



CITY OF WALLED LAKE
DOWNTOWN DEVELOPMENT AUTHORITY
TUESDAY, JULY 10, 2018

The Meeting was called to order at 4:00 p.m.

ROLL CALL: Allen, Ambrose, Blair, Lublin, Marshal, Wlodarczyk

ABSENT: Ackley, Easter, Fernandes, Maurer, Shuman

There being a quorum present, the meeting was declared in session.

DDA 07-01-18 MOTION TO EXCUSE BOARD MEMBERS ACKLEY, EASTER, FERNANDES, MAURER AND SHUMAN

Motion by Allen, seconded by Fernandes, CARRIED UNANIMOUSLY: To excuse DDA Board Members Ackley, Easter, Fernandes, Maurer and Shuman.

OTHERS PRESENT: Deputy Managing Director Pesta, Finance Director Coogan, Treasurer Barlass, Police Chief Shakinas, Council Member Costanzo

REQUESTS FOR AGENDA CHANGES: None

PRESENTATION 1.) Oakland County Main Street presentation

John Bry explained the different levels in the Main Street program: affiliate, associate and select level. Mr. Bry said depending on the level of service a community chose that would mandate the type of service his group would provide. He said Main Street is in 25 communities providing varying levels of service. There are 13 communities that are at the select level. Mr. Bry said some changes are to be proactive in the communities no matter the level. Mr. Bry explained the formula of Main Street entails four points: design, organization, promotion, and economic restructuring. Mr. Bry said the focus of Main Street is to define traditional historic commercial area. He explained the communities use transformation strategies which means market analysis that use market data to strategize the best option for the community. He said there is no need for committees any longer as long as the four points are being used. He said he still collects stats quarterly for job creation and job investment, so communities know how they are performing. Mr. Bry said if the city wants help Main Street will come. Mr. Bry said currently the focus is on economic vitality which is business retention, business recruitment, retail development, market data and how to use and apply it. Mr. Bry said Main Street has been looking at doing more fund raising and working with non-profits and use the non-profit models. He said there are two grant programs to get County dollars from private companies. Mr. Bry said Main Street received one grant from flag star bank that will be for place making grant and it is only available to the 13 select level communities, which they can receive \$2,500. Mr. Bry said the second grant is with Genesis Credit Union for micro business grants for new businesses if they need help with a

website or permits. Mr. Bry said only the communities in the select level have access to a technical visit if the community has something they want developed. Mr. Bry said the cost varies from \$5,500 to \$6,500 Main Street would contribute.

DDA Board Member Blair asked Mr. Bry to explain further details of the other levels.

Mr. Bry said the lowest level is affiliate which means the community is on his radar to build out a successful Main Street program and invite the community to training but the affiliate level does not have access to the grant programs or architect drawing services, and no conference. Mr. Bry explained that the associate level does not have a staff person for their district operate as a basic organization. He said for the select level communities they have their work plans and collect stats, have a paid staff person managing the downtown and are very active.

DDA Board Member Blair asked who pays for this. Mr. Blair stated its no cost to the city. Mr. Blair asked who supports Main Street's programs?

Mr. Bry said there is no cost to the City, the funding comes from Oakland County's General Fund in economic development and community affairs.

DDA Board Member Allen asked about the quarterly reports and if they have changed at all?

Mr. Bry said the reports have not changed. Mr. Bry said for the select level communities a person comes out to evaluate the communities work through out the year and is a part of the accreditation process.

DDA Chairman Ambrose said the DDA knows how in depth the paperwork was and the time it involved, it required a designated person to collect all the information.

Mr. Bry said the difference with the evaluation is to a point system.

DDA Board Member Blair asked what work is required from the staff person and how long would it take them to do the work?

Mr. Bry explained the national standards for Main Street the City would need to hire a full-time staff person if the community has more the 5,000 in its population.

DDA Board Member Lublin said the select level is the only way the community receives some services. Mr. Lublin asked to become an affiliate, which is the lowest level, what kind of financial contribution is Main Street looking for.

Mr. Bry said there is no financial obligation at any level. Mr. Bry said he can send the affiliate application.

Chairman Ambrose said the DDA and City Council need to discuss the different levels and which level the city wants to participate in, if any. Mr. Ambrose said the city has been working on some build outs.

Mr. Lublin said to say there is no financial obligation is not accurate because the city may not put the money upfront but to be part of the select level there are monies that need to be spent on staff and reporting. Mr. Lublin said Main street is not truly a no cost program to the City.

Mr. Bry said yes, the local level has to pay but the local level is not paying the county for a membership. He said anyone who participates has the responsibility in the Main Street Program is expected to pay for those services.

APPROVAL OF MINUTES:

**DDA 07-02-18 APPROVAL OF THE MINUTES FROM THE JUNE 12, 2018
MEETING**

Motion by Lublin, supported by Blair: CARRIED UNANIMOUSLY: To approve the minutes from the June 12, 2018 meeting.

AUDIENCE PARTICIPATION: None

1. UNFINISHED BUSINESS:

1. Mercer Beach DDA Grant.

Finance Director Coogan said for the downtown stormwater grant that administration submitted was not approved. She said the city did not qualify for the grant because the city is not considered a high pollutant area. Ms. Coogan said the criteria is changing for next year but there is an issue with the stormwater and it is not functioning. Ms. Coogan explained administration was looking for help with the green infrastructure portion of the project, grants do not help maintain existing infrastructure. Ms. Coogan said they do help with developing alternatives. She said it is a \$2.3 million project and the city was looking for a \$1 million from them. Ms. Coogan said last year when the city applied there were a lot of communities that applied for the grant. She said the pollutant level will not be part of the criteria for the grant next year however the problem is can the city wait another year. She said the city did double up on grant requests for the bio swale at the beach. Ms. Coogan said the city is also looking for bio swale grant with the parks grants. She said the park grant wants it put in park activities so only a certain percentage can be used for non-park activity. Ms. Coogan said the city put the bio swale in with the fall-safe material on the beach. Ms. Coogan said there is an opportunity with that grant to address the green infrastructure.

DDA Board Member Lublin asked when will the DDA know about the bio swale grant.

Finance Director Coogan said not until 2019. Ms. Coogan said the current problem still exist in the downtown that the DDA has to think about.

Chairman Ambrose said the main problem is the collapsing of the culvert.

Finance Director Coogan said the one culvert that is collapsing is further away from the immediate downtown area and that project is moving forward, it was not part of the grant request. Ms. Coogan said the City is filled with collapsing culverts because all of them are corrugated metal. Ms. Coogan said the problem in the downtown area is that Ferland's storm drain has collapsed, and the water can no longer travel underground instead the water is sheeting down onto the beach. Ms. Coogan explained in front of the beach when the City put that water line along the main street they cut off a lot of the storm water drains. Ms. Coogan said not all the catch basins are functioning and they do not have a path to outlet, so when it fills up the water sheets onto the beach. She said one of the main out falls is in the middle of the beach. Ms. Coogan said it is the catch basins that grab the oils but since the catch basins are not catching it, it is sheeting on beach. She said the City wanted to take the opportunity of this crisis to say what can the City do to step up the design for the City. Ms. Coogan explained the grant had green infrastructure components and pervious pavement, it also had brick crosswalks, there were a lot of components of the project and administration was trying to step up the look to the DDA's downtown area.

Finance Director Coogan said the City has budgeted \$100,000 for the parks from now on, so the parks are being improved slowly. Ms. Coogan said the problem is the collapsing infrastructure.

2. NEW BUSINESS: None

EXECUTIVE DIRECTOR REPORT:

1. Update – CEC Demolition

Deputy Managing Director Pesta said the School Board is moving forward with pulling things out of the school building. Ms. Pesta said the City does not know when the building is coming down but things are moving forward over there.

DDA Chairman Ambrose said this is the same organization that is going to ask for the largest bond in the history of the school. Mr. Ambrose explained it is so they can convert all their buildings to LED but they wasted a million here and then go hit the tax payers again for money.

2. Update – Millage Proposal for Trailway

Deputy Managing Director Pesta said the trailway is asking for more money because there is a shortfall of funds.

Finance Director Coogan said her understanding was the trailway received the private donation however does not know how official it is. She said the trailway will get the name of the donor

and it was \$1.3 million-dollar donation. Ms. Coogan said when the City put in for the grant the City agreed to put in 20% which was \$420,000 for an asphalt bike path, which Walled Lake did not want, Walled Lake preferred crushed lime stone. Ms. Coogan said the city council agreed to come up with the \$420,000. Ms. Coogan said originally the city council was not moving there but the trail became a political issue. Ms. Coogan said the \$420,000 has been committed. Ms. Coogan said the Michigan Department of Transportation (MDOT) came back to the trailway and said they like the project but gave money to purchase the trail and to build the bridge over M-5 and MDOT stated a 20% match is not enough and now they want a 50% match. Ms. Coogan explained Wixom and Commerce also did not want to commit 50% so the trail manager began exploring for a private donation. Ms. Coogan explained the City is still committing the \$420,000 but it is only one piece of the trail. She explained the city's budget is also \$20,000 a year for a trail manager and legal fees. Ms. Coogan said the trail is not cheap and is not a no cost trail. Ms. Coogan said the \$420,000 is a difficult number and it is at the cost of being able to follow through with what the City actually had in our capital improvement plan from eight years ago, which was to purchase a fire engine for \$600,000 instead the City has committed the \$420,000 to the trail and the city is struggling for a fire engine.

DDA Board Member Lublin said the city council has already committed to paying \$420,000 and asked will the \$1.3 million-dollar donation build the trail to the level that has been discussed with the asphalt. Mr. Lublin asked do you see more cost?

Chairman Ambrose said the trail started because it was explained as a no cost to the tax payers, so the question is not relevant because as long as there is a trail there is going to be an expense. Mr. Ambrose said any issues that occur or need to be repair the City is in it for one-third.

Finance Director Coogan said in theory but if any short runs on this project it is going to fall on a third to Walled Lake.

Chairman Ambrose said when has a project ever been completed on budget.

DDA Board Member Allen asked if the millage proposal passed how much money would the City generate from that?

City Treasurer Barlass discussed the options for the different millage rates and length of time. Ms. Barlass explained she used the taxable value of \$50,000 and if it is 1 mill it is a seven year scenario.

3. Update – 1215 Decker Road – Outdoor Storage

Deputy Managing Director Pesta said the applicant has not come back with revisions to their proposal. Ms. Pesta said she has met with Dover Hill and Wimbledon Association Presidents and kept them up to date with the proposal.

OTHER BUSINESS:

1. Update – Post Beach Party

Deputy Managing Director Pesta said the beach party was a success. Ms. Pesta said it started a little rough with the rain, but it cleared up just in time for the event to start. Ms. Pesta thousands of people attended the event and the entertainment was well received. Ms. Pesta said the kids loved the magician. Ms. Pesta said the only feedback she received was to start the event later in the day, around 3PM. She explained that is when the traffic picks up and by starting later will allow the market vendors to see more foot traffic and can stay closer to dusk.

3. CORRESPONDENCE: None

4. CONSIDERATION OF WARRANT:

**DDA 07-03-18 APPROVAL TO RECEIVE AND FILE THE WARRANT FOR
JUNE 2018**

Motion by Lublin, supported by Wlodarczyk: CARRIED UNANIMOUSLY: To approve the warrant for June 2018.


5. ADJOURNMENT:

DDA 07-04-18 ADJOURNMENT

Motion by Wlodarczyk, seconded by Allen; CARRIED UNANIMOUSLY: To adjourn the meeting at 5:10 p.m.



Chelsea Pesta
DDA Managing Director



Casey Ambrose
DDA Chairman