



Twitchell thanked the board for voting to send her to Michigan Farmers Market training. Poole thanked the Chamber of Commerce for their support of the upcoming Lake Street Cruise-Ins.

## **NEW BUSINESS**

### **1) Proposal from Marc Russell**

Avantini gave a brief overview of the Master Plan process. He explained how the downtown would be a sub-area that would be studied as part of the Master Plan. Marc Russell's projects would supplement a longer-term plan with relatively easy projects that could be completed quickly. LSL and Marc Russell will collaborate to ensure that short term projects are cohesive with long term plans.

Childs has questions about why the DDA would spend money doing planning for private property. Avantini talked about his experience in Fenton where plans inspired business owners to improve their properties in ways that might not have occurred to them. These changes did not happen overnight, but when they did they were of benefit to the town and the property owner. Avantini stressed that plans were meant to help, not hinder business owners. Poole spoke about similar experiences in Northville. She stated that having images of what could be informs developers about what people want the downtown to look like in the future.

Russell gave an overview on the areas he was looking at. He noted that he would utilize the Master Plan from 2002 as well as the more recent MSU and U of M plans. He noted that these were a good start, but they needed to be taken further and analyzed for cost. He stated that there was no use in proposing projects that the DDA could not afford. He noted that the plans would contain decorative walls, light standards, trash receptacles, etc. that could be repeated throughout the DDA.

Murphy asked if when the plans were completed, if the DDA would be able to pursue grants. Russell replied that yes, the sketches could be used to pursue grants and then drawings would be further developed into plans so the projects could be bid out to contractors. Russell asked the board for some direction in terms of which projects they would like tackled first.

After a lengthy discussion, the proposed order of projects was:

Immediately:

- 1) Curb bump outs and pedestrian crossing on Pontiac Trail between Liberty and McHattie
- 2) The Southwest corner of Lake and Lafayette (Norm's)
- 3) Wells Street Parking Lot (Landscaping and Dumpster Relocation)

When Other Projects Completed:

- 4) Alley adjacent to Post Office (will be worked on Summer 2013)
- 5) Vacant Lot South of Auriel Jewelry
- 6) Plaza in front of the Chamber of Commerce building

The projects that dealt with private property will be put on the backburner. When they are approached the goal will be to work with property owners.

Russell stated that he would get to work on the top three projects. He will bring sketches back to the DDA to keep them involved in the process. Murphy had questions about the length of the process. Russell stated that he would like to have the improvements on Pontiac Trail between Liberty and McHattie built this year. He will need the next few months to plan and then build during the summer or fall.

Murphy noted that there was some concern that this was just another plan, and that the DDA had already spent money on the MSU plan. How is this different from what we've done in the past? Russell noted that this was a legitimate concern. He has no interest in creating plans that cannot be built. He will work to create practical solutions for the downtown that are not too expensive to install and maintain. Avantini stated that the goal of the DDA needs to be to increase property values, thereby increasing the TIF capture and funding more improvements. The purpose of the DDA is to encourage and support private development.

Delaney brought up the possibility of having Russell involved in the Whipple Street lot improvements so they would have the same look as the downtown projects.

*Fagin and Murphy stepped out the meeting at 9:52 a.m.*

There was further discussion about the projects and the deliverables and Russell answered questions. There was a discussion about money remaining in the current year's budget. Bifano reviewed the financials. The DDA pledged \$500 Lake Street Cruise-In sponsorship, \$500 Blues, Brews and Brats sponsorship and \$250 to support the VFW's new flags and brackets. That should leave around \$1,750 in "Community Promotions". The board discussed the need to approach Council to get a budget amendment.

**MOTION TO HAVE RUSSELL DESIGN BEGIN WORK ON DOWNTOWN PROJECT SKETCHES IN AN AMOUNT NOT TO EXCEED \$2,000**

**Motion by Stowe, supported by Grimes.**

**To direct Russell Design to begin work on downtown project sketches in an amount not to exceed \$2,000.**

**VOTE**

**MOTION CARRIED UNANIMOUSLY**

**MOTION TO REQUEST A BUDGET AMENDMENT FROM THE CITY COUNCIL IN THE AMOUNT OF \$6,500 TO PAY FOR THE SERVICES OF RUSSELL DESIGN**

**Motion by Bifano, supported by Poole.**

**To request a budget amendment in the amount of \$6,500 to pay for the services of Russell Design.**

**VOTE**

**MOTION CARRIED UNANIMOUSLY**

**MOTION APPROVED**

## **2) Request to Use DDA Light Poles for 3 Minutes in Lyon Film Festival Banners**

Delaney indicated that the festival would again like to use the light poles to display banners during the festival. The Board expressed support for the festival and the use of the light poles.

## **OLD BUSINESS**

### **1) Budget/ Financial Report**

Bifano gave a brief overview of a financial report.

### **2) 2012 Events**

No update.

### **3) Committee Updates**

#### **a) Design**

No update.

#### **b) Marketing and Promotions**

Stowe gave a review of the May 3<sup>rd</sup> Ladies Night Out event being planned.

#### **c) Farmers Market**

Delaney gave a brief update on the 2012 market.

Delaney presented an itemized list of items that the Farmers Market Committee would like to purchase for the market, contingent on sponsorships. The needed items included:

- (1) EZ Up Tent @ \$250 each \$250
- (2) Flutter Flags @ \$160 each \$320
- (1) Farmers Market Sign \$250
- (200) Tote Bags @ \$3.80 each \$760 (*will be used as a fundraiser*)
- (2) "Farmers Market Today" Signs \$100
- (500) Business Card-Size Magnets @ .25 cents each \$120
- Bouncy for Market Kickoff \$100
- Music for Market Kickoff \$100

**TOTAL: \$2,000**

## **MOTION TO ALLOW THE FARMERS MARKET COMMITTEE TO PURCHASE THE LISTED ITEMS IN AN AMOUNT NOT TO EXCEED \$2,000 AND CONTINGENT UPON RECEIVING ADEQUATE SPONSORSHIP TO PAY FOR THE EXPENDITURE**

**Motion by Bifano, supported by Gerdom.**

**To allow the Farmers Market Committee to purchase the items in an amount not to exceed \$2,000 and contingent upon receiving adequate sponsorship to pay for the expenditure.**

**VOTE**

**MOTION CARRIED UNANIMOUSLY**

**MOTION APPROVED**

There was a general discussion about the farmers market and the sponsorships received so far.

*Fagin and Murphy re-entered the meeting at 10:05 a.m.*

**TABLED ITEMS**

None

**BOARD MEMBER COMMENTS**

Murphy reviewed the budget and talked about projected revenues. There was a discussion about obtaining bids to paint the downtown light poles.

**ADJOURNMENT**

**Motion by Gerdom supported by Poole.**

**To adjourn the April 12, 2012 DDA board meeting at 10:20 a.m.**

**VOTE**

**MOTION CARRIED UNANIMOUSLY**

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Gary Fagin, Chairperson

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Kristen Delaney, Recording Secretary