesses.

Motion By:	Jeffrey Cuthbertson to refer sign ordinance issues to the Site Development Committee for them to review and report back at the next appropriate Board meeting.
Support By:	Stan Surratt
In Favor:	All
Opposed:	None
Motion Passed	

Dr. Atallah asked about the progress on the bistro license issue, and Jeffrey Cuthbertson noted that it would be discussed next at the October Planning Commission meeting.

- B. Chamber of Commerce
The Liaison was not present, hence no report.
- 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. Update on 2009 Resurfacing Program

Gary Tressel gave his update on the resurfacing program, which he noted would begin after October 1. There were questions on the budget from Dr. Atallah and Donn Dumouchelle, which were fielded by City Manager Jaymes Vettraino. Donn Dumouchelle asked that the costs be broken out by project. Mike Clayman noted that the Board needed a management version of the monthly accounting report.

Cathy Daldin asked about the timeline for completion, and Gary Tressel responded that it should be between 45-60 days.

There was some discussion about making the alleys one-way traffic, and the consensus appeared to be in favor of that.

Motion By:	Dr. Atallah to commit to the concept of one-way traffic in the alleys and to ask Hubbell, Roth & Clark to begin preliminary work on the study/plan for the conversion.
Support By:	John Pino
In Favor:	All
Opposed:	None
Motion Passed	

B. PSD – Responses to City Council Request

This information had been compiled to answer questions from City Council in reference to a multiple-year renewal of the PSD.

Mike Clayman began by going through each question, noting that the first 2 questions had been answered by the Promotions Committee. Discussion on Question #1 centered on events and measurements/evaluations. Ben Giovanelli wanted to see an internal system with quantified metrics for evaluation.

At Question #2, Donn Dumouchelle said he had 6-8 people writing letters protesting the PSD tax levy on W. University.

Motion By:	Donn Dumouchelle to remove businesses west of Pine on University from the PSD.
Support By:	Mary Wilson

Discussion regarding the motion was considerable. Paul Haig said he would like to at least attempt to address the individuals’ concerns before any such move was made. Not everyone on the Board had received a copy of the letters. The motion was deferred to the next meeting by both the maker and the supporter.

Dr. Atallah said he wanted to restructure the tax rate for the PSD. Extensive discussion occurred regarding this, the motion, the purpose of the questions asked by City Council, etc. It became clear that the right questions were now being asked and some work was required. Reviewing the tax structure was deemed a priority.

Motion By:	Jeffrey Cuthbertson to have the Executive Committee, with the DDA Director, the City Manager, and the City Finance Director, review the PSD tax rate structure in conjunction with the geographical boundaries of the PSD.
Support By:	Dr. Atallah
In Favor:	All
Opposed:	None
Motion Passed	

Paul Haig noted that the Executive Committee needs to meet as much as necessary to properly address this matter.

Ben Giovanelli took a moment to go over his allocation breakdown with percentages.

C. Discussion on Broker Fee Sharing Program

Kristi asked the Board to review the program, noting that it has only been used once since its adoption. The City’s new Economic Development Director, Nik Banda, was

present and asked to comment. Ben Giovanelli said that there needed to be some conditions and changes to the program if it were to remain in place. Dr. Atallah did not think it was a cost-effective use of money, based on his experience with brokers.

Motion By:	Jeffrey Cuthbertson to refer the Broker Fee Sharing Program guidelines to the Business Development Committee for review and revision, noting that the Board would like the limit reduced and for approval to be completely discretionary.
Support By:	Cathy Daldin
In Favor:	Jeffrey Cuthbertson, Cathy Daldin, Donn Dumouchelle, Mike Clayman, John Modetz, Marilyn Trent, Paul Haig, Mary Wilson, John Pino, Stan Surratt
Opposed:	Dr. Atallah
Motion Passed	

D. Channel 7 Parade Sponsorship Proposal

Kristi presented the proposal, noting that additional services were being provided at no additional cost. There was some discussion of the Executive Committee’s recommendation to request more input on parade programming and to expand coverage of the North End. Jeffrey Cuthbertson wanted some of the ads to focus on all of Rochester. Dr. Atallah offered the Heart Center as a North-side plug-in for the camera crew.

Motion By:	Stan Surratt to proceed with the proposal as presented, and to authorize the DDA Director to negotiate for additional coverage for the City of Rochester.
Support By:	Paul Haig
In Favor:	All
Opposed:	None
Motion Passed	

E. Committee Appointment Process Recommendation – Second Draft

Kristi presented the second draft of the DDA Committee Appointment Process. Jeffrey Cuthbertson requested that “will” in #5, and #6 be changed to “may”. Dr. Atallah suggested that #4 be changed to read “...before consideration of appointment”. Stan Surratt did not like the language of #1, saying it was too restrictive, and the DDA would be better served with a definition of “persons having an interest in the downtown district”. Stan also did not like the term limit of 2 years.

Motion By:	Stan Surratt to change the language in #1 of the Committee Appointment Process to “Applicants shall be persons having an interest in the downtown district” and to eliminate #7.
Support By:	John Modetz
In Favor:	Stan Surratt, John Modetz, Marilyn Trent, Paul Haig, John Pino
Opposed:	Jeffrey Cuthbertson, Mike Clayman, Cathy Daldin, Dr. Atallah, Donn Dumouchelle, Mary Wilson
Motion Failed	

Another motion was made.

Motion By:	Dr. Atallah to approve the Committee Appointment Process with the revisions of #4 to read “before considering appointment” and changing the word “will” to “may” in #5 and #6.
Support By:	Jeffrey Cuthbertson
In Favor:	Dr. Atallah, Jeffrey Cuthbertson, Mike Clayman, Cathy Daldin, Donn Dumouchelle, Mary Wilson, John Pino
Opposed:	Stan Surratt, John Modetz, Marilyn Trent, Paul Haig
Motion Failed	

And another motion was made.

Motion By:	Jeffrey Cuthbertson to approve the Committee Appointment Process with the following changes: #1 shall read “Not less than a majority of each committee’s members shall be persons having an interest in property located in the downtown district or officers, members, trustees, principals, or employees of a legal entity having an interest in property located in the downtown district or a City of Rochester resident.”; #4 shall be amended to read “before considering appointment”; and the word “may” shall be used instead of “shall” in #5 and #6.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

F. Request for Recommendation – Fall Events

Motion By:	Paul Haig to recommend approval to City Council of the following Fall Events: October 2009 Girls’ Night Out; Halloween Events
Support By:	Jeffrey Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

G. Request for Recommendation – Holiday Events

Motion By:	Paul Haig to recommend approval to City Council of the following Holiday Events: Lagniappe and The Big, Bright Light Show.
Support By:	Mary Wilson
In Favor:	All
Opposed:	None
Motion Passed	

- 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

The reports were received.

- 9) Discussion of Reports

Marilyn noted that there are nine new bicycle racks, and Dr. Atallah said he was hopeful that the Wayfinding program would be on the October agenda.

10) Miscellaneous

Kristi presented a proposal for a new office copier that included a scanning feature. The cost savings would be around \$2800.00/year.

Motion By:	Jeffrey Cuthbertson to authorize the DDA Director to replace the current copier in the office.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

11) Adjournment

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

The Board meeting adjourned at 11:40 p.m.

Respectfully Submitted,

Karen Koski
Recording Secretary