

DOWNTOWN DEVELOPMENT AUTHORITY

April 17, 2008

First, my apologies for being late! Thanks for helping, Barb!

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

Excused –Board members, Tyler,

Also present – DDA Director Barnette

Approval of Minutes:

Nichols moved, Heyn seconded, to approve the minutes of the meeting of March 20, 2008 as presented.

Motion **Carried**.

Treasurer's Report:

Capital Outlay is all legal expenses for the TRW project.

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

Call to the Public: Beautification Commission members Carol Kerr and Dolores Donnelly; for the "Yellow Bike" program, Bill Hermann.

The agenda was changed to discuss the 08/09 budget at the beginning of the meeting.

Unfinished Business:

1. Executive Recommendation: 08/09 Budget for Downtown Marketing Implementation.
The Administrative assistant, \$12,500, is already included in the budget. The MBA is asking 35 merchants for \$500 as an annual cost to come up with \$18,000 as a match towards a billboard on I-96. Our \$18,000 match is in the Capital Outlay line item, under way finding.

Nichols moved, Niebauer seconded, to accept the Executive Committees suggestion to implement a budget for marketing efforts to present to council. To increase the Business Recruitment/Retention line item from \$30,000 to \$65,250, which includes hiring a public relations firm. Motion **Carried**

Discussion: Mr. Feigley said we don't have any major cash outflows to TRW or the gas station this year; this is an opportunity to spend that money in a way we have not spent before to see if it will help the downtown. Mr. Armstrong is concerned we have talked about a marketing director in house, and now we are going to an outside firm, and will have all the expenses of creating artwork. Ms. Lamb commented this is something we have talked about for years. Ms. Rivera said Northville did the same thing, and no media kit was required.

New Business:

1. Beautification Commission: Village entrance Signs.
Ms. Kerr presented a drawing of a rock entrance sign, 12' X 8' X 30". She has seen a similar sign on Long Lake Rd. near Wabeek. Our sign would have "Welcome to Milford" and the DDA logo. The cost of the sign is \$7,000, without electrical or the signs.
They are asking permission to use our logo. Ms. Barnette will get with Ms. Kerr for a design.

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2. Yellow Bike Program; Bill Hermann

He said Milford is going to become “the outdoor recreational center of Oakland County”. The Yellow Bike Program fixes up old bikes, paints them yellow, and leaves them in a spot for people to use, free. They are then to be returned to that spot. They could only be used in the village limits.

Problems include insurance, maintaining the bikes regularly and the liability. He has an insurance quote of about \$500 per year.

Mr. Hermann is asking for funds; to be determined. Mr. Nichols offered to help with a 501C3 or an LLC, and to determine what the expenses would be. The DDA thinks it is a great program.

Unfinished Business, cont'd.

1. Downtown Visioning/Joint Master Plan

Mr. Heyn said the Parking Authority really wants to come to the DDA to discuss the underpass. Could be a place to store the Yellow Bikes. The bike trail also has to continue from the Y into downtown. Discussed the hotel drawings from Dave Peterhans.

2. Michigan Downtown Association/June Conference, June 6, 2008.

Ms. Barnette has the Presbyterian Church for their meetings; she would like DDA members there at 8 a.m. for coffee. She also has Five Lakes Grill for their lunch.

3. TRW Update

Should be signing some things today.

4. Milford Trail.

The groundbreaking starts at 10 am on May 31 at the YMCA, in conjunction with their dedication of a pavilion which has been donated. Then we will walk as much of the path as possible.

5. Wayfinding.

Need to start thinking about Phase II; should be from I-96 to town. Members are Mr. Weinbaum, Mr. Niebauer, Mr. Hein, Ms. Lamb and Mr. Feigley. Hope to have all current signs up by the end of April.

Director's Report:

Mr. Feigley discussed the Executive Director evaluations.

Ms. Barnette heard a rumor about Sparkies moving into the golf store.

Mr. Polcyn is going to ask the DDA to recommend a moratorium on liquor licenses.

A for rent sign is in the Steamer's space in Wilkop's building.

The Village Peddler is going out of business; Kathy Magaluk still owns the building and may reopen.

Uptown Threads is looking for a place on Main Street.

A gourmet pastry shop is looking at the Coe's Cleaners space.

Upcoming Events:

Earth Day is Sunday April 20

April 24 is Ladies Night Out; Zonta is having a psyche reading at Hector & Jimmy's.

April 25 and 26, the play Tom Sawyer is at Milford High School

May 10 is Milford Garden Club

May 11 Mother's Day Bruch at Five Lakes Grill

May 19 Morel Mushroom Dinner at Five Lakes Grill

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May 16 and 17 is an MBA Charity Event
May 31 is the celebration for Milford Trail

Board member Comments

Mr. Armstrong said to “Think Spring”.

Ms. Lamb said the daffodils are coming up.

Adjourn: Lamb moved, Nichols supported, to adjourn the meeting at 9:00 a.m. Motion **Carried**.

Respectfully submitted,
Phyllis Motley, Recording Secretary