

Downtown Development Authority  
Regular Meeting Minutes

Wednesday, November 11, 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, Chairman Mike Clayman, Cathy Daldin, Dr. Atallah, Stan Surratt, John Pino, Ken Johnson, Marilyn Trent, Mary Wilson
Board Members Absent:	Donn Dumouchelle, Scott Erskine, Paul Haig, John Modetz
Council Liaison Present:	Ben Giovanelli
School Board Liaison Member Absent:	Anna Reseigh
Chamber Liaison Absent:	Frank Sottile
Executive Director Present:	Kristi Trevarrow

Dr. Atallah asked for a moment of silence in honor of the victims of Ft. Hood.

3) Approval of Meeting Minutes

A) Approval of Regular Meeting Minutes – October 21, 2009

Motion By:	Stan Surratt for approval of the Regular Meeting Minutes of October 21, 2009.
Support By:	Dr. Atallah
In Favor:	All
Opposed:	None
Motion Passed	

4) Audience Comments

Pat Kane said that the budget is still not clear. She noted that The Big, Bright Light Show was budgeted for \$250,000 and doesn't feel that it should be funded out of the general fund and should be in the Promotions budget.

Hilary Heacock spoke in support of the Principal Shopping District.

Bob Lytle also spoke in support of the PSD, as did Roger Knapp, who said the DDA is great and has enhanced the downtown. Pat Kane said that the DDA has plenty of money, even with

proposed changes to the PSD boundaries and loss of revenue. Ed Kane spoke against the idea of any more taxes.

Mike Clayman thanked all the speakers and said that everything said would be taken into account during the ongoing review of the PSD.

5) Façade, Sign & Lighting Grants  
There were no grant requests.

6) Liaison Reports

A. City Council

Ben Giovanelli reported that the City Council has a wide variety of topics on its agenda: new assisted living project, bistro licenses, tree ordinance, bed & breakfast/lodging ordinances. With regard to the DDA’s request to institute one-way alleys, the Council was concerned that there be a public education process and campaign rollout.

B. Chamber of Commerce

The liaison was not present, hence no report.

C. School Administration

The liaison was not present, hence no report.

7) General Business Agenda Items

A. Consideration of Executive Committee Recommendation – Principal Shopping District (PSD) Renewal

Mike Clayman made some introductory remarks regarding the process the Board was going through in reviewing the Principal Shopping District. Kristi then presented the Executive Committee’s recommendations. Jaymes Vettraino spoke, saying that, in order for the DDA Board to also act as the PSD Board, the statute requires the boundaries of both the DDA and the PSD to be exactly the same. Changing the boundaries of the PSD as proposed would require a separate PSD Board to administer the district. He apologized for bringing this information at this time, but the information had just been brought to his attention. The Board had many questions regarding the practical aspects of creating another administrative layer.

Motion By:	Dr. Atallah to table the PSD renewal recommendations pending legal review.
Support By:	Mayor Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

B. Request for Recommendation – MI Earth Day Fest

Steve Rogge from Tri-Green Development L3C was present to answer any questions regarding the event.

Motion By:	Stan Surratt to recommend to City Council to approve the 2010 MI Earth Day Fest event as proposed by Tri-Green Development L3C, with all attendant road closures, etc.
Support By:	Dr. Atallah
In Favor:	All
Opposed:	None
Motion Passed	

C. Review Final Draft of Wayfinding Program

Dr. Atallah presented the committee’s recommendations for the Wayfinding Program, giving the reasoning behind the changes. There was considerable discussion on the signs, including the color selections.

Motion By:	Mayor Cuthbertson to refer the item back to the Site Development Committee for further review.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

D. Update on Fire & Ice 2010/Big, Bright Light Show Extension Request

Kristi presented the request, noting that even though the Board had decided against extending The Big, Bright Light Show, Oakland County had requested a reconsideration. It was noted that Oakland County has, due to budget considerations, pulled out of many of their previous community partnerships, and that they were willing to cover any incidental costs incurred as a result of leaving the lights up until the Fire & Ice event.

Motion By:	Mayor Cuthbertson to agree to Oakland County’s request and leave the Big, Bright Light Show up and light for the 2010 Fire & Ice Fest.
Support By:	Mary Wilson
In Favor:	All
Opposed:	None
Motion Passed	

E. Planning for 2010-11 Goals & Objectives Meeting

Kristi polled the Board for a possible date in January and it was agreed that it would be held once again at Rochester Community House.

F. Receipt of Downtown Development Authority Annual Report, FY 2008-09

Ken Johnson noted that the school tax was collected but not captured – it is used only for debt retirement and needs to be reflected as such. Mayor Cuthbertson had comments about the fund balance and the changes. There are time constraints for signature and submission to the State that must be observed.

Motion By:	Mayor Cuthbertson to send the Annual Report back to the City Finance Director with the noted changes. Once the changes are made, appropriate signatures may be given to meet reporting deadlines.
Support By:	Ken Johnson
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. October 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

Mayor Cuthbertson asked regarding Determined Friends, a non-profit organization looking for donated space. Kristi said they were still looking.

Dr. Atallah asked regarding the beautification of bridges, and Kristi said that Gary Tressel had opened dialogue with MDOT as to what the DDA might be permitted to do.

10) Miscellaneous

Kristi announced that the Rochester Downtown Development Authority was once again a semi-finalist in the national Main Street competition. This year the semi-finalists were being required to provide a video, and Marilyn Trent agreed to help.

Mary Wilson asked regarding the accuracy of the PSD map, and Kristi said she would check, but that what was presented was directly from the City.

Jeffrey Cuthbertson said that ‘conflict of interest’ needs to be discussed and suggested a primer on the topic be developed by City and DDA counsel. Dr. Atallah agreed. Mike Clayman asked that this item be placed on the December agenda.

11) Closed Session to Discuss Acquisition of Property

Motion By:	Mayor Cuthbertson to move to Closed Session
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

The Board meeting moved in to Closed Session at 10:00 p.m.

Respectfully Submitted,

Karen Koski  
Recording Secretary