



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Monday, February 23, 2009

The meeting was called to order at 6:02 p.m. by President Cowley.

ROLL CALL: Cowley, Higgins, Kuiken, Rock, Schneemann, Ziegler

ABSENT: Cornwell, Freeman, Mazzoni, Pastue

OTHERS PRESENT: Executive Director Knowles
Administrative Assistant Nogle
Events Coordinator Wolter

CONSENT AGENDA ITEMS:

MOTION by Rock SUPPORTED by Kuiken to approve the regular minutes of January 26, 2009, and to accept and file the January Financial Statements and the Bill Review Report as presented. MOTION CARRIED, ALL AYES.

FOUNDERS FESTIVAL

Krista Wolter, Events Coordinator, updated the Board on the status of the major components for the festival. Wolter reported previous sponsors have committed verbally to \$30,000 in renewals. C&G Newspapers is going to be the media sponsor. Wolter unveiled the new logo for the Festival.

Mazzoni joined the meeting at 6:07pm.
Jakacki joined the meeting at 6:16pm.

ORGANIZATION COMMITTEE UPDATE

Bob Rock informed the Board the volunteer appreciation is expected to draw 50-70 people. Nominations for 2008 volunteer award are Walt Gajewski, Pat Shelton, Nancy Kilner, Dave Gronbach and Alisa Logsdon. Dan Higgins will be videotaping the event. The Main Street Messenger is on hold pending further discussions on the streetscape project. Rock also commented on the terrific job that Alisa Logsdon is doing with the volunteer database.

DESIGN COMMITTEE UPDATE

The Design Committee is reevaluating the streetscape; it may be phased, with Grove Street being deferred. Discussions with the property owners are progressing. Lighting at the Pavilion should be completed in the next couple weeks.

ECONOMIC RESTRUCTURING UPDATE

James Kuiken informed the Board the Economic Restructuring Meetings will be moved to the 3rd Tuesday of each month. The Business Assistance Team will be meeting with downtown businesses on Thursday, March 13, 2009.

SIGN INCENTIVE APPLICATION #1

MOTION by Rock SUPPORTED by Higgins to approve sign incentive application 09-01, received from Diane Cassidy, for the Exchange Building, located at 33314 Grand River Ave., in an amount not to exceed \$320.00. MOTION CARRIED, ALL AYES.

MARKETING & PROMOTIONS UPDATE

Dan Higgins handed out packets explaining the Marketing and Promotions communication tool. Higgins explained the status of each event. Higgins has been in discussions with Knowles about the DDA being a project driven organization and that Microsoft project software may be needed to keep track of events, volunteer management, and/or needs. The implementation would require Debbie Nogle to go to training.

COMMENTS

Marion Middlebrooks from the Farmington Area Arts Commission commended the Board on how well the DDA Board meetings are ran, along with a professional attitude. Greg Cowley recommended that Marion fill out a volunteer form.

ADJOURNMENT

MOTION by Mazzoni, SUPPORTED by Higgins that the meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting was adjourned at 7:27 p.m. The next meeting will be on Monday, March 23, 2009 at 6:00 p.m.

Respectively submitted,

Annette Knowles