



**CITY OF WALLED LAKE
DOWNTOWN DEVELOPMENT AUTHORITY
TUESDAY, APRIL 8, 2014**

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

ROLL CALL: *Ackley, Allen, Blair, Kimmel, Lublin, Ramsey, Shuman,

ABSENT: Ambrose, Marshall, Wlodarczyk

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

OTHERS PRESENT: Executive Director Whitt, Finance Director Coogan, Police Chief Shakinas, Council Member Owsinek, Council Member Robertson, Council Member Sturgeon, Confidential Administrative Assistant Rodgers

REQUESTS FOR AGENDA CHANGES:

Budget for 2015 Fiscal Year

APPROVAL OF MINUTES:

DDA 04-01-14 APPROVAL OF THE MINUTES FROM THE MARCH 11, 2014 MEETING WITH AMENDMENTS

Change to page two to state, "...*mostly material and some outside labor.*" Page three in the third paragraph Wlodarczyk said that the Rotary would pull the license, request correction to state, "*has pulled the license in the past.*" Page four at the bottom where it says Joey from Parks and Recreation should say "*decline was mostly in the day attendance.*"

Motion by Lublin, supported by Allen: CARRIED UNANIMOUSLY: To approve the Minutes from the March 11, 2014 meeting with amendments.

AUDIENCE PARTICIPATION:

Sue Voydanoff stated her store is fully stocked with new Michigan made product. The First Friday event in May will feature Rick Merit from Northville, music, and appetizers from Michigan vendors. The second weekend in May, they will feature Charles Colvert with displays from his collection. She will provide several press releases. In June they will be hosting events for Senator Mike Kowall and one for Representative Kesko. Also, a book signing with Michael Ramone from Brighton, she provided a website for updates on the events:
www.belowthebridgeandabove.com

Valerie Kemp asked about the Main Street program and who's looking into the associate level. DDA Board Member Lublin replied DDA Chairman Ambrose is looking into it. Ms. Kemp said there is a Main Street Conference in Detroit, May 18-21st and with the associate level you get a

free pass for one person. DDA Board Member Shuman said that the DDA was only going to look into the Main Street Associate level and Executive Director Whitt stated the DDA Chairman is still researching the Main Street Associate level.

Ms. Kemp discussed a new program she has been working on and is soon going to be the team leader for National Center for Economic Gardening. She said it is for businesses in the community. She said all the businesses need to do is apply through the Michigan Economic Development Corporation, meet certain criteria, be a second stage company, and anywhere from one million to fifty million. She said it helps bring second stage companies to the next level. It helps existing businesses grow. She said it is provided by the State and paid for by the State. She said this will help business with some market research and she would assess the companies and determine where the problems may be within the businesses.

I. CONSIDERATION OF WARRANT:

DDA 04-02-14 APPROVAL OF THE WARRANT FOR MARCH 2014

Motion by Lublin, supported by Blair: CARRIED UNANIMOUSLY: To approve the warrant for March 2014.

II. OLD BUSINESS: None

III. NEW BUSINESS:

1.) IZM Design

Confidential Assistant Rodgers stated there is a new and permanent logo for the Walled Lake Memorial Run & Fun. She said the total is \$312.

DDA 04-03-14 MOTION TO RECEIVE INVOICE AND PAY IZM DESIGNS FOR NEW WALLED LAKE MEMORIAL RUN & FUN LOGO IN THE AMOUNT OF \$312

Motion by Lublin, supported by Blair: CARRIED UNANIMOUSLY: To receive invoice and pay IZM Designs for Walled Lake Memorial Run & Fun Logo in the amount of \$312

2.) New DDA Building Lease

Executive Director Whitt stated Phillip Edison has leased the DDA's current suite at 718 N. Pontiac Trail and the DDA is moving next door to suite 720. He said the DDA hopes to be in the new suite by next meeting. He said the new space is double the square footage than the current DDA space. He said this allows the DDA to move to the new phase on where it wants to go. He said it is the same lease just moving next door. He said the agenda for the DDA is to fill up this plaza.

3.) Budget

DDA Treasurer Coogan said the property tax revenues continue to decline. She went over the three year tax revenue forecast for the Board to review for the DDA. She was told by the City Manager that the legislative bill has been signed which will reimburse 100% of our lost revenue of Personal Property tax based on the 2012 value but what that amount will be is still unknown. Coogan said the DDA usually transfers money to the SMART program but can hold on to the money this year and the DDA board can decide how the money is spent. She said the SMART program has enough in reserve and doesn't need assistance from the DDA.

DDA Treasurer Coogan explained when the DDA sets their budget, if it is not all utilized, it does not roll over to the next budget year. She said by the end of the year the DDA will have funding of \$600,000 and the DDA can start talking legitimate DDA projects.

**DDA 04-04-14 MOTION TO APPROVE THE DRAFT BUDGET AND TO
COUNCIL WITH ACKNOWLEDGEMENT THAT IT IS NOT THE
FINAL DRAFT**

Motion by Lublin, supported by Shuman: CARRIED UNANIMOUSLY: Motion to submit the draft budget with acknowledgement that it is not the final draft.

IV. OTHER BUSINESS:

A. Planning and Development Report: None

B. Design Committee Report

DDA Board Member Allen said he spoke with Ron Campbell from Oakland County and will provide free services for renderings. He said he has been working with Code Enforcement Officer Jeff Rondeau about noting the businesses that benefit from the Façade and Sign Grant program and it has been going well. He said there are three grants still in process.

C. Promotion Committee Report – Co-Chair E. Marshall and Wlodarczyk

D. Executive Director Report-

Executive Director Whitt said Foremost Development proposal, across from the beach, is still in motion and nothing has been signed. He said the only thing the City has is a PowerPoint presentation. He said the project is still pending and the City still need the traffic studies to be completed.

V. CORRESPONDENCE: None

VI. ADJOURNMENT:

DDA 04-05-14 ADJOURNMENT

Motion by Ramsey, seconded by Marshall; CARRIED UNANIMOUSLY: To adjourn the meeting at 5:23 p.m.



Chelsea Rodgers
Confidential Administrative Assistant



DDA Chairman Ambrose