

## DOWNTOWN DEVELOPMENT AUTHORITY

August 21, 2008

Present – Chair Feigley, Board members Armstrong, Heyn, Lamb, Motley, Nader, Niebauer, Tyler, Weinbaum

Excused – Vice-Chair Dierkes, Board member Kilpatrick

Absent – Board Member Nichols

Also present – DDA Director Barnette, Architect Grissim, and Village Manager Shufflebarger

### Approval of Minutes:

Motley moved, Tyler seconded, to approve the minutes of the meeting of July 17, 2008 as presented.

Motion **Carried**.

### Treasurer's Report:

Business Recruitment and Retention includes \$6,461.71 for Milford Memories, Sidewalk Sales, Friday Night Live, Summer Concert Series, and annual Web Service fee.

Motley moved, Tyler seconded, to accept the treasurer's report as presented. Motion **Carried**.

We have almost \$5,000 in the Heritage Wheel fund. Will talk to Heiner Hertling about cleaning.

### Call to the Public:

Mr. Eric Horsley, The Clothing Cove. Thank you for visiting. Ms. Tyler invited him to our meeting.

Mr. Grissim has the specs for the bridge. Mr. Shufflebarger will discuss the costs for engineer review with Wade Trim; discussed who is paying these costs. The bridge cost is \$130,000 which includes the electrical, lights, stone, limestone and the aluminum railing. Will gather information at this time.

Mr. Grissim is meeting with Joe Salvia about the Veteran's Memorial.

### Unfinished Business:

#### 1. Milford Trail

Bids will be opened today, and considered at the Village Council meeting September 2.

Grading, gravelling and preparing the base will be done now. Wade Trim suggests the asphalt be laid in the spring. The Township's trail will be finished in June. The signs linking it to the downtown business district have been delivered.

Discussed signage at the intersections of the bike trail and the walking path; safety is a concern. Also mile markers; Kensington has theirs every ¼ mile.

#### 2. Wayfinding

They have taken the summer off; will start next month for the next phase. Really look good.

Have drawings for the Village entrance signs. Board selected their choice to recommend to the Beautification Commission; it is the sand colored stone/split faced with raised beveled edge/tone-on-tone. All examples are aluminum. Discussed Beautification ability to pay for it.

#### 3. Marketing

Public Relations RFP:

Sent out RFP for Marketing; should get responses by the 29<sup>th</sup> of August. Will review the Public Relations Firm. Ms. Dierkes, Ms. Kilpatrick, Mr. Niebauer and Joell Beether of Chamber of Commerce will review them.

Website Update:

Ms. Barnette presented an example of what the home page might include. Will have pull downs for each category. Categories to include For the Investor, Shopping/Dining and Business guide, For the Visitor, Events, About the DDA, etc. May add recreation to the home page.

We're adding a business database to the website. It will keep all information to each of the businesses up to date. Phyllis will do the input, and will be able to update the database from her home computer! Each business will have the capacity to add information to their website with

Ms. Barnette's input. Also incentives for the businesses to update their own page; perhaps business of the month.

4. Liberty Street Underpass Project

Ms. Barnette has written and published a Request for Proposal for the Liberty Street Grade Separation Feasibility Study. Proposals will be opened at 3:00 pm on September 19, 2008. Parking Authority will serve as the Selection Committee for the consultant and will fund the study. The scope of the project includes evaluating CSX requirements, soil borings, structural requirements and evaluating up to three options.

5. Township Fire Station Revision

The Board reviewed the new design included in the packet.

New Business:

1. Milford Auto Landscaping Improvement.

Brien's Lawn Service has agreed to implement the Grissim design free of charge; Grissim donated the design. The sign has been tentatively approved by the Village for a period of three years. Brien's will maintain the garden and keep a sign on the premises for the duration. The cost is approximately \$10,000.

Director's Report:

Larry Filardeau and Bob Donahue met with Ann and Dale Feigley to discuss cross marketing with Oakland County and Highland Township for Eco Tourism. They met with a company called Cavalier Pictures who produces film for Downtown Detroit that plays on metro hotels and on PBS. They can produce a film for Milford/Highland for \$12,000, with the Milford DDA contributing \$4000, Highland for \$4000 and the County for \$4000. In the meantime, the crew shot some "B-roll" of Milford Memories for \$750, at Dale's direction.

Goody Two Shoes is going out of business.

Acorn Farms just repainted the old Village Peddler and Kathy Magaluk is moving along with the new business.

A Burger Joint is moving into the old Golf Shop.

Ms. Barnette wants to hire a hotel consultant to meet with Board members; Mr. Weinbaum said lets wrap up TRW first.

Upcoming Events:

Home Tour, September 20, 21

Car Show, September 21

Tyler, 50 years, Sunday

Ladies Night Out, October 2

Film Crew downtown October 8, close Main Street for a day

Board Member Comments:

Motley expressed concern about closing Main Street early on Thursday for Milford Memories. Tyler encouraged everyone to shop in town and reiterated that the Lake Sherwood Newsletter is a good marketing source for downtown.

Executive Session

Motley moved, Weinbaum seconded, to move into Executive Session to discuss Real Estate Purchase.

Roll call vote: Ayes, Chair Feigley, Board members Armstrong, Heyn, Lamb, Motley, Nader, Niebauer, Tyler Weinbaum. Motion **Carried**

Weinbaum moved, Lamb seconded, to return to the regular DDA meeting. Motion **Carried**

Adjourn:

Motley moved, Nader supported, to adjourn the meeting at 9:00 a.m. Motion **Carried**.

Respectfully submitted,

Phyllis Motley, Recording Secretary