



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Wednesday, November 5, 2014
Conference Room A, City Hall

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

ROLL CALL

PRESENT: Andrade, Buck, Gallagher, Galvin, Greer (6:05pm), Higgins (6:09pm),
Murphy, Platzke

ABSENT: Key

OTHERS PRESENT: Vincent Pastue, City Manager
Annette Knowles, Asst. to City Mgr.

CONSENT AGENDA ITEMS

MOTION by Platzke, SECONDED by Galvin

RESOLVED, that the board accepts and files the regular minutes of October 1, 2014, and the October Invoice Distribution, as presented. MOTION CARRIED, ALL AYES.

PUBLIC COMMENT

No public comment was heard.

FINAL FISCAL YEAR END JUNE 30, 2014 FINANCIAL REPORT AND JULY, AUGUST AND SEPTEMBER 2014 FINANCIAL REPORTS

Chris Weber, Finance Director, discussed the end of year and first quarter financial status of the DDA. At the end of the prior fiscal year, the DDA assets were \$1,502,000, with about \$205,000 liquid, in the form of cash and receivables.

Greer entered the meeting.

Concurrently, the DDA had \$1,942,000 in liabilities, of which about \$1,800,000 is debt. Current liabilities amounts to \$123,000. The end of year fund balance was \$81,000, which has been earmarked for expenditure. It is likely that the full amount earmarked for façade improvements would not be fully expended.

Higgins entered the meeting.

After the first quarter of the current fiscal year, the DDA assets are \$1,679,000, with \$381,600 current. Keep in mind that the revenue is largely collected at the beginning of the fiscal year and

drawn down as the year progresses. If the DDA adheres to its balanced budget, then a fund balance of zero will be realized at the end of the year.

MOTION by Gallagher, SUPPORTED by Murphy
RESOLVED that the board accepts and files the July, August and September, 2014 Financial Reports, as presented. MOTION CARRIED, ALL AYES.

2014 GREATER FARMINGTON FOUNDERS FESTIVAL WRAP-UP REPORT

Janet Bloom, Greater Farmington Area Chamber of Commerce, attended to discuss the results of the 2014 Founders Festival. Revenue from the event was \$227,253, while expenditures were \$148,908. Expenditures do not include labor costs. Insurance premiums were more than expected and the absence of an employee responsible for recruiting for craft, commercial and non-profit vendors was noticed. The fiftieth anniversary of the event brought added programming, such as fireworks and hot air balloon rides.

For 2015, festival planning will take into consideration the status of the parking lot reconfiguration at the proposed Fresh Thyme and keeping a pulse on expenses.

The Chamber also is working on Holly Days, given that the Farmington Junior Chamber has announced it is folding. Some changes are in the works, but highlighted features will be photos with Santa, a children's tea and a lighted parade.

Greer departed the meeting at 6:30p.m.

2014 HARVEST MOON CELEBRATION WRAP-UP REPORT

Knowles presented a one-page summary of the Harvest Moon Celebration. Revenue was \$50,915 while expenditures were \$41,005. Comments collected by volunteers suggest that weather, early set-up, great music and sponsors and the broad volunteer support contributed to the success of the event. Ideas for 2015 include more portable lighting, stocking more concessions, earlier restaurant coordination and improved logistics. Sponsors offered co-branding and additional marketing support. Riley Park offered more utility, the event is gaining momentum and the Groupon were other positives suggested by President Andrade.

CITY OF FARMINGTON SPECIAL EVENT POLICY

A discussion was held concerning the city's interest in revising its special event policy and approval process. Feedback was requested from the DDA board in regard to conditions under which a denial may be recommended. Free speech events may not be restricted, as opposed to commercial events. Measurement of impact on downtown businesses was one factor mentioned.

Gallagher departed the meeting at 6:57pm.

Knowles commented that she created an account on Survey Monkey and is preparing a questionnaire about events. A question could be presented to invite ideas. Knowles added that best practices suggest that events should be held during slow periods or days, not during peak times.

Gallagher reentered the meeting at 7:03pm.

Factors to determine appropriateness may include day of week, scope of the event, frequency and the decision-making process.

Andrade, Gallagher and Buck agreed to serve on an ad hoc committee to discuss and present to the board in December the proposed input for council consideration.

WORK PLAN UPDATES

Platzke shared that a writable form was created for the Organization Committee's Block Captain project. Additionally, the visits were changed to semi-annually, rather than quarterly. An email was created for completed forms. Nominations for the Mary Martin Service Award are due on Friday, November 14, 2014. The Volunteer Appreciation Celebration is tentatively set for Wednesday, March 11, 2015 at the Masonic Hall.

CLOSED SESSION – PROPERTY ACQUISITION

MOTION by Buck, SUPPORTED by Murphy

RESOLVED, that the board enters a closed session for the purpose of discussing property acquisition.

AYES: Andrade, Buck, Gallagher, Galvin, Higgins, Murphy, Platzke; NAYS: None.

MOTION CARRIED.

The board entered closed session at 7:21pm.

MOTION by Buck, SUPPORTED by Murphy

RESOLVED, that the board reenter open session. MOTION CARRIED, ALL AYES.

The board reentered open session at 7:46pm.

WORK PLAN UPDATES - RESUMED

Knowles stated that the Design Committee completed its review of the proposed Farmington Road Streetscape Project. At a scheduled open house with nearby businesses, feedback regarding placement and the number of trees, curb cut closures and a promotion campaign was heard from attendees.

The Promotions Committee is working on Small Business Saturday, which happens on November 29. A downtown-wide open house is planned, with 27 participating businesses. Next on the work plan is Restaurant Week. A niche meeting to collect ideas happens on November 6.

Murphy reported that Business Development did not meet in November, but the December topic should be the idea to build a monthly evening shopping night. Innovate Farmington is seeking a permanent meeting location, since a tenant is moving into the former location.

Andrade shared information about the Ice Rink Committee. A proposed marketing plan is under review. Also, a matrix of tasks was created so that assignments are clear.

BOARD COMMENT

Mayor Galvin indicated that the search process for City Manager will commence with a special meeting on November 25. Also, he is a member of the Farmington Public School's Building and Site Utilization Committee.

ADJOURNMENT

MOTION by Gallagher, SECONDED by Higgins
RESOLVED, that meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting was adjourned at 8:05p.m.

The next regular meeting will be on Wednesday, December 3, 2014 at 6:00 p.m., in the Conference Room at City Hall.

Respectively submitted,

A handwritten signature in cursive script that reads "Annette Knowles".

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