

Downtown Development Authority
Regular Meeting Minutes

Wednesday, December 9, 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: Chair Mike Clayman, Cathy Daldin, Stan Surratt, John Pino, Ken Johnson, Marilyn Trent, Mary Wilson, Paul Haig
Board Members Absent:	Jeffrey Cuthbertson, Dr. Atallah, Donn Dumouchelle, Scott Erskine, John Modetz
Council Liaison Absent:	Ben Giovanelli
School Board Liaison Member Absent:	Anna Reseigh
Chamber Liaison Present:	Frank Sottile (7:56 p.m.)
Executive Director Present:	Kristi Trevarrow

3) Approval of Meeting Minutes

A) Approval of Regular Meeting Minutes – November 11, 2009

Motion By:	Ken Johnson for approval of the Regular Meeting Minutes of November 11, 2009 as amended.
Support By:	John Pino
In Favor:	All
Opposed:	None
Motion Passed	

B) Approval of Closed Meeting Minutes – November 11, 2009

Motion By:	Ken Johnson for approval of the Closed Meeting Minutes of November 11, 2009.
Support By:	Stan Surratt
In Favor:	All
Opposed:	None
Motion Passed	

4) Audience Comments

Roger Knapp spoke at length about some possible projects for the DDA, such as: on the 100 block, parking, planters, a gateway, making walking more enjoyable, putting some big planters by the gas station on University and Main Street; looking at the parking around Mr. B's, adding more plantings/arborvitae to make the area more attractive. He also mentioned that, if the circumstances allow, the Elks Club building should be razed and rebuilt farther back from the road, and noted the parking problems there when it was a restaurant. He also had some suggestions for creating parking lanes on Albertson, paving alleys around that area, and creating a greenway.

5) Façade, Sign & Lighting Grants

A. Sign Grant Request for Marie's Salon, 402 East

Motion By:	Ken Johnson to approve the Sign Grant request for Marie's Salon, 402 East, in the amount of \$725.00, pending approval by the Planning Commission.
Support By:	Stan Surratt
In Favor:	All
Opposed:	None
Motion Passed	

B. Sign Grant Request for Szura Insurance, 109 E. Fourth

Kristi noted that the lighting quote came in after the packages went out, so that the Grant Request was actually Sign and Lighting in the amount of \$1500.00, \$1,000 for the sign request and \$500 for the lighting request. It was noted that the sign had already been made previously and placed on the building then taken down.

Motion By:	Stan Surratt to reject the Sign Request and approve the Lighting Grant Request for Szura Insurance in the amount of \$500.00, subject to Planning Commission approval, if applicable.
Support By:	Marilyn Trent
In Favor:	All
Opposed:	None
Motion Passed	

C. Sign Grant Request for Beadz & Bagz, 402 Main

Motion By:	Marilyn Trent to approve the Sign Grant Request for Beadz & Bagz, 402 Main, in the amount of \$807.00, subject to Planning Commission approval if applicable.
Support By:	Ken Johnson
In Favor:	All

Opposed:	None
Motion Passed	

6) Liaison Reports

- A. City Council - The liaison was absent, hence no report.
- B. Chamber of Commerce - The liaison had nothing to report.
- C. School Administration - The liaison was absent, hence no report.

7) General Business Agenda Items

A. Legal Opinion from Counsel Regarding Conflict of Interest

Kristi distributed the legal written opinion, and attorney Tom Kabel summarized that as long as the benefit applies across the board, it is not a conflict of interest. Stan Surratt commented on the perception of conflict of interest, and a discussion ensued regarding recusing oneself from the voting during instances when there might be such a perception.

B. Consideration of Executive Committee Recommendation – Principal Shopping District

Marilyn Trent asked many clarifying questions regarding the changes in the tax structure. Stan Surratt asked why the DDA is cutting tax rates and losing income at an upcoming crucial point – the MDOT Main Street reconstruction – and said that if, in harsh economic times, tax cuts were to be made, they should be uniform.

Mary Wilson noted that open office space was at a 19% vacancy rate, while conventional retail space was at a 6% vacancy rate. Ken Johnson said that the 25% reduction of the cap actually brings more equity to the tax rate system.

Motion By:	Cathy Daldin to recommend to City Council the PSD changes as outlined in the December 4, 2009 memo “Suggested Changes to PSD” from the DDA Executive Committee to the DDA Board as amended (from 27 parcels to 37 parcels).
Support By:	John Pino
In Favor:	Mike Clayman, Cathy Daldin, Stan Surratt, John Pino, Ken Johnson, Mary Wilson, Paul Haig
Opposed:	Marilyn Trent
Motion Passed	

C. Planning for 2010 – 11 Goals & Objectives Meeting

Members went around and offered items they would like to see on the agenda:

Ken Johnson – a modest pay raise for the DDA staff and recommit to parking

Stan Surratt – relook at Kris Kringle Market, Roger Knapps’ ideas, staff pay raise, parking structure/Legacy commitment – long term discussion, promotions and the reduction in funding, Sheep part deux, finalization of alley plans

Marilyn Trent – street recycling for pedestrians, more pedestrian friendly art, green information center

John Pino – improve infrastructure, improve OU relations, alleyways, park entrance/gateway paths, new business – men’s clothing/shoes, etc.

Mary Wilson – the University corridor

Cathy Daldin – parking, type of businesses being recruited, Historical Society relations

Paul Haig – alleys, separation of duties between DDA and City Council, analysis of events; structuring around what works/doesn’t work, community communication, parking

Mike Clayman – future vision, 5-10 years from now. Stan Surratt mentioned that the Master Plan for the City would be crucial in that discussion.

D. Recommendation from Business Development Committee – Broker Fee Sharing Program
The Committee recommended suspending the program pending further analysis.

Motion By:	Stan Surratt to suspend the Broker Fee Sharing Program per the recommendation of the Business Development Committee pending further analysis by the Committee.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

E. Request from Business Development Committee – Interim Chairman
The Committee requested that an Interim Chairman be named, and Committee member and former Chairman Brad Mitzelfeld volunteered to serve in that capacity.

Motion By:	Ken Johnson to approve the appointment of Brad Mitzelfeld as Interim Chairman of the Business Development Committee.
Support By:	Paul Haig
In Favor:	All
Opposed:	None
Motion Passed	

F. Request to City Council for Great American Main Street Award (GAMSA) Letter of Support

Stan Surratt hoped that the City Council would include several of the initiatives the Council had instituted this year, such as the approval of outside dining and the experiment with free parking as instances of efforts to improve the downtown experience.

Motion By:	Paul Haig to request the City Council to write a Letter of Support for the DDA's GAMSA application submission, due January 8.
Support By:	Stan Surratt
In Favor:	All
Opposed:	None
Motion Passed	

G. Approval of 2010 DDA Board Meeting Schedule

Motion By:	Stan Surratt to approve the 2010 DDA Board Meeting Schedule as presented
Support By:	John Pino
In Favor:	All
Opposed:	None
Motion Passed	

H. Receipt of Downtown Development Authority Annual Report, FY 2008-09, July 1, 2008 – June 30, 2009

Jaymes Vettrano spoke regarding the status of the Annual Report, referencing a December 8, 2009 memo from John Hiller, Finance Director. The City has been in communication with the State regarding new forms and formulas, and will finalize the report as soon as these items are resolved. Jaymes suggested that the memo be included in the Annual Report.

Stan Surratt asked that some additional items be included in the beginning of the Annual Report: a brief explanation of the TIFF; and an explanation of the school tax line items listed in the budget, including how they originated, why they are collected, and what will happen to the funds when the debt has been retired.

8) Receipt of Regular Reports

- A. Executive Director's Update
- B. Events & Marketing Update
- C. Business Recruitment Update
- D. November 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

Kristi noted that the Year-End Main Street Evaluation for the DDA would occur on January 20, as mentioned in her report. She also reported that she has been asked to give a presentation by the National Main Street Center on “Successful Social Media Practices” at the National Main Streets Conference in Oklahoma City.

Marilyn wanted to make everyone aware that Rochester Sign Shop donated the Green Committee sign for the Rochester Hometown Christmas Parade.

10) Miscellaneous

Cathy noted that the Promotions Committee had their Mini-Goals & Objectives meeting to prepare for the Board’s Goals & Objectives session, and that the anticipated budget cuts had been taken into consideration.

Stan noted that there were additional support letters for the Principal Shopping District available for the City Council.

11) Adjournment

Motion By:	Stan Surratt to adjourn the meeting
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

The Board meeting adjourned at 9:30 p.m.

Respectfully Submitted,

Karen Koski
Recording Secretary