



**CITY OF WALLED LAKE
DOWNTOWN DEVELOPMENT AUTHORITY
TUESDAY, DECEMBER 9, 2014**

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

ROLL CALL: *Ackley, Allen, Ambrose, Blair, Lublin, Marshall, Shuman,
Wlodarczyk

ABSENT: Kimmel, Ramsey

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

OTHERS PRESENT: Executive Director Whitt, Finance Director Coogan, Police Chief Shakinas, DPW Coordinator McGill, DDA Deputy Managing Director Rodgers, Council Member Owsinek, Council Member Robertson, Council Member Sturgeon

REQUESTS FOR AGENDA CHANGES:

DDA Board Member Lublin asked to put Foster Farmhouse under old business to give an update.

* Ackley arrived 4:07 p.m.

APPROVAL OF MINUTES:

DDA 12-01-14 APPROVAL OF THE MINUTES FROM THE OCTOBER 14, 2014 MEETING

Motion by Lublin, supported by Blair: CARRIED UNANIMOUSLY: To approve the Minutes from the October 14, 2014 meeting.

AUDIENCE PARTICIPATION: None

I. CONSIDERATION OF WARRANT:

DDA 12-02-14 APPROVAL OF THE WARRANT FOR OCTOBER 2014 AND NOVEMBER 2014

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

DDA Board Member Blair asked if the City's website is up and running.

Chairman Ambrose said it is something the City is continuing to work on.

Executive Director Whitt said people have been reporting that they cannot get access to the City's website. He stated as of this morning the City staff cannot get a hold of the City's website company. He said he was on the website Sunday with no problem. He said the City has an IT consulting company that hosts our website but are not accessible and as of today all e-mails are bouncing back to City staff.

DDA Board Member Blair said when the new website is up and running, he believes the City should promote the website and eliminate some of these advertising expenditures because most people do not even get the newspaper.

Chairman Ambrose said it is a consideration because most of the board, as retail owners, understands the cost of a paper ad versus the website.

DDA Board Member Blair said he hates to spend money on the Spinal Column that people don't look at.

Executive Director Whitt said that there is a bill in Lansing and if it passes, it will change the way the Board does business in advertising. He said it will require a sophistication of websites for publications which will many times trump the printed material. He said if that passes, it will not only be a good idea, but the law.

DDA Board Member Lublin said he still reads the newspaper, and he believes the older generation reads the newspaper but his kids do not. He said it depends on who the Board is trying to reach. He said Pet Awareness Day is not so much for the teens or people in their twenties as much as for our age group.

DDA Board Member Marshall said he does not agree with DDA Board Member Lublin. He said he knows older people who use the new age social media, etc to keep in touch with their children and grandchildren. He stated every time he gets a new client he asks how did they find his shop and not once, in three (3) years, has a client said the paper. He said he reads the newspaper, but it is online.

II. OLD BUSINESS:

- a. 239 E. Walled Lake-Woof Woof Boutique- Sign Grant

DDA 12-03-14 MOTION TO APPROVE THE SIGN GRANT FOR WOOF WOOF BOUTIQUE IN THE AMOUNT OF \$500

Motion by Lublin, supported by Allen: CARRIED UNANIMOUSLY: To approve the sign grant for Woof Woof Boutique in the amount of \$500

- b. 239 E. Walled Lake-Woof Woof Boutique- Façade Grant

DDA 12-04-14 MOTION TO APPROVE THE FAÇADE GRANT FOR WOOF WOOF BOUTIQUE IN THE AMOUNT OF \$837.50

Motion by Lublin, supported by Allen: CARRIED UNANIMOUSLY: To approve the façade grant for Woof Woof Boutique in the amount of \$837.50

- c. 133 E. Walled Lake - Clear Path- Sign Grant

**DDA 12-05-14 MOTION TO APPROVE THE SIGN GRANT FOR CLEAR PATH
IN THE AMOUNT OF \$500**

Motion by Lublin, supported by Wlodarczyk: CARRIED UNANIMOUSLY: To approve the sign grant for Clear Path in the amount of \$500

- d. 115 E. Walled Lake- Nino's Italian Bakery- Façade Grant

**DDA 12-06-14 MOTION TO APPROVE THE FAÇADE GRANT FOR NINO'S
ITALIAN BAKERY IN THE AMOUNT OF \$1,250**

Motion by Lublin, supported by Allen: CARRIED UNANIMOUSLY: To approve the façade grant for Nino's Italian Bakery in the amount of \$1,250

- e. Foster Farmhouse Update

DDA Board Member Lublin said at the Tree Lighting, the Foster Farmhouse sold the ornaments that DDA had in storage. He said they did sell some to his uncle. He said the Foster Farmhouse was trying to get a piece of the library newsletter but the Library Board voted against it because the Library Board did not want to get outside vendors or programs. He said he did go back and asked the Library Director to revisit the issue. He asked if the Foster Farmhouse a City project?

DDA Board Member Shuman stated he thought the Foster Farmhouse said he thought there would not be spending of tax payer's money.

Executive Director Whitt said he agrees with DDA Board Member Shuman that a while back when someone said there would not be tax payer's money involved. He said that is an illusion because the Foster Farmhouse was placed on City property and became a City project. He said it has been sitting there for fifteen (15) years. He said they have discussed having a fundraiser and hoped to break even. He said after fifteen years there is still no running water or bathroom. He said it is a City project and a lot of people here have donated their time and money, but you are going to have to use City money or get a donation to fix the plumbing. He said at this time the volunteers cannot do anything more, money will have come from the City or the DDA to get it up and running at this point. He said he will be taking this matter to the City Council in the first of the year, to finally put this to rest. He said the City cannot support the Foster Farmhouse for another fifteen years, fix it or tear it down. He said it is a waste of tax payer's money on it. the City is paying the insurance, maintenance, there are security issues and it is continuing to deteriorate.

III. NEW BUSINESS:

- a. 1138 E. West Maple Rd.- Tiny Treasures- Sign Grant

**DDA 12-07-14 MOTION TO ACKNOWLEDGE RECEIPT OF TINY TREASURES
APPLICATION FOR SIGN GRANT**

Motion by Allen, supported by Blair: CARRIED UNANIMOUSLY: To acknowledge receipt of Tiny Treasures application for the sign grant.

- b. 516 N. Pontiac Trail – Salon Tease – Sign Grant

**DDA 12-08-14 MOTION TO TABLE SALON TEASE APPLICATION FOR SIGN
GRANT UNTIL MORE INFORMATION IS PROVIDED**

Motion by Blair, supported by Wlodarczyck: CARRIED UNANIMOUSLY: To table Salon Tease application for sign grant until more information is provided.

IV. OTHER BUSINESS:

A. Planning and Development Report

Executive Director Manager said there is a public hearing at Planning Commission tonight. He said it is a legally publicized meeting and anyone can speak. He invited anyone to attend. He said the developer is asking to close down Witherall. He said the City is on their third traffic study review. He said the Detroit DWSD water meter is finally being changed out.

B. Promotion Committee Report -- Co-Chair E. Marshall and Wlodarczyk

DDA Board Member Marshall said we are having our kick off meeting for the Memorial 5K tomorrow at 1:00 pm. He said he wants to get the run to 2,500 to 3,000 people. He said the committee is looking to raise more money by increasing attendance by 55 people. He said it will be a \$1.50 for a bottledwater and piece of fruit. He is asking from Council to come to the meetings and give the Committee some guidance.

DDA Board Member Wlodarczyk said the President of Rotary is a runner and sounds like she wants to be involved in the City's run.

C. Executive Director Report: None

V. CORRESPONDENCE: None

VI. ADJOURNMENT:

DDA 12-09-14 ADJOURNMENT

Motion by Blair, seconded by Shuman; CARRIED UNANIMOUSLY: To adjourn the meeting at 4:48p.m.



Chelsea Rodgers
Deputy DDA Managing Director



DDA Chairman Ambrose