

**Rochester DDA 2010-11 Goals & Objectives**  
**Friday, January 15, 2010**  
**8:00 am – 5:00 pm**  
**Rochester Community House**

**Agenda**

- 8:00 am** Continental Breakfast
- 8:10 am** Opening Remarks – Mike Clayman, Chairman
- 8:15 am** Site Development – Dr. Atallah
- Items For Discussion
    - o Gateway Enhancements – Paint Creek & Clinton River Bridges
    - o Paint Creek Riverwalk Enhancements
    - o Alley Improvement Plan
    - o Long-Term Parking Strategy
    - o Joint Meeting with City Council to Discuss
      - Building Heights
      - Parking
      - Divest DDA Properties
- 9:45 am** Break
- 10:00 am** Business Development – Brad Mitzelfeld
- Review Proposed 10-11 Work Plan
  - Items For Discussion
    - o Partnership with Oakland University Incubator
- 11:00 am** Green City of Rochester Committee – Marilyn Trent
- Review Proposed 10-11 Work Plan
- 12:00 pm** Lunch

**1:15 pm**

Promotions – Cathy Daldin

- Review Proposed Program Changes – FY 10-11
- Items For Discussion
  - o The Big, Bright Light Show
  - o Kris Kringle Market
  - o System for Analysis of Events/Promotions

**2:15 pm**

Break

**2:30 pm**

Organization Committee – Paul Haig

- Review Proposed 10-11 Work Plan
- Items For Discussion
  - o DDA/Community Communication Ideas
  - o Fundraising Plan – The Big, Bright Light Show

**3:30 pm**

Budget Discussion

- Items For Discussion
  - o FY 10-11 Funding Priorities
  - o 5-Year Projections - Capital Improvement Projects