



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
SPECIAL MEETING
Huron River Club Board Room

October 16, 2010

A special meeting of the Farmington Downtown Development Authority was called to order by Board President Rock at 9:08 a.m.

Present: Buck, Cornwell, Cowley, Frost, Higgins, Jakacki, Rock, Schneemann

Absent: Gajewski

Also Present: Annette Knowles

REVIEW OF CITY COUNCIL GOALS

The Mayor and Council of Farmington have identified several goals which relate to the operations of the DDA. The goals of which we need to remain mindful are:

External Marketing Component (focus on outside city audiences)

- Use of regional/local magazines and brochures to provide community profile (Prosper, F-FH Lifestyles, A-Source)
- Consistent messaging (alignment with DDA)

Identify and prioritize redevelopment opportunities

- Work with DDA regarding implementation of parking plan for downtown

Support DDA

- Continue public safety, public works and administrative support as it pertains to community events
- Work closely with DDA regarding the following projects: completion of Grove Street, Thomas Street water main and road improvements, North Municipal parking lot and sidewalks, Warner Street road and streetscape improvements, planning for Farmington Road streetscape

REVIEW OF 2010-12 WORK PLANS/TOP THREE PROJECTS

A refresher of the current 2010-2012 work plan was presented. The board agreed that no deviations from the work plan are to be considered at this point. For clarification, Higgins remarked that any market analysis planned for next year should include projections in five-year increments, not just a snap shot of today.

After a survey, the board agreed that the top three projects are business recruitment and retention, parking and special events, in that order. Knowles added that business recruitment has two categories, short-term and long-term (redevelopment). The same is true for parking as there is a short-term component (management of existing) and long-term (improvement and expansion).

ORGANIZATIONAL ANALYSIS AND PROPOSED ORG CHART

In order to accomplish all that is on the work plan, additional staff support is needed. Knowles prepared an organizational analysis which demonstrates the breadth and depth of all DDA activities. Knowles proposed a reorganization which would solidify the board's expectation that the events will become a revenue-generating department and allow for a dedicated staff person to assist the Events Planner. Additional interns may be utilized to assist with other projects and volunteers. The additional cost for this restructuring is estimated at \$65,000, which can be realized by cost savings, increases in sponsorship and increases to vendor fees.

Knowles will prepare an amended budget and job description for the November board meeting.

MAIN STREET PROGRAM

Knowles expressed a concern about the Main Street Program. In order to retain accreditation, it is important that we continue to make progress with our committees taking on projects and programs, which are documented in work plans, where the committees are held accountable for the project results.

The retreat was adjourned at 12:10 p.m.

Respectfully submitted,
Annette M. Knowles