

Downtown Development Authority  
Regular Meeting Minutes

Wednesday, October 21, 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, John Modetz, Cathy Daldin, Dr. Atallah, Stan Surratt, Paul Haig, John Pino, Ken Johnson, Marilyn Trent, Mary Wilson
Board Members Absent:	Donn Dumouchelle, Scott Erskine
Council Liaison Absent:	Ben Giovanelli
School Board Liaison Member Absent:	Anna Reseigh
Chamber Liaison Present:	Frank Sottile
Executive Director Present:	Kristi Trevarrow

3) Approval of Meeting Minutes

A) Approval of Regular Meeting Minutes – September 16, 2009

Motion By:	John Modetz for approval of the Regular Meeting Minutes of September 16, 2009.
Support By:	Stan Surratt
In Favor:	All
Opposed:	None
Motion Passed	

4) Audience Comments

Kathy White, owner of Creekside, 321 East Second Street, spoke regarding a letter she had submitted requesting that her property be removed from the Principal Shopping District (PSD). Stan Surratt noted that removing the property from the PSD would mean that her tenants would be unable to continue to participate in PSD advertising and other activities. Mike Clayman thanked her for her letter and said that the Board would include this item in their ongoing review of the PSD. Kristi reported that the taxes on this property were \$2,069.18 per year.

5) Façade, Sign & Lighting Grants

A) Sign Grant Request from Antiques and Fine Jewelry by Pamela, 319 Main

Motion By:	Ken Johnson to approve the Sign Grant Request for Antiques and Fine Jewelry by Pamela, 319 Main, in the amount of \$1220.00, subject to Planning Commission approval, if applicable.
Support By:	John Modetz
In Favor:	All
Opposed:	None
Motion Passed	

B) Sign Grant Request from Fourth Street Mercantile, 115 E. Fourth

Motion By:	John Modetz to approve the Sign Grant Request for Fourth Street Mercantile, 115 E. Fourth, in the amount of \$973.00, subject to Planning Commission and City Administration approval, and to the one-year waiting period for a new business.
Support By:	Mary Wilson
In Favor:	All
Opposed:	None
Motion Passed	

6) Liaison Reports

A. City Council

Ben Giovanelli was not present, but Jeffrey Cuthbertson noted that the Council was looking at hotel/lodging ordinances, specifically for Bed & Breakfast establishments, and upcoming Master Plan revisions.

B. Chamber of Commerce

Frank Sottile reported that the Pinnacle Awards Event was scheduled for next Thursday, and that the Chamber was busy planning the Christmas Parade and also hosting the Rochester Regional Small Business Town Hall Meeting on November 4.

C. School Administration

The liaison was not present, hence no report.

D. Oakland University

The liaison was not present, hence no report. Kristi noted that Sonya Bellafant, the current liaison, had finished her internship and that Oakland University had yet to replace her. Until a replacement is selected, this report will not be on the agenda.

7) General Business Agenda Items

A. Discussion on Alley Infrastructure Improvements – Conversion to One Way Alleys

Gary Tressel introduced the memo from Hubbell, Roth & Clark on the positives and negatives of converting the alleys to one way. Paul Haig asked how limiting delivery hours and creating loading zones have impacted other cities’ merchants. Stan Surratt suggested polling the merchants and delivery companies regarding times and proximity and tailor accordingly. John Modetz asked about the people who live in the apartments above the various merchants and how they might be impacted. Gary said that those issues would be taken into consideration while planning where the designated loading zones would be placed, and Ken Johnson didn’t think the potential loading areas as noted by HRC would impact those residents.

Dr. Atallah asked that the walkways in the alleys be at least 7 feet wide. Gary Tressel said they would do their best. Mike Clayman asked if the Police and Fire Chiefs had been consulted, and Jaymes Vettraino responded that he had spoken with both and they were on board with the general concept.

There was continued discussion on the pros, cons and practicalities of one way alley conversion, with a general consensus that phasing in the conversion should begin as soon as possible.

Motion By:	Paul Haig to recommend to City Council that the alleys be turned into one way traffic zones as described in the HRC memo, waiting to implement other improvements at a later date.
Support By:	Stan Surratt
In Favor:	All
Opposed:	None
Motion Passed	

B. Report on Free Parking Meter Promotion – Business Development

Kristi and Cathy Daldin reported on the results of the Free Parking Meter Promotion, noting that a parking survey had been conducted with positive results. Cathy noted that an overall comprehensive parking strategy was to be developed.

Motion By:	Jeffrey Cuthbertson to recommend to City Council to have the parking meters in the PSD 'bagged' for the holiday season beginning November 30, 2009 to January 3, 2010, and to direct the Business Development Committee and Site Development Committee to work together to develop a comprehensive parking strategy.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

C. Recommendation on Sign Ordinance Review – Site Development

Dr. Atallah presented the committee's recommendation regarding allowing phone numbers on the primary signage for a business. The committee is recommending that phone numbers and web site addresses should not be allowed on primary signage for businesses.

Motion By:	Stan Surratt to accept the Site Development Committee's recommendation and refer the response to City Council.
Support By:	Ken Johnson
In Favor:	All
Opposed:	None
Motion Passed	

D. Request for Recommendation – 2010 Fire & Ice Fest

Kristi presented the request, noting that Oakland County had requested a beer tent be added to the festival and was working on this with Rochester Mills Beer Co. and the City for appropriate approvals. Oakland County had also asked that the DDA postpone removing The Big, Bright Light Show until after the festival. Additional costs to the DDA are estimated at \$2,000.00, with another \$1,000.00 possible for electrician costs.

Motion By:	Dr. Atallah to recommend the 2010 Fire & Ice Fest to City Council as presented, without The Big, Bright Light Show lighting.
Support By:	John Pino
In Favor:	All
Opposed:	None
Motion Passed	

E. Review of Green City Committee Work Plan – 2009-10  
Marilyn Trent reviewed the plan for the Board.

Motion By:	Ken Johnson to approve the Green City Committee Work Plan – 2009-10 as presented, with appropriate funding to come from unallocated line item in budget.
Support By:	John Modetz
In Favor:	All
Opposed:	None
Motion Passed	

F. Consideration of Committee Appointment – Business Development

Motion By:	Jeffrey Cuthbertson to confirm Chairman Mike Clayman’s appointment of Robert Bloomingdale to the Business Development Committee.
Support By:	Paul Haig
In Favor:	All
Opposed:	None
Motion Passed	

G. Consideration of Resolution – Rochester Lions Club

Motion By:	Jeffrey Cuthbertson to approve the proposed resolution as presented congratulating the Rochester Lions Club on their 65 <sup>th</sup> Anniversary.
Support By:	Dr. Atallah
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. September 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

Mike Clayman said that he wanted to make sure everyone understood that the Executive Committee was looking at all aspects of the Principal Shopping District – rates, geography, metrics, comparative rates, etc. – extensively in this review. Merchants and business owners were encouraged to give their input and Forums have been scheduled to give everyone an opportunity to voice their opinions and concerns.

Kristi noted that Channel 7 will be airing a 3-minute ‘365 Rochester’ video showcasing year-round aspects of living, working, and shopping in Rochester.

Dr. Atallah noted that Site Development was hoping to have the Wayfinding project back on the Board agenda in November. He also asked that the Financial Reports be separated from the regular reports and be addressed as a separate agenda item. He also noted that the Board has requested in previous meetings that the structure of the reports be changed to reflect a management summary style for easier comprehension. Jaymes Vettrano responded that this could be done.

Motion By:	Jeffrey Cuthbertson to move the topic of the management summary budget to the Executive Committee to discuss and formulate with the City Manager and Finance Director.
Support By:	Paul Haig
In Favor:	All
Opposed:	None
Motion Passed	

10) Miscellaneous

Stan Surratt noted that the Big, Bright Light Show had a new sponsor this year and thanked Dr. Atallah for his contribution.

11) Adjournment

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

The Board meeting adjourned at 9:15 p.m.

Respectfully Submitted,

Karen Koski  
Recording Secretary