

## DOWNTOWN DEVELOPMENT AUTHORITY

January 17, 2008

Present – Chair Feigley, Vice-chair Dierkes, Board members Armstrong, Heyn, Kilpatrick, Lamb, Motley, Nichols, Rivera, Weinbaum

Excused – Board members Niebauer, Tyler

Also present – DDA Director Barnette; Village Manager Arthur Shufflebarger; Mary Ann Peters, marketing consultant to the DDA, Gary Goodenow

### Approval of Minutes:

Nichols moved, Lamb seconded, to approve the minutes of the meeting of November 15, 2007 as presented. Motion **Carried**.

### Treasurer's Report:

Contract Services includes right-of-way maintenance, Phyllis Motley,

Business Recruitment and Retention, \$1,600 includes consulting services for December.

Capitol Outlay includes \$5,000 for Grissim-Metz for the downtown visioning session.

Also \$15,000 for legal, environmental services for Honigman, Maddin Hauser and ASTI for the TRW and gas station sites for December.

Motley moved, Dierkes seconded, to accept the Treasurer's Report as presented. Motion **Carried**.

### Director's Report:

Oakland County may urge Milford's DDA to apply for a grant for economic development types of activities, including creating an underpass.

The joint meeting of all commissions went very well. Parking Authority has the underpass as a high priority.

Perriez is about ready to open.

Heiner Hertling is opening "The Village Smitty", as his artist studio, in the old Coffee Works at the south side.

Ms. Barnette is on the board of directors for the Michigan Downtown Association. They would like their spring conference to be held in downtown Milford, May 30, 2008. Ms. Barnette is working on the particulars and sees if she can make arrangements to accommodate them for both lunch and work shops. The DDA will be asked to sponsor some of the conference.

Milford Park Place is doing an expansion.

They are working on the new auto supply where the computer repair place was.

A Hiller's is going to be established in New Hudson.

### Call to the Public:

Gary Goodenow, Planning Commissioner, is here to see what the DDA does. Ms. Barnette is usually at their meetings, and there is most often some co-involvement with the DDA.

### Unfinished Business:

1. Wayfinding. The signs are going up. Some of the signs are large for a single post. Will start work on phase two of the project. Total budget for the project is \$25,000; about \$13,000 has been spent.

Rotterdam Jewelers has a long-term lease on a three-sided sign, on I-96 just west of Wixom.

Cost is \$3,450 per month plus the vinyl and the cost to install. Each panel will be 14' X 48'. To be shared by DDA and other businesses. Chair Feigley will get more details.

2. Marketing. Milford is in the magazine Oakland County prints each year. We have analyzed the use of the DDA web site; it comes up often. The MBA is putting on an indoor event in February. Aaron Goodenough, For Feets Sake, has signed up businesses to do joint marketing. They are putting in \$500, and asking the DDA for \$500. Lamb moved, Rivera seconded, to support the MBA February project with \$500. The DDA logo is trademarked; the DDA will review the artwork and design. Motion **Carried**. Mary Ann has gotten the MBA customer data base of 30,000 zip codes from The Clothing Cove, which shows customer zip codes from every area of southeastern lower Michigan. Rottermond has a mailing base of 50,000; it would be great if we could get names and addresses of the entire 80,000 customers. Could create very detailed lists. Discussed joint advertising. Letter from Milford Township Parks and Rec requesting funding for 2008 spring and fall picnics and movies in Central Park. We donated \$600 last year. Dierkes moved, Nichols seconded, to donate \$600 to the Milford Township Parks and Rec 2008 spring and fall picnics and movies in Central Park. Motion **Carried**.
3. Milford Trail. Met and exceeded the goal for the Trail. Discussed signage directing people downtown from the trail, bike racks, picnic tables or shelters. Ground breaking May 31, with the YMCA, and will do a walk on the trail. Thank you's will be sent by the end of February. Following up with plaques, etc. Denise reminded everyone to not forget to shop downtown! Lots of restaurants downtown, don't eat at home!
4. Thank you to the DDA from Mary Ann; this is her last day. She has done cost and time sheets for several projects. Thanks to Mary Ann for her hard work.

New Business:

1. Fire Station Location in Town Square  
They want to build a new fire hall in South Side Park, which was the original Village Public Square. The Village has donated a 5 acre parcel just west of Pet Supply Plus for a fire hall. Little documentation was provided to Council. Planning Commission did not take a formal position without a site plan or a rendering. The DDA does not recommend support without additional information.
2. Downtown Visioning/Joint Master Plan. Tabled to another meeting.

Executive Session:

Rivera moved, Nichols seconded, to move into Executive Session to discuss a real estate transaction. Ayes: Chair Feigley, Vice-Chair Dierkes, Board Members Armstrong, Heyn, Kilpatrick, Lamb, Weinbaum. Excused Board Members Motley, Niebauer, Tyler  
Weinbaum moved, Kilpatrick seconded, to return to the regular DDA meeting. Ayes: Chair Feigley, Vice Chair Dierkes, Board Members Armstrong, Heyn, Lamb, Nichols, Rivera, Weinbaum. Motion **Carried**.

Upcoming Events:

Monday is Martin Luther King Day.

Board member Comments

Mr. Heyn asked when the marketing studies will be available.

There were articles about Ms. Rivera's work.

Ms. Kilpatrick said she is doing Business Brain Storming sessions once a month at the Chamber.

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Mr. Shufflebarger said the fire department discussions will continue at Council meeting Tuesday. Peter's Road bridge facilities have been relocated; ready to start the bridge which should be open in May or June.

Mr. Armstrong said the YMCA is doing a fitness expo. They will have information available for the Milford Trail.

Mr. Feigley suggested the fire station could be on Commerce Road west of the Y.

Adjourn: Mr. Weinbaum moved, Ms. Rivera supported to adjourn the meeting at 940 a.m. Motion **Carried.**

Respectfully submitted,  
Phyllis Motley, Recording Secretary

(Thank you to Barb Lamb for taking the minutes from the Executive Session forward.)