

DOWNTOWN DEVELOPMENT AUTHORITY

May 19, 2011

Present – Chair Feigley, Vice-Chair Dierkes, Board members Armstrong, Heyn, Niebauer, Rivera, Tyler

Excused – Board member Goodnough, Horsley, Lamb, Nichols, Rusas, Weinbaum

Absent – Board member

Also present – DDA Director Barnette, Village Manager Shufflebarger, John Grissim and Nancy Scott

Approval of Minutes:

Dierkes moved, Heyn seconded, to approve the minutes of the meeting of April 21, 2011 as presented.

Motion **Carried**.

Treasurer's Report:

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

Call to the Public:

Unfinished Business:

1. DIA Installation

We have been selected as a community for the DIA's Inside/Out Program. They will do a September, October and November installation with 7 or 8 paintings for downtown. They will meet with Ms. Barnette for selection of places.

The DIA will advertise the installation for us, but if we want to include the DIA with any other events we have to do it on our own.

2. 4th of July Parade request.

The village policy for in-kind donations for parades and festivals has changed.

The DDA put a \$10,000 contingency line item in our budget anticipating this type of request.

This would be in next year's budget. Dierkes moved, Rivera supported, a \$500 Key Parade Sponsor for the 4th of July Parade. Motion **Carried**.

New Business:

1. PR Update.

2. Cooperative Ad Campaign with MBA

A 10-month ad campaign, cost \$200 per page, total of \$2,000; the MBA matches \$2,000; participating businesses will pay their ads. We can direct the artwork. It will be in color.

Tyler moved, Heyn seconded, to contribute \$2,000 to the 10-month ad campaign with the MBA.

Discussion: Ms. Dierkes asked if this is only in the Milford Times.

Vote: Yes, Feigley. No, Dierkes, Armstrong, Heyn, Niebauer, Rivera, Tyler

Motion Failed

Armstrong moved, Tyler seconded, we allocate \$3,000 for this campaign with our strong recommendation that some of the advertising be done outside of the Milford Times.

Vote: Yes, Armstrong, Heyn, Niebauer, Rivera, Tyler. No, Feigley, Dierkes. Motion **Carried**.

3. Facebook Contest

Our views went up to 100,000 for the months we had the contest. The winner received \$500 in Chamber Bucks to be spent in the downtown.

4. Sharrow Project.

There are three different applications:

Thermoplastic lasts up to 3 years cost of 70 is \$24,640

Painting total cost of 70 is \$15,000

Cold Plastic lasts 1 year cost of 70 \$19,250

The DPS would provide maintenance of the thermoplastic for \$3,000 per year

Tyler moved, Rivera seconded, to reduce the number of sharrows to 53, using the Thermoplastic, for a total of \$18,656, and include no maintenance.

Discussion: Ms. Dierkes said she is concerned and wants it on record that this will become an ongoing expense to the DDA. The serious cyclist is already using the streets, and this is not a family oriented item. She is concerned with the ongoing expense.

The program will be re-evaluated in three years.

Motion Carried Opposed Dierkes

5. Southside Improvements Update

Ms. Barnette and Mr. Grissim met with the Southside owners, Jimmy Eggl, Jeff Heyn, Lyle Tyler and Regis from PressOn Printing. Mr. Grissim developed a plan to do some minor improvements. Will keep some concrete, replace some brick pavers, do plantings similar to the Heritage Wheel concept.

Cost is about \$40,000. We allocated \$25,000 and the property owners agreed to pay \$15,000 for their portion. This is only the west side.

There will be a special dye in the pavers.

6. John's list update.

Ms. Barnette had a list of projects included with John's list. Work has been done in the village r.o.w. at the Mill Valley that was not included in the minutes from last months meeting. Rivera moved, Niebauer seconded to appropriate \$2,000 from the maintenance/contract services line item to pay for the new plantings at the Mill Valley. Mr. Heyn abstained. Motion **Carried**.

7. Criterium Request.

The request is for \$5,000. Mr. Armstrong moved to reallocate the original \$3,000 to the CRIT. Motion died for lack of support.

Mr. Niebauer moved, Ms. Dierkes seconded, to allocate \$2,000 for the CRIT. Motion Carried.

Mr. Armstrong opposed. Motion **Carried**.

Executive Session

Mr. Armstrong moved, Mr. Niebauer seconded to move into Executive Session at 9 a.m. to discuss Attorney's Opinion. Roll Call Vote; Ayes, Feigley, Dierkes, Armstrong, Heyn, Niebauer, Rivera, Tyler. Mr. Feigley was excused. Motion **Carried**.

Ms. Dierkes moved, Ms. Tyler seconded to return to regular agenda at 9:25 a.m. Motion **Carried**.

Mr. Armstrong moved, Mr. Niebauer seconded, to direct Ms. Barnette to move along the lines discussed in Executive Session. Motion **Carried**.

Mr. Armstrong moved, Ms. Dierkes seconded to move into Executive Session at 9:28 a.m. to discuss a Real Estate Transaction. Roll Call Vote: Ayes, Feigley, Dierkes, Armstrong, Heyn, Niebauer, Rivera, Tyler. Motion **Carried**.

Mr. Armstrong moved, Ms. Dierkes seconded, to return to regular agenda at 9:40 a.m. Motion **Carried**.

Mr. Armstrong moved, Ms. Rivera seconded, to proceed along lines discussed in Executive Session. Motion **Carried**.

Board member Comments:

Adjourn:

Rivera moved, Armstrong seconded, to adjourn at 9:45 a.m. Motion **Carried**

Respectfully submitted,

Phyllis Motley, Recording Secretary