



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Wednesday, July 1, 2015
Conference Room A, City Hall

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

ROLL CALL

PRESENT: Buck, Gallagher, Greer, Murphy (6:15pm), Platzke, Skrzycki

ABSENT: Galvin, Higgins, Key

OTHERS PRESENT: Annette Knowles, Asst. to City Mgr.

CONSENT AGENDA ITEMS

MOTION by Platzke, SECONDED by Gallagher

RESOLVED, that the board accepts and files the special minutes of June 2, 2015, the regular minutes of June 3, 2015, the June Invoice Distribution and the May Financial Report, as presented. MOTION CARRIED, ALL AYES.

MOTION by Greer, SECONDED by Gallagher

RESOLVED, that the agenda be amended to move Public Comment to item #3. MOTION CARRIED, ALL AYES.

PUBLIC COMMENT

Jerry Krist, 23220 Fleming, introduced an idea to replace the large for sale or lease signs in buildings with something similar to what was done in Detroit during the Super Bowl. He would like to see displays instead of real estate advertising or empty windows. Also, he suggested rotating the benches to view Grand River Avenue. It would be helpful during parades, for example.

Mike Greer, Mike Greer Photography, 33316 Grand River Avenue, discussed his recent experience with receiving a parking violation. As a business owner, he feels he should be able to park in the parking lot near his business. He feels that the democratic process was bypassed when creating the enforcement plan. Other business owners do not support enforcement. He does not feel there is a parking problem in the north lot. He feels that his convenience is sacrificed for the sake of other business's customers.

Gallagher noted that the businesses submitted a petition that expressed support for enforcement. Greer was encouraged to attend the July 8 meeting of the Downtown Parking Advisory Committee.

Murphy entered the meeting.

AMENDMENT TO FISCAL YEAR 2014-2015 BUDGET

Knowles discussed an amendment to the FY2014-15 budget to reflect actions taken by the board after budget adoption or to update the budget with known expenditures. Major changes include increases in revenue from the sale of property to Los Tres Amigos, decreases in revenue due to lost rent from the property sale and contributions from the ice rink and increases in debt service for repayment of loan from the City of Farmington.

MOTION by Murphy, SECONDED by Greer
RESOLVED, that the board approves an amendment to the Fiscal Year 2014-2015 budget, as presented.
MOTION CARRIED, ALL AYES.

INTRODUCTION TO NAMEPLACE AND TERMS OF SERVICE

Knowles introduced a service called NamePlace, a marketplace for municipalities to sell sponsorship placement to companies seeking to purchase advertising or naming rights. NamePlace allows you to list an inventory of opportunities online at no cost to the municipality. Knowles suggested a trial run on NamePlace for a small opportunity, such as ice rink dasherboard advertising.

MOTION by Skrzycki, SECONDED by Platzke
RESOLVED, that the board authorizes staff to engage with NamePlace for sponsorship solicitation.
MOTION APPROVED, ALL AYES.

STRATEGIC PLANNING REPORT

A draft of the Strategic Planning Report was circulated to board members. Buck complimented the board on the high level of participation in the technical visit. Buck encouraged board members to review and provide comment on the draft. Submit additional thoughts or ideas to Knowles within one week.

BOARD COMMENT

Skrzycki thanked Knowles for a thorough board orientation. She remarked that there is more to board participation than she originally thought.

Buck welcome Skrzycki to the board. He stated that the current board has active leadership. The job is fun, yet challenging. Buck stated that public comment should not evolve into a debate; it is a listening opportunity. He looks forward to a great fiscal year.

Murphy stated that the 4-month trial of Farmington Second Fridays starts on July 10.

Gallagher stated that the parking committee has been meeting regularly.

Greer was intrigued by the window idea expressed earlier in public comment.

Buck and Platzke mentioned the block captain project. Board members should try to engage half the businesses on their list by the August board meeting.

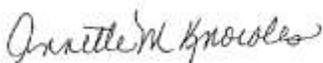
ADJOURNMENT

MOTION by Gallagher, SECONDED by Murphy
RESOLVED, that the meeting be adjourned.

The meeting was adjourned at 6:59p.m.

The next regular meeting will be on Wednesday, August 5, 2015 at 6:00 p.m., in the Conference Room at City Hall.

Respectively submitted,



Annette Knowles,
Assistant to the City Manager/DDA Executive Director