

**DOWNTOWN DEVELOPMENT AUTHORITY
CITY COMMISSION CHAMBERS
ROYAL OAK, MICHIGAN
www.ci.royal-oak.mi.us**

**June 16, 2010
Regular Meeting
4:00 p.m.**

Present

Luigi Cutraro (arrived at 4:49 p.m.)
James Domanski
Kat Fegley
William Harrison
Don Johnson (arrived at 4:05 p.m.)
Jason Krieger
Shirley Smith
Katherine Wilkinson

Absent

Peter Webster

Staff

Timothy Thwing, Executive Director
Stephanie McIntyre, Downtown Manager

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AGENDA

1. **Call to Order**
2. **Public Comment**
3. **Approval of meeting minutes**
 - a. **May 19, 2010**
 - b. **June 2, 2010**
4. **Expense Items**
 - a. **Monthly Expenses**
5. **Updates**
 - a. **Consumer Marketing Committee**
 - i. **Quill Communications**
 1. **Monthly Report – May**
 2. **FY10-11 – Amended Contract**

- 3. Wine Stroll Event Contract
 - ii. Image Campaign – Know Advertising
 - iii. Memorial Day Parade Committee
 - iv. Ideation Contract – Additional Services
- b. Infrastructure Committee
 - i. Parking Space Rental – Little Brothers Burgers Request
- c. Downtown Manager
 - i. Monthly Report - May

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AGENDA

1. CALL TO ORDER

Chairperson Domanski called the meeting to order at 4:03 p.m.

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2. PUBLIC COMMENT

Brendan Wehrung
702 Irving

Mr. Wehrung stated that he would like to see special DDA meetings televised and expressed concerns over the posting of meetings.

Joan Kalsh
4361 Arden Place

Ms. Kalsh informed the board that 1400 kids registered for the library's summer reading program. She also stated that downtown Royal Oak may be missing an opportunity to capitalize on this as there are not a lot of other activities for kids.

Mr. Thwing stated that the board may want to have an additional Public Comment later in the meeting as Paul Glantz from Emagine Theater may be attending the meeting to update the board.

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3. APPROVAL OF MEETING MINUTES

a. MAY 19, 2010

MOVED by Director Harrison

SUPPORTED by Director Smith

TO APPROVE the minutes for the meeting of May 19, 2010.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

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b. JUNE 2, 2010

MOVED by Director Harrison
SUPPORTED by Director Smith

TO APPROVE the minutes for the meeting on June 2, 2010.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

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4. EXPENSE ITEMS

a. MONTHLY EXPENSES

The Directors were in receipt of a list of expenses that had been received and paid for during the month of May 2010.

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5. UPDATES

a. CONSUMER MARKETING COMMITTEE

i. QUILL COMMUNICATIONS

1. MONTHLY REPORT - MAY

The Directors were in receipt of a list of tasks that Quill performed during the month of May 2010.

2. FY10-11 – AMENDED CONTRACT

The Consumer Marketing Committee recommended Quill take on additional tasks including website maintenance, calendar updating and the newsletter due to the Downtown Manager's departure.

MOVED by Director Smith
SUPPORTED by Director Fegley

TO APPROVE the amended contract with Quill Communications, with the sponsorship section changed to clarify that flyers are sent

out no later than June 1, 2010 and that the deadline for participation with this flyer is July 1, 2010, for the FY1011 at a not-to-exceed amount of \$2,200.00 per month plus sponsorship commission as outlined and authorizes the Executive Director to amend the FY 10-11 Development Fund Budget and execute the necessary documents subject to City Commission approval and any revisions required by the City Attorney.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

3. WINE STROLL EVENT CONTRACT

The Consumer Marketing Committee is recommending that Quill Communications take over the Wine Stroll Event tasks previously handled by the Downtown Manager as this event is of great success for the businesses.

MOVED by Director Smith
SUPPORTED by Director Harrison

TO APPROVE the Wine Stroll Event Contract with Quill Communications for the 2011 Wine Stroll at a not-to-exceed amount of \$2,970.00 and authorizes the Executive Director to amend the FY 10-11 Development Fund Budget and execute the necessary documents subject to City Commission approval and any revisions required by the City Attorney.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

ii. IMAGE CAMPAIGN – KNOW ADVERTISING

The Consumer Marketing Committee has interviewed, selected and is recommending Know Advertising to implement the Image Campaign.

MOVED by Director Harrison
SUPPORTED by Director Smith

TO HIRE Know Advertising as the Image Campaign Consultant at a not-to-exceed amount of \$25,000.00 for the FY10-11 and authorizes the Executive Director and the Consumer Marketing Committee to develop a contract for the July DDA Board Meeting subject to City Commission approval and any revisions required by the City Attorney.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

iii. MEMORIAL DAY PARADE COMMITTEE

MOVED by Director Smith
SUPPORTED by Director Krieger

TO RECOMMEND that the DDA representative seat on the Memorial Day Parade Committee not be filled due to the departure of the Downtown Manager and authorizes the Executive Director to forward this recommendation to the City Commission.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

iv. IDEATION CONTRACT – ADDITIONAL SERVICES

The Consumer Marketing Committee is recommending adding some additional one-time services to Ideation's contract to change the way new businesses and available properties are added to the website due to the departure of the Downtown Manager.

MOVED by Director Harrison
SUPPORTED by Director Smith

TO APPROVE the Ideation Contract for additional website services at a not-to-exceed amount of \$3,500.00 and authorizes the Executive Director to amend the FY 10-11 Development Fund Budget and execute the necessary documents subject to City Commission approval and any revisions required by the City Attorney.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

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b. INFRASTRUCTURE COMMITTEE

i. PARKING SPACE RENTAL – LITTLE BROTHERS BURGERS REQUEST

The Board discussed allowing metered spaces to be rented by specific businesses and changing meters to 15 minute meters at a business's request for carryout, etc.

MOVED by Director Smith
SUPPORTED by Director Fegley

TO NOT APPROVE the request from Little Brothers Burgers to rent a parking space by their business and to keep the parking downtown the way that it is.

THE MOTION CARRIES UNANIMOUSLY, 7-0.

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c. DOWNTOWN MANAGER

i. MONTHLY REPORT - MAY

The Directors were in receipt of a list of tasks completed by the Downtown Manager in the month of May 2010.

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Public Comment was reopened at 4:47 p.m. to obtain an update from Paul Glantz as to the status of the Emagine Theater.

Mr. Glantz gave the board an update on the Emagine Theater financing and informed the board that they should be approved for the State credit at the MEDC meeting on June 17, 2010. He also hopes to have a ground-breaking ceremony in July of 2010.

Keith Nowarth of Noir Leather stated his appreciation for the Downtown Manager over the past few years.

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Mr. Thwing stated that the first quarterly report from the Planning Department should be emailed to the board tomorrow, barring no further technical difficulties.

He also let the board know that, pursuant to the City Commission DDA ordinance, he will be taking the DDA actions from the April, May and June board meetings to the City Commission for their approval at the Monday, June 21, 2010 meeting.

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MOVED by Director Harrison
SUPPORTED by Director Wilkinson

TO ADJOURN the meeting.

THE MOTION CARRIED UNANIMOUSLY, 8-0.

The board adjourned at 4:57 p.m.