



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES

Wednesday, February 3, 2016  
Conference Room A, City Hall

The meeting was called to order at 6:07 p.m. by Vice-President Gallagher.

**ROLL CALL**

PRESENT: Gallagher, Galvin, Higgins, Murphy, Platzke, Skrzycki

ABSENT: Buck, Greer, Key

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

**CONSENT AGENDA ITEMS**

MOTION by Galvin, SECONDED by Skrzycki

RESOLVED, that the board accepts and files the regular minutes of January 6, 2016, the January Invoice Distribution and the December Financial Report, as presented. MOTION CARRIED, ALL AYES.

**PUBLIC COMMENT**

Sergeant Shane Wash gave notice that he will be visiting businesses that use the north parking lot as part of his Business Watch responsibilities.

**DOWNTOWN MASTER PLAN 2016 – ACCEPTANCE OF PROPOSAL**

Knowles reported that five proposals were received as a response to the Request for Proposals for the Downtown Master Plan 2016 project. The Steering Team narrowed the number of consulting firms to interview to three: Clearzoning, working with Grissim Metz Andriess; Hamilton Anderson, working with Gibbs Planning Group; and OHM Advisors, working with LSL Planning. After some discussion, the consensus of the Steering Team was to recommend awarding the project to OHM Advisors. This project was budgeted for the current fiscal year, with matching funds from the City of Farmington.

MOTION by Murphy, SECONDED by Higgins

RESOLVED, that the board accepts the proposal from OHM Advisors, in partnership with LSL Planning, for an update to the Downtown Master Plan, at cost of \$38,500, the DDA's portion of funds to be derived from Professional Services, Account #248-000.00-801.00. MOTION CARRIED, ALL AYES.

**FISCAL YEAR 2016-2017 WORK PLANNING**

Knowles reviewed the progress to date on the work plan. Many of the items listed are philosophical and not in project form. More work is needed to finalize the document. Knowles relayed that changes are coming to the Main Street approach, which will become strategy-focused. Knowles asked board members which of the items should have priority, given the forecasted budget situation. Members

agreed that an autumn traffic analysis on Farmington Road once Fresh Thyme Farmers Market is well-established (to ready the Farmington Road Streetscape plan) and an update to the 2006 parking study were priority, in addition to increased communication. Knowles added that missing from the current draft is any effort of business retention, expansion or recruitment. Knowles stated that a parking plan needed to be developed; the master plan process will help identify potential parking improvement or structured location(s). Given the likelihood of several redevelopment projects to arise, specifically the former Maxfield Training Center, that a DDA-initiated redevelopment project could be delayed until funding levels are restored. The DDA may be asked to contribute to incentives for the former MTC. Knowles will gather estimated project costs for traffic and parking analyses.

In order to meet the budget submission timeline, it was agreed to convene a meeting of the Executive Committee to finalize the work plan, while Knowles prepares a draft budget for the March meeting.

### **WORK PLAN UPDATES**

Knowles asked board members to respond expeditiously to the forthcoming call for selection of the Mary Martin Service Award. Be reminded that the best candidate for the award is someone who contributed in great ways to the Farmington DDA.

### **BOARD COMMENT**

Higgins shared his concern about the upcoming opening of Fresh Thyme Farmers Market and its direction competition for customers and parking with the city farmers market. Higgins read a proposed policy statement, as attached to these minutes, composed by President Buck about the farmers market operation. He suggested that the DDA must place the needs and success of this business which is investing a substantial amount of funds and risk into our marketplace ahead of the city market. In his recitation of the proposed policy statement, Higgins asked that the city be proactive in making changes to the market in regard to size, location or day, and encouraged further dialogue with the city. Knowles stated that the item could be placed on the agenda of a forthcoming combined meeting with the city council. No action was taken on the proposed policy statement.

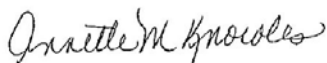
### **ADJOURNMENT**

MOTION by Platzke, SECONDED by Murphy  
RESOLVED, that the meeting be adjourned.  
MOTION CARRIED, ALL AYES.

The meeting was adjourned at 7:40p.m.

The next regular meeting will be on Wednesday, March 2, 2016 at 6:00 p.m., in the Conference Room at City Hall.

Respectively submitted,



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

## Suggested DDA Position Statements

### Farmer's Market Operation

The Farmer's Market has evolved to a significant success from a humble beginning. It is now a successful activity bringing thousands to downtown Farmington on spring, summer and fall Saturday mornings. This is a great credit to the DDA, to Executive Director Knowles and to Market Master Walt Guyeski. Those businesses that have been able to embrace it seem to have achieved some additional volume or enhancement of brand awareness to market patrons. However, the market also competes for our limited parking resources with numerous retail and service businesses operating on Saturdays.

With Fresh Thyme opening this summer the competition for parking and retail business will grow dramatically. Retail sales by the Farmer's Market are in direct competition with this new business whose niche places it directly in competition with our farmer's market. Without changes, our Farmer's Market will be competing directly with our newest and potentially largest tax paying business.

### Fresh Thyme Business Description

"At Fresh Thyme Farmers Markets we believe you shouldn't have to give away the farm to feed your body nutritious food. We're on a mission to improve the way our communities eat by offering fresh and healthy food at amazing values -all in a vibrant and fun shopping environment, with smiling friendly faces. Our stores don't follow traditional grocery store design, nor do they have tall aisles or glitzy fixtures. In fact, our stores are so simple and easy to navigate that we don't number our aisles or hand out store maps. We believe shopping for fresh and healthy food should be easy and enjoyable."

Source: Fresh Thyme Web Site

Clearly, the DDA's mission is to enhance the downtown businesses and the business environment and to continue the current format for the market will be in direct conflict with that mission. The competition for grocery business and parking needs to be recognized and accepted. We must make changes to step away from this government versus business competition. The DDA Board sees several options.

- Move the market to Sunday from Saturday to reduce the competition for parking on what is for many of our downtown retailers biggest sales day.
- Move the market to a new location in the DDA or City of Farmington, an underserved area which will be helped by the patronage of the market. A CIA location may be appropriate.
- Change the nature of the market so that the product mix does not compete with local merchants.
- Close the market operation in favor of other activities or events, which do not compete for parking or for product sales with downtown retailers.

Dialogue on the future of the market should take place with enough lead time that any changes can be implemented simultaneous with the Fresh Thyme opening. This dialogue should occur jointly between City Staff, City Council and the DDA Board.

This statement is supported by a motion approved by the DDA Board.