

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

**October 20, 2010
Regular Meeting
4:00 p.m.**

Present

Luigi Cutraro
James Domanski
Kat Fegley
William Harrison
Jason Krieger
Shirley Smith
Peter Webster (arrived 4:17 p.m.)

Absent

Donald Johnson
Katherine Wilkinson

Staff

Timothy Thwing, Executive Director

* * * * *

AGENDA

1. Call to Order
2. Public Comment
3. Approval of Meeting Minutes from August 18, 26, and September 8, 2010
4. Expense Items – August & September
5. Committee Items
 - a. Consumer Marketing Committee
 - i. Quill Communications Monthly Report
 - ii. Image Campaign
 - iii. New Year's Eve Ball Drop
 - b. Infrastructure Committee
 - i. CBD Maintenance
 - ii. Wayfinding/Parking Signage
 - c. Business Marketing Committee
6. Parking Meter – Field Test
7. Development Fund Budget Projections

8. Reports - CBD Police Patrol
Planning Department

* * * * *

1. CALL TO ORDER

The meeting was called to order at 4:00 p.m. by Chairman Domanski.

In Mr. Johnson's absence, the Executive Director, Tim Thwing was serving as Acting Manager. He announced that he would not vote on agenda items.

* * * * *

2. PUBLIC COMMENT

Joan Kelsh
4361 Arden Place

Ms. Kelsh provided statistics on the increased number of visitors to the library. The DDA should entice them to go downtown. Perhaps the DDA can purchase flowers for the library next spring, at its lower cost, and the library would reimburse the DDA. The Butterfly Garden was established by volunteers and doing well; they could also use some of those lower cost flowers.

Laura Harrison
210 West Sixth

There was a lack of handicap parking at AB&E. Parking should be \$.50 during the day; after 4:00 p.m., \$1.00/hr is okay. Graduates students at EMU can take a class on preservation; part of the class learns how to clean statutes. The DDA should involve them with the cleaning of the 'Star Dream'. Ladies Night Out was "great". She estimated a triple increase from the number of participants the preceding year.

* * * * *

3. APPROVAL OF MEETING MINUTES FROM AUGUST 18, 26, & SEPTEMBER 8, 2010

MOVED by Director Harrison
SUPPORTED by Director Fegley

TO APPROVE the minutes of the August 18, 2010 meeting.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

* * *

MOVED by Director Smith
SUPPORTED by Director Harrison

TO APPROVE the minutes of the August 26, 2010 meeting.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

* * *

MOVED by Director Smith
SUPPORTED by Director Fegley

TO APPROVE the minutes of the September 8, 2010 meeting, as corrected.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

* * * * *

4. EXPENSE ITEMS – AUGUST & SEPTEMBER

Board members received a list of invoices that were paid in August and September 2010. No action was required.

* * * * *

5. COMMITTEE ITEMS

- a. **Consumer Marketing Committee**
 - i. **Quill Communications Monthly Report**
Provided as information.
 - ii. **Image Campaign**

MOVED by Director Harrison
SUPPORTED by Director Webster

BE IT RESOLVED, that the Royal Oak Downtown Development Authority (DDA) hereby rejects all proposals submitted in response to the Request for Proposals (RFP) – Image Campaign, and directs the Executive Director to send letters thanking all participants for their efforts and interest.

- iii. **New Year’s Eve Ball Drop**

MOVED by Director Smith
SUPPORTED by Director Kreiger

BE IT RESOLVED, that the Royal Oak Downtown Development

Authority (DDA) hereby approves the “Rockin Royal Oak New Year’s Eve” request from Citadel Broadcasting Corporation, authorizing \$7,500 from the FY 10-11 Development Fund’s Promotions Budget, subject to City approval of the proposed event; and

BE IT FURTHER RESOLVED, that the Executive Director is hereby authorized to sign any necessary documents.

THE MOTION CARRIED 6-1, with Director Cutraro opposed.

* * *

b. Infrastructure Committee
i. CBD Maintenance

The Board reviewed a proposal from Worry Free, Inc., requesting an increase in the hourly rate and a one or two year contract extension. The Board indicated it would not agree to an increase in the hourly rate and directed staff contact Worry Free and schedule a meeting to discuss CBD maintenance.

ii. Wayfinding/Parking Signage

The Board reviewed/discussed two proposals from Ideation Signs & Communications but postponed action until the budget could be discussed at a Work Session.

* * *

c. Business Marketing Committee
Nothing to report.

* * * * *

6. PARKING METER – FIELD TEST

MOVED by Director Harrison
SUPPORTED by Director Fegley

BE IT RESOLVED, that the Royal Oak Downtown Development Authority (DDA) hereby approves \$1,200 from its FY 10-11 Operating Fund – Miscellaneous Contracted Services account to cover the three (3) month parking meter field test and related fees.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

The field test reports will be provided to DDA and City Commission members.

* * * * *

7. DEVELOPMENT FUND BUDGET PROJECTIONS

After discussion, the Board concluded there would appeared to be inadequate funds to consider a bond sale at this time. Further, the Board requested that a "Work Session" be scheduled to discuss the budget in greater detail.

* * * * *

8. REPORTS

- a. **CBD Police Patrol**
Reports were provided from March through August 2010.
- b. **Planning Department**
An August report was provided as information.

* * * * *

9. OTHER BUSINESS

Chairman Domanski indicated the following:

- a. Parking revenue should be a topic of discussion at a Work Session
- b. Discussions should occur regarding empty store fronts/spaces
- c. The DDA is attuned to the public's perception of its downtown. The downtown police patrols offer a deterrent to crime.
- d. A topic for discussion at a joint meeting with the City Commission is how we are to bring development(s) to the downtown.
- e. The DDA wants to receive a brief monthly update on happenings downtown.
- f. Spooktacular occurs Sunday October 24 2-4 pm; Holiday Magic Parade is November 20 at 10:00 a.m. on South Washington.

* * * * *

There being no further business to bring before the Royal Oak Downtown Development Authority, the following motion was made:

MOVED by Director Smith
SUPPORTED by Director Krieger

TO ADJOURN the October 20, 2010 DDA meeting.

THE MOTION CARRIED UNANIMOUSLY, 7-0.

The meeting adjourned at 6:26 p.m.

* * * * *



Timothy E. Thwing, Executive Director
Downtown Development Authority

/ljb