

Downtown Development Authority  
Regular Meeting Minutes

Wednesday, February 17, 2010  
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, Paul Haig, John Pino, Ken Johnson, Marilyn Trent, Mary Wilson, Dr. Atallah
Board Members Absent:	Stan Surratt, Donn Dumouchelle, Scott Erskine, John Modetz
Council Liaison Present:	Ben Giovanelli
School Board Liaison Member Present:	Lisa Nowak
Chamber Liaison Absent:	John Gaber
Executive Director Present:	Kristi Trevarrow

3) Approval of Meeting Minutes

A. Approval of Goals & Objectives Meeting Minutes – January 15, 2010

Motion By:	Mayor Cuthbertson for approval of the Goals & Objectives Meeting Minutes of January 15, 2010.
Support By:	Dr. Atallah
In Favor:	All
Opposed:	None
Motion Passed	

B. Approval of Regular Meeting Minutes – January 20, 2010

Motion By:	Mayor Cuthbertson for approval of the Regular Meeting Minutes of January 20, 2010 as amended.
Support By:	Dr. Atallah
In Favor:	All
Opposed:	None
Motion Passed	

C. Approval of Closed Session Meeting Minutes – January 20, 2010

Motion By:	Mayor Cuthbertson for approval of the Closed Session Meeting Minutes of January 20, 2010.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

4) Audience Comments

There were no audience comments.

5) Façade, Sign & Lighting Grants

A. Sign Grant Request for Rochester Play, 210 W. University

Kristi noted that certain sign elements do not conform to the eligibility guidelines. Jeff Schamanek from Rochester Play was present to speak and answer questions. There was general discussion on lighting and how the sign might be reconfigured to meet the guidelines. LED lighting, such as used in Dr. Atallah’s new signage, was suggested as a model.

Motion By:	Ken Johnson to deny the Sign Grant request for Rochester Play, 210 W. University.
Support By:	Mary Wilson
In Favor:	All
Opposed:	None
Motion Passed	

Mike Clayman encouraged the applicant to go back and work with Rochester Sign Shop on a reconfigured design, then come back to the board for reconsideration.

B. Sign Grant Request for Rochester Family Dentistry, 310 W. University

Motion By:	Dr. Atallah to approve the Sign Grant Request for Rochester Family Dentistry, 310 W. University, in the amount of \$1,000.00, subject to Planning Commission approval, if necessary.
Support By:	Ken Johnson
In Favor:	All
Opposed:	None
Motion Passed	

C. Sign Grant Request for Chomp, 200 Main Street

Tim Brinker was present for any questions. Paul Haig welcomed him back to downtown Rochester.

Motion By:	Paul Haig to approve the Sign Grant Request for Chomp, 200 Main Street, in the amount of \$1,000.00, subject to City approval and the one-year waiting period for a new business.
Support By:	Marilyn Trent
In Favor:	All
Opposed:	None
Motion Passed	

6) Liaison Reports

A. City Council

Ben Giovanelli noted that the Council had approved a class C liquor license for the restaurant Fortessa; is participating in a bid to support dispatch services for Rochester Hills; going through budget process. Regarding the PSD discussion – the public portion was postponed until next meeting. Some Council members have expressed reservations about PSD spending. The Council is also reviewing webcasting.

Mayor Cuthbertson noted that the City Council was working towards a balanced budget which retains core services and no general fund usage.

Marilyn Trent asked what the revenue drop was. Mayor Cuthbertson replied that the City experienced a 9.3% property tax revenue reduction.

Dr. Atallah commented in reference to events at the recent City Council meeting, noting that Stan Surratt spoke to the Council in his own name, and expressed his opinion that Stan should resign from the DDA Board. Mike Clayman also spoke regarding the City Council meeting.

B. Chamber of Commerce

The liaison was not present, hence no report.

C. School Administration

Lisa Nowak reported that the School Board was also working through the budget process and anticipating a \$13 million reduction in revenue. The Board is also developing a community survey, and looking at getting away from the MEAP and using ACT college-ready criteria for assessing academic progress. She was also pleased to note that Rochester Adams had achieved a national ranking as a Silver Medal School and that Rochester High had received a Red Quill Award through the ACT program.

## 7) General Business Agenda Items

### A. Review Proposed Alley Enhancement Renderings

Dr. Atallah introduced the drawings as a preliminary concept for 2012, and noted that City Council has approved one-way alleys, and the transition is in process. He also noted that \$523,000 in enhancement grants had been approved by MDOT.

Ken Johnson suggested the term 'pedestrian enhancement' not 'alley beautification'. Cathy Daldin thought the consideration of safety and lighting was very important. Ben Giovanelli said he thought the concepts were 'long-visioned in nature' and was in full support. Paul Haig noted that the DDA has been talking about this for years.

Gary Tressel and Jim Page then presented some concepts. Gary spoke briefly on the subject of the North Main issues. He also noted that the existing streetlights from the Main Street Reconstruction could be re-used in the alleys. He pointed out the use of vines, trellises to get green in narrow areas. It was emphasized that these were conceptual renderings. There would be a 7 foot walkway of stamped concrete, and approximately 5 lights per block. Dr. Atallah spoke about making sure there were adequate electrical conduits for future use, and considered the program a unique opportunity for merchants to create courtyards. Gary also noted that space currently used for private parking can be maximized.

There is a meeting with MDOT on March 2 to discuss Main Street, proposed Bridge Enhancements and Wayfinding – 9:30 at Oakland TSC. Dr. Atallah said they would also be looking for additional grants. He also offered the suggestion of giving the alleys a new sensibility by not calling them alleys, but vias.

There was a discussion regarding easements – who pays? This subject needs considerable research.

Ben Giovanelli suggested that the DDA and City have the sketches on the website for people to take a look.

### B. Review Draft DDA Budget FY 2010 – 2011

Mike Clayman noted that this budget represented a lot of work; and was the recommendation of the Executive Committee.

Ken Johnson said that the snow removal amount is incorrect; he had met with Jaymes and now has a different number. The Auto Parking fund has been for snow removal & maintenance and needs to be removed, and recommended that the Board go out for bid from private sector. Jaymes Vettraino noted that, based on his meeting with Ken and further research, the City owns 24% of the lots instead of 15% of the lots, so he would be comfortable with \$46,000 instead of \$51,000 in that line item. He emphasized that the amount was based on billable number, but is subject to the amount of snow received each year. The amount of \$34,000 is an historic number that really doesn't tie to

anything. The dumpster number is directly tied to City costs. Out for bid now, and will have clear and current numbers for DDA soon.

Motion By:	Dr. Atallah to approve the Draft DDA Budget FY 2010-11 with the following amendments and notations: that the line item for PARKING LOT SNOW under “Contracted Services” be reduced from \$51,000 to \$46,000; that the line item TRANS TO AUTO PARKING FUND be eliminated; and a notation that Mayor Cuthbertson does not support the further purchase of surface parking lots.
Support By:	Mayor Cuthbertson
In Favor:	All
Opposed:	None
Motion Passed	

C. Consideration of Site Development Committee Recommendation – Policy for Private Business Listings on Wayfinding Signage

Marilyn Trent asked if there would be an application, given the use of the term ‘applicant’. Dr. Atallah said such a form could be created or a letter might be sufficient and would leave those details to administrative staff to develop.

Motion By:	Mayor Cuthbertson to approve the Policy for Private Business Listings on Wayfinding Signage as recommended by the Site Development Committee, pending MDOT approval
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

Dr. Atallah left at 9:09 p.m.

D. Request for Approval – Travel to National Main Street Conference

It was requested that Nik Banda and Kristi Trevarrow be authorized to attend the conference.

Motion By:	Cathy Daldin to approve travel to the National Main Street Conference for Nik Banda and Kristi Trevarrow.
Support By:	Marilyn Trent
In Favor:	All
Opposed:	None
Motion Passed	

E. Request for Event Recommendation – Bride’s Day, Bride’s Way

Cathy Daldin presented this new springtime event.

Motion By:	Mayor Cuthbertson to recommend approval of the ‘Bride’s Day, Bride’s Way’ event to City Council.
Support By:	Paul Haig
In Favor:	All
Opposed:	None
Motion Passed	

F. Consideration for Recommendation of Declaration of Vacancy

Mike Clayman described the efforts to communicate with Scott Erskine regarding participation on the DDA Board.

Motion By:	Ken Johnson to accept the verbal resignation of Scott Erksine from the DDA Board as received by Chairman Mike Clayman.
Support By:	Paul Haig
In Favor:	All
Opposed:	None
Motion Passed	

Mayor Cuthbertson left at 9:15 p.m.

G. Presentation of Community Survey Results

Jaymes Vettraino reviewed the PowerPoint presentation, noting that the survey company said that the Rochester results were the best overall results in their experience.

- 8) Receipt of Regular Reports
  - A. Executive Director's Update
  - B. Events & Marketing Update
  - C. Business Recruitment Update
  - D. January 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 Great American Main Street Award notification will be by March 19. She also noted that the Amazing Michigan Race, a benefit for Special Olympics of Michigan will be held in Rochester on October 17 and are looking for a volunteer from the Board to sit on a leadership committee. Mary Wilson volunteered.

Ben Giovanelli left at 9:47 p.m.

Kristi presented the video developed by Trent Design for the Great American Main Street Awards.

- 10) Miscellaneous
 

Ken Johnson noted that he was submitting his application to the Mayor for re-appointment to the DDA Board.

11) Closed Session to Discuss Acquisition of Property

Motion By:	Paul Haig to move to Closed Session.
Support By:	Cathy Daldin
In Favor:	All
Opposed:	None
Motion Passed	

The Board meeting went into Closed Session at 9:55 p.m.

Respectfully Submitted,

Karen Koski  
Recording Secretary