



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES

Wednesday, January 6, 2016  
Council Chambers, City Hall

The meeting was called to order at 6:01 p.m. by President Buck.

**ROLL CALL**

PRESENT: Buck, Gallagher, Galvin, Greer, Higgins, Murphy (6:07p.m.), Platzke, Skrzycki (6:05p.m.)

ABSENT: Key

OTHERS PRESENT: Annette Knowles, Asst. to City Mgr.  
David Murphy, City Manager

**CONSENT AGENDA ITEMS**

MOTION by Galvin, SECONDED by Greer

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

**PUBLIC COMMENT**

None

**FISCAL YEAR 2016-2017 WORK PLANNING**

Skrzycki entered the meeting.

Murphy entered the meeting.

The DDA Board is in the middle of the work planning process. President Buck conducted a two-part survey via Constant Contact to collect ideas and feedback about various topics. The goal for the meeting is to review the survey results and to identify and prioritize goals and actions items.

The discussion started with a review of the Mission Statement. In general, members felt the statement fit the mission, but needs to be condensed and more rigorously applied. Higgins will send out an email inviting input based on a framework approach – who, where, how, why. Members discussed who are the DDA's primary customers – they are businesses within the district, property owners within the district and residents within the district. Patrons in the downtown are our customer's customers.

Greer departed the meeting at 6:35p.m.

The discussion veered toward important values. It was suggested to add the Main Street approach as something of value. Other values include community atmosphere, safety, fun, connectedness to the businesses, quality of design, communication.

Successes over the past year include Fresh Thyme's commitment, block captain program, sale of property to Los Tres Amigos, pilot projects like Farmington Second Fridays and moving forward with wayfinding signage. What needs more work? Things like business attraction, completing the little things remaining with outstanding projects like the Groves Center, connecting to the business community, streetscaping and walkability initiatives. It was suggested that we embrace the opposition in our planning processes.

A question about improving board member satisfaction was posed. The board seems satisfied or neutral about its work. Improve board satisfaction by leading by example, enjoying the small opportunities and taking time to acknowledge successes before moving on to the next project.

The Board moved on to goal and action item identification and prioritization. The board identified development, parking, communication (education) and promotion (marketing), and a clean, safe and attractive environment as its goals for the forthcoming year. Each of those broad categories will be expounded upon and made into statements. Action items beneath each goal were drawn from survey questions about changes, parking, changing the appearance of the downtown and an analysis of strengths, weaknesses, opportunities and threats.

Higgins departed the meeting at 8:45p.m.

Knowles will tabulate and format the goals and action items for distribution before the next meeting, at which we will finalize the work plan for the forthcoming year.

#### **WORK PLAN UPDATES**

Knowles explained the progress to date on the Downtown Master Plan 2016 Update. The steering team is reviewing five proposals and will make a recommendation to the board at its February 2, 2016 meeting.

#### **BOARD COMMENT**

None

#### **ADJOURNMENT**

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

The meeting was adjourned at 9:00p.m.

The next regular meeting will be on Wednesday, February 3, 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