



**CITY OF WALLED LAKE**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**TUESDAY, JULY 9, 2019**

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

**ROLL CALL:** Allen, Atwell, Ambrose, Blair, Fernandes, Lublin, Marshal,  
Shuman

**ABSENT:** Ackley, Easter, Wlodarczyk

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

**OTHERS PRESENT:** DDA Executive Director Whitt, DDA Managing Director Pesta,  
Finance Director Barlass

**REQUESTS FOR AGENDA CHANGES:**

DDA Chairman Ambrose added under New Business website presentation.

**APPROVAL OF MINUTES:**

**DDA 07-01-19 APPROVAL OF THE MINUTES FROM THE JUNE 11, 2019  
MEETING**

Motion by Lublin, supported by Fernandes: CARRIED UNANIMOUSLY: To approve  
the minutes from the June 11, 2019 meeting.

**AUDIENCE PARTICIPATION:** None

**UNFINISHED BUSINESS:**

1. Sign Grant – 103 E. Walled Lake Dr  
Applicant: Gerald Millen (tabled)

**DDA 07-02-19 MOTION TO APPROVE THE SIGN GRANT FOR GREENHOUSE  
IN THE AMOUNT OF \$500**

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

## 2. Beach Party Overview

Executive Director Whitt opined that the beach party was a success however there were several complaints about cheerleaders selling water. Manager Whitt explained that some of the vendors were upset and some city officials were called.

DDA Board Member Fernandes said she is on the rotary and was not in attendance last year. She said she has seen attendance go down in the kid's activities. She encouraged more volunteer involvement.

Executive Director Whitt explained some volunteers often do not show up at all meetings, yet they often have opinions after events. City Manager Whitt explained that other communities have bigger budgets with more money for extravagant events, but Walled Lake has a strict budget. Mr. Whitt explained that the Tiki Bar has new management and the city does not have good communications with the management. Mr. Whitt explained that the restaurant has issue on timely paying their taxes, they hold events without proper approvals, they do not get the proper licensing and recently their liquor license had been held up for improper sales of liquor.

Executive Director Whitt explained the administration is working on a list with a timeline of the accomplishments the DDA has done in the last several years with the facts and dates in the interest of transparency.

Executive Director Whitt explained that he had been working with the DDA Chairman, Ambrose, Commissioner Long, and the Road Commission on road improvement projects and that Pontiac Trail has been repaved and capped between S. Commerce and Welch and thanked the DDA Chairman for making the calls he did and thanked Commissioner Long. Mr. Whitt explained that this work is one of the DDA's recent successes.

City Manager Whitt said the Road Commission always works with the city and we will be working with them on the Decker Road project also. Mr. Whitt said Pontiac Trail is also a gateway to our community. Mr. Whitt explained that a few years ago the City worked with the County Road Commission on redoing Decker Road from Maple all the way around the city council and the DDA assisted.

## **NEW BUSINESS:**

### 1. Website Presentation

Ryan McPhee said his background is twelve years in web development and last year he took the plunge to go out on his own. He said he was introduced to the Chairman from his father. He said his approach is what is a sustainable path for the DDA and Walled Lake as a whole. He said he puts people first.

Chairman Ambrose asked him what he is doing in Farmington Hills and Farmington Chamber of Commerce. Mr. McPhee explained he is doing the front and back end of the website.

Mr. McPhee said he is transparent about his approach. He explained he is about looking for sustainable way to put the information out on the web to promote the downtown. He said he is about transparency. He explained the key is about keeping the website fresh. He said he would like to get a vision from the stakeholder of the City. He explained that he would then teach someone to administer the page and that maintenance and care over time is important.

Executive Director Whitt said once a website is live then the DDA is required to keep up with the current law and requirements, explaining that information would have to come from city staff and staff would need to meet with Mr. McPhee. Mr. Whitt explained that he does not believe, and individual person can put together the information without working with city staff.

DDA Board Member Blair asked if Mr. McPhee would teach administration on how to update the website.

Mr. McPhee said yes and that is how he prefers to do it.

DDA Board Member Lublin asked if he had references.

Mr. McPhee said yes and that he would be happy to share some slides. He said he does about 80% of the work himself and the only time he outsources is when there are highly detailed designs.

Executive Director Whitt suggested setting up a meeting with Ms. Pesta who has experience and worked in IT security before she came to work for the City of Walled Lake.

**DDA 07-03-19            MOTION TO MOVE AHEAD AND SET UP A MEETING WITH  
THE WEB DEVELOPER AND PROVIDE THE INFORMATION  
TO DDA MEMBERSHIP**

Motion by Blair, supported by Fernandes: CARRIED UNANIMOUSLY: To move ahead and set up a meeting with the web developer and provide the information to DDA membership.

**EXECUTIVE DIRECTOR REPORT:**

Executive Director Whitt gave an update on the Walled Lake Community Theatre (JET). Mr. Whitt said the theatre is up and running and has a temporary C of O. Mr. Whitt explained that he attended the pre-opening night and opined that it was an amazing performance. Mr. Whitt said this theatre has been around for thirty years and he and DDA Board Member Lublin reached out a few years ago and the theatre is finally here. Mr. Whitt said they are looking for a sign and façade grant from the DDA. He said the DDA needs to get involved and help make the theatre a success.

Executive Director Whitt said he worked with Phillip Edison a few years back to get the Salvation Army into the plaza where Farmer Jacks use to be and that is where Salvation Army is

today. He said the plaza can get a little messy at times, but the city has worked with them to keep it clean now that the city has real enforcement, no more revenge.

Executive Director Whitt said he observed the DDA Chairman, Casey Ambrose on the Fourth of July in the Tri-A subdivision reviewing the contractors work. He said there have been 5 service connection breaks, throughout the repair. Mr. Whitt said the project is drilling below ground. He said for the properties that have been affected by the project will be as good or better than it was before.

DDA Chairman Ambrose said a similar thing happened when repairing Maple Road, once the ground was open the pipes were just breaking because they were so old.

Mr. Whitt said the pipes in the Tri-A subdivision are the oldest in the city from the 50s and just the vibration is breaking the lines. He said this is a successful project.

DDA Board Member Atwell said he grew up in that sub and in the back corner he and his brother use to take his boat out there, it was a pond originally back there.

**3. CORRESPONDENCE:** None

**4. WARRANT REPORT:**

**DDA 07-04-19          APPROVAL TO RECEIVE AND FILE THE WARRANT FOR  
JUNE 2019**

Motion by Lublin, supported by Blair: CARRIED UNANIMOUSLY: To approve the warrant for June 2019.

**5. ADJOURNMENT:**

**DDA 07-05-19          ADJOURNMENT**

Motion by Shuman, seconded by Atwell: CARRIED UNANIMOUSLY: To adjourn the meeting at 4:52 p.m.



Chelsea Pesta  
Deputy Clerk



Casey Ambrose  
DDA Chairman