



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Monday, February 27, 2012
Conference Room A – Farmington City Hall

The meeting was called to order at 6:05 p.m. by President Rock.

ROLL CALL

PRESENT: Andrade (6:16pm), Buck, Cornwell, Frost, Higgins, Jewett (6:30), Rock, Schneemann, Wasen

ABSENT: None

OTHERS PRESENT: Executive Director Knowles
Administrative Assistant Nogle
Events Planner Bloom
Finance Director Weber

CONSENT AGENDA ITEMS

MOTION by Wasen, SUPPORTED by Buck

RESOLVED, that the board approves the regular minutes of January 23, 2012 and accepts and files the January Bill Review and Financial Report, as presented. MOTION CARRIED, ALL AYES.

EVENTS UPDATE-FARMERS MARKET, ART ON THE GRAND, RHYTHMZ

Bloom presented information concerning the planning status of the Farmers Market, Art on the Grand and RhythMZ in Riley Park. Opening Day of the Market is May 5, with a Cinco de Mayo theme. We are seeking restaurants to fill the calendar for cooking demonstrations and to sell food products at the market. First priority will be given to downtown restaurants. Bloom handed out an itinerary which highlights the music, kid's activity and chef demonstrations. For RhythMZ in Riley Park, all dates are full. Bloom had a first meeting with Farmington Hills Cultural Arts discussing Art on the Grand. The theme for 2012 is Chalk and Chocolate. Bloom is working with the College of Creative Studies to help coordinate a public art chalk walk. Across all events, sponsorship renewals are going well.

REQUEST FOR ADDENDUM-PROFESSIONAL SERVICES FOR FARMINGTON ROAD CONCEPTUAL PLAN

OHM, Inc. has identified a need to secure additional information about existing conditions on Farmington Road that has not been authorized by the board nor included in their initial proposal. A field survey will supply the necessary information and allow for continued progress.

MOTION by Higgins, SUPPORTED by Frost

RESOLVED, that the board approves an allocation of additional funds in an amount not to exceed \$3,200.00, funds to be derived from Professional Services, Account #248-000.00-801.000, for

field survey work by OHM, Inc., to support the Farmington Road Streetscape Conceptual Plan.
MOTION CARRIED, ALL AYES.

DDA BUSINESS PLAN DISCUSSION

As part of the preparations for writing a business plan, the board must achieve consensus about who are the customers of the DDA. Cornwell suggested identifying customers as potential partners. They are, in order of discussion, the City, businesses (present and targeted) and property owners. For the events, residents and visitors are included. The board concurred that the DDA has two divisions, per se.

WORK PLAN UPDATES

Work on the Farmington Road Streetscape conceptual plan is progressing. Discussions with property owners to obtain letters of support will help the grant application. A volunteer is updating the business locator map listing with new businesses. The DIA's Inside:Out project will debut in late March. Seven reproductions will be on display. A promotion campaign is in the works. The spring edition of Main Street Messenger will be ready for distribution at the end of April. The theme is "success stories." The Organization Committee has worked very hard planning the volunteer appreciation event. Knowles met with some prospective business owners, however, parking in the Downtown Farmington Center remains a concern, especially on Saturdays.

Schneemann departed the meeting at 7:50pm

Organization Committee: Merchants who volunteered goods or services throughout the year will be invited to the volunteer appreciation event. Case studies on five businesses are underway. Write-ups may be used in business recruitment packages.

ER: Business surveys are continuing.

Design: The Committee recommending painting a portion of the sign to better accentuate Walter Sundquist's name, in addition to repositioning the lighting to reflect toward it.

BOARD COMMENTS

Rock noted that an annual election of officers will occur at the March meeting.

ADJOURNMENT

MOTION by Higgins SUPPORTED by Wasen
RESOLVED, that the meeting be adjourned.
MOTION CARRIED, all Ayes.

The meeting was adjourned at 8:05pm.

The next regular meeting will be on Monday, March 26, 2012, at 6:00 p.m.

Respectively submitted,

