



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Monday, January 28, 2013
Conference Room A – Farmington City Hall

The meeting was called to order at 6:16 p.m. by President Rock.

ROLL CALL

PRESENT: Andrade, Buck, Rock, Schneemann, Wells

ABSENT: Frost, Greer, Higgins

OTHERS PRESENT: Annette Knowles, Executive Director

Welcome to Cindy Wells, Talmer Bank & Trust, who recently was appointed to the board to complete the term vacated by former member Wasen.

CONSENT AGENDA ITEMS

MOTION by Buck, SECONDED by Schneemann

RESOLVED, that the board approves the regular minutes of December 10, 2012, and accepts and files the Preliminary December Financial Report and the December Invoice Distribution, as presented. MOTION CARRIED, ALL AYES.

PUBLIC COMMENT

Carl and Brandi Ellis, representing Bellis Therapeutic Spa, Karen Gara, representing Merle Norman Cosmetics, and Linda Batzloff, representing Farmington Center Florist, discussed the impacts that the Farmers Market is having on some businesses in the center area. The parking situation is challenging for customers who are not visiting the market, so much that it has become a detriment to conducting business. They requested that the DDA consider changing the date or location of the Market. All three agreed to be part of the discussion about solutions.

EVENT FINANCIAL REPORT – CALENDAR YEAR 2012 FOURTH QUARTER

Knowles discussed the contents of the report, which is based on financial figures from January 1 through December 31, 2012. The numbers do not correspond to any actual budget number, as they transcend two fiscal years, but current budget numbers are used to provide a reasonable frame of reference. Revenue across all events was \$328,835.61, while expenses were \$377,455.00, for a loss of \$48,619.39 over the calendar year. Late-notice loss of sponsors and limited areas of increased costs were pinpointed as reasons for the differences.

MOTION by Andrade, SECONDED by Buck

RESOLVED, that the board accepts and files the event financial report for the fourth quarter of 2012. MOTION CARRIED, ALL AYES.

PROPOSED 2012-2013 BUDGET AMENDMENT

Knowles presented a budget amendment, the purpose of which is to formalize financially unplanned actions taken after the time the initial budget was adopted. The City Council will be asked to take action to increase the spending authorization from \$827,500.00 to \$1,475,300.00. Items of note include: adding rental revenue for 33200 Grand River Avenue, adding loan proceeds for property purchases, reducing hours for the administrative assistant position, adding funds to professional services to account for design services and a broker commission, adding funds to capital outlay and capital outlay, land, to account for property purchases and façade improvements, and others.

MOTION by Andrade, SECONDED by Wells

RESOLVED, that the board approves for submission an amendment to the Fiscal Year 2012-2013 budget, as presented. MOTION CARRIED, ALL AYES.

PROPOSED 2013-2014 WORK PLAN

Knowles reviewed the work plan that is under development for the forthcoming fiscal year. The work plan closely aligns the 2012-2013 plan, with addition of several new projects and the elimination of completed projects. Under the core theme *Infrastructure Improvements that Enhance Sense of Place*, projects are the Farmington Road Streetscape (if grant funding is achieved), parking lot consolidation and a discussion about the Farmers Market and its effects on local businesses. Under *Downtown Marketing*, projects are maintenance, holiday decorations, annual marketing campaign, to include a new restaurant week and Ladies Night Out, communications and volunteer management. No new events are included as part of this plan. Under *Business Development*, projects are façade and sign incentive programs (subject to availability), business recruitment activities, business retention activities and a market analysis, the cost of which shall be shared by the city.

Rock requested that funding assistance to a 9-11 memorial be added to the work plan. Buck, Andrade and Wells agreed to discuss the item for possible inclusion.

The next step in the process is the completion of a draft budget for presentation at the February meeting of the board.

AGREEMENT FOR CONVEYANCE OF OPEN SPACE EASEMENT AND UNDERTAKING OF FAÇADE IMPROVEMENTS

No action was taken as the item was not ready for presentation. However, a special meeting of the board may be necessary to accomplish actions at a later date.

WORK PLAN UPDATES

Schneemann reported that the Design Committee has been reviewing plans for the Groves façade and for the Grove/Warner/parking lot projects. Their next meeting is February 7, at which time they hope to review final plans for the Groves façade.

Andrade mentioned that applications for the Mary Martin Service Award are due on January 31. The appreciation event is planned for March 12 at Grand Celebrations. More volunteers are

needed to form the ice rink committee. Without additional hands, this committee will not move forward. The next Main Street Messenger is scheduled for mid-March.

Knowles added that the Promotions Committee is working on Ladies Night Out and will start the locator map update once spring arrives. The Wish List Window results are exceptional. The number of participating businesses doubled, while collected cards numbered 838, an increase from about 640 in 2011.

BOARD COMMENT

Andrade commented that the board must discuss the Farmers Market concerns. She questioned who will spearhead the discussion? Rock, Buck and Andrade volunteered to sit on a study committee, which will include city and market management and businesses from the center. The first meeting should be planned as soon as possible.

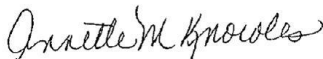
Buck recommended reevaluating the date and time of the board meetings after vacancies are filled. He also suggested training for the new board. Knowles commented that a group orientation will be planned as a replacement to the board retreat for this year only.

ADJOURNMENT

MOTION by Schneemann, SECONDED by Andrade
RESOLVED, that meeting be adjourned. MOTION CARRIED, ALL AYES.

The next regular meeting will be on Monday, February 25, 2013, at 6:00 p.m.

Respectively submitted,



Annette Knowles,
Executive Director