



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, December 2, 2008

The meeting was called to order at 7:39 a.m. by President Cowley.

ROLL CALL: Cowley, Freeman, Higgins, Jakacki, Mazzoni, Pastue, Rock,
Schneemann, Ziegler

ABSENT: Cornwell, Kuiken

OTHERS PRESENT: Executive Director Knowles
Administrative Assistant Nogle

CONSENT AGENDA ITEMS:

MOTION by Pastue SUPPORTED by Freeman to approve the minutes of November 5, 2008, and to accept and file the October Financial Statements, Bill Review Report and Harvest Moon Dance Revenue/Expenditure Report as presented. MOTION CARRIED, ALL AYES.

NATIONAL MAIN STREET CONFERENCE – CHICAGO, MARCH 1-4, 2009

Ms. Knowles encouraged the Board Members to attend the 2009 National Main Street Conference. The conference will consist of informational seminars and provide networking opportunities. Staff and board members who are attending to date are Michele Jakacki, Annette Knowles and Krista Wolter. The deadline to confirm your commitment to attending is January 9, 2009.

MOTION by Mazzoni, SUPPORTED by Freeman to approve attendance at the National Main Street Conference for eligible staff and board members, funds to be derived from 248-000.00-958.502, Professional Development/Conferences, and 248-000.00-000.000, Transportation. MOTION CARRIED, ALL AYES.

FOUNDERS FESTIVAL

Events Coordinator Position:

The transition team consisting of Greg Cowley, Dan Higgins and Michele Jakacki has formulated an approach for the Founders Festival, which would transfer Marketing and Promotions Coordinator Krista Wolter to Events Coordinator for a one-year period. A salary adjustment of 5% (\$46,200) is recommended, along with a provision to earn 75 hours annually for compensatory annually off.

Crafter/Vendor Recruiter Position:

The transition team requested that Victoria Novak, who has served the Festival for the past 2 years, be retained as the Crafter/Vendor Coordinator. Victoria has submitted her resume to the Board for review and approval. Annual compensation in the amount of

\$12,000 is recommended. Victoria may perform other tasks to assist the Events Coordinator.

Lease of property for event workroom:

Additional space adjacent to the DDA office is available to serve as a workroom for events. The property owner Q Co., is willing to extend the 2009 lease rate of \$13.75 per square foot to this space with the exception that a portion of the heating and cooling be included. Connection to the electrical service in the current office would occur, with the DDA assuming \$350.00 of an expected cost of \$850.00. The monthly rate would be \$495.00 in the first year and \$510.00 in the second year.

Incentive Program:

The incentive program for the DDA staff is proposed, based on successful solicitation of sponsorships. A minimum level of sponsorship is a proposal of \$50,000 which the entire team would share an incremental bonus of a proposed 20%.

MOTION by Rock, SUPPORTED by Jakacki;
to approve employment of Krista Wolter as Events Coordinator, at a salary of \$46,200 and,
to approve employment of Victoria Novak as Crafter/Vendor Recruiter, at a contractual amount of \$12,000, and
to approve a two-year lease of property for the event workroom at 33316 Grand River Avenue, with an annualized rent of \$5,940 in year one and \$6,120 in year two, and
to approve incentive program for successful solicitation of sponsorships.
MOTION CARRIED, ALL AYES.

ORGANIZATION COMMITTEE UPDATE

Rock was very impressed with the Mainstreet Messenger, especially the inserts. The Organization Committee is updating the Volunteer Program. Nominations are closed for the 2008 Volunteer of the year award. Rock announced there will be a volunteer event on February 24, 2009; a location will be announced.

DESIGN COMMITTEE UPDATE

The Design Committee is investigating brick patterning for the Streetscape. MDOT is still reviewing the permits for the Streetscape, City Manager Pastue is anticipating bids going out in January, 2009. A Ground-breaking for the Streetscape will be in mid-April, 2009. Cowley would like coordinate elimination all non-conforming signs prior to the Streetscape project ribbon cutting.

ECONOMIC RESTRUCTURING UPDATE

Cowley attended the ER Committee meeting and reported the Committee is seeking information about business incubators. Recent legislative changes allow DDA to own and operate incubators. Other amendments allow DDA to create loan funds for buildouts. Cowley went on to state that the DDA will have more opportunity to be flexible. Cowley also asked the Committee to look at the Parking Study for a parking strategy is crucial to a couple of concepts; clustering concept is focused around redevelopment and land banking.

MARKETING & PROMOTIONS UPDATE

Dan Higgins discussed the Holly Day Event. The streetscape campaign will include ways to increase retailer involvement during the project. Strategic planning has been

developed with the assistance of Ms. Knowles. The IDeA project is close to being finished; Pastue is expecting to rollout in February, 2009.

ADJOURNMENT

MOTION by Ziegler SUPPORTED by Freeman that the meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting was adjourned at 9:47 a.m. The next meeting will be on Monday, January 26, 2008 at 6:00 p.m.

Respectively submitted,

Annette Knowles