

DOWNTOWN DEVELOPMENT AUTHORITY

July 16, 2009

DETERMINATION OF A QUORUM

Present- Chair Feigley, Vice Chair Dierkes, Boardmembers Armstrong, Kilpatrick, Nichols, Niebauer, Rivera, Tyler,
Excused-Heyn, Horsley, Lamb, Nader, Weinbaum
Also present---DDA Director Barnette, Village Manager Shufflebarger, and Architect Grissim

APPROVAL OF MINUTES:

Kilpatrick moved, Nichols seconded, to approve the minutes of the meeting of June 18, 2009 as presented. Motion **Carried**.

TREASURERS REPORT:

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

CALL TO THE PUBLIC:

No one today.

UNFINISHED BUSINESS:

Wayfinding: Village Entrance Signs. Receiving a lot of compliments on the new sign. Grissim and Barnette were originally concerned with appearance of the stone structure's irregular cuts and mortar sizes. They met with Mason contractor that Signtext hired. The mason felt they gave it a "rustic" look. It is structurally sound. Tyler suggested sending letter to Signtext addressing disappointment in structure appearance. Overall everyone is happy with the look of the sign.

Wayfinding: Road Commission has said no to signage along Milford Rd. They consider this advertising and they are trying to reduce clutter. They also rejected Northville and Clawson for same reasons. Barnette is looking into appeal process. Suggestion was made to address signage as "directional" rather than "Wayfinding". Another option would be working with the State on highway signage.

Marketing - Website: Franco report in packet. They are continuously updating Facebook. The DDA Facebook now has 1250 fans. The website is almost totally updated. The business database is 80 percent complete. The Board hoped the updated business information be complete by the next board meeting. Franco has already posted a story regarding Five Lakes Grill changing to a Mexican Restaurant.

Marketing – PR: Tyler asked if there was anyway to promote restaurant activity in Milford. Franco will do articles, just need to get the merchants involved. Five Lakes

Grill and Gravity have their own newsletters and Franco uses these. Tyler feels e-newsletters should be sent to residents announcing upcoming events, similar to what the Chamber does.

Liberty Street Underpass Project: The MDOT grant for \$495,000 is 90 percent complete. Waiting on a drawing from Grissim and some final numbers. The DDA match for the project will be \$465,000 to cover engineering, contractor staking and design.

Downtown Sound System. Horsley and Armstrong completed the sound system. It is now located by the Clock Garden. Music can be operated by remote. Will use XM radio which requires smaller antenna. Still trying to get out of DMX contract. Negotiating a payoff. The Board wanted to sign with XM now. Barnette stated she wanted to make sure she can get out of the DMX contract before signing into a new contract. Tyler asked if the volume could be adjusted on the south side of town.

Fall Festival: At their last meeting Oakland County informed Barnette that they would have no money to support the fall festival. They are offering at no charge the inflatables, stage, sound system, generators, marketing and facilities management team to do set-up. DDA will support with money and volunteers. O.C. will get a sponsor for the fireworks for the Saturday night. Have to decide if going to allow vendors. Festival to be called Oaktober Family Fun Festival. Barnette to talk with Chamber about supporting event administratively, possible leadership.

Milford Trail: Barnette will be meeting with Kensington official this month to discuss placement of Wayfinding Signs to downtown Milford on the Kensington bike path. Construction of the link from Kensington to the Milford bike path is scheduled for next Spring. Dog bag dispensers have been placed at each of the entrances to the Village's portion of the trail. Maintenance of the trail in the Village will be done by the DPS. Purchase of the sweeper will have to be done by the Milford Trail Committee. Tyler wanted to see how much Brien's would charge for sweeping before making this purchase.

Criterion: Tyler stated volunteers are needed. The Board wanted to make sure the merchants have been notified. Barnette stated the Crit people have been attending the MBA meetings and have met with the merchants.

BUDGET: Barnette spoke with the Bond Counsel, and with current tax projections, the DDA would have the ability to bond \$1.9 to \$2.1 million on new projects. Conservatively, she stated \$750 - \$1 million. This would cover the match for the underpass grant and would still be able to roll in a few smaller projects.

DIRECTOR'S REPORT:

Work is going on in O'Callaghan's. Not sure who is going to occupy the building.

UPCOMING EVENTS:

BOARD MEMBER COMMENTS: The Board members commented on the success of the Farmers Market and the Sidewalk Sales. Tyler stated the Chef that offers classes at Acorn Farms is opening a store behind Posh. Mr. Shufflebarger stated Coratti's was selling food during the Sidewalk Sales without approval from the MBA. He will address this issue with Coratti's.

ADJOURN:

Dierkes moved, Horsley seconded to close the meeting at 9:15am. Motion **Carried**.

Respectfully submitted,

Deborah S. Frazer, Clerk
Village of Milford