



**CITY OF WALLED LAKE  
DOWNTOWN DEVELOPMENT AUTHORITY  
TUESDAY, FEBRUARY 11, 2014**

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

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

**ABSENT:** Kimmel, Wlodarczyk

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

**OTHERS PRESENT:** DDA Deputy Managing Director Stuart, Council Member Owsinek, Council Member Robertson, Confidential Administrative Assistant Rodgers

**REQUESTS FOR AGENDA CHANGES:** None

**APPROVAL OF MINUTES:**

**DDA 02-01-14 APPROVAL OF THE MINUTES FROM THE JANUARY 14, 2014 MEETING**

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

**AUDIENCE PARTICIPATION**

Sue Voydanoff, Below the Bridge and Above, 123 E. Walled Lake Dr. said she closed her business for most of January to attend conferences gathering new products for her store. They had another successful turn out for the First Friday event which ran from 5-8p.m on February 7<sup>th</sup>. They ordered pizza from Jets, had five minute massages from Massage Therapy, manicures and make-up provided by Studio Artiza. At 7p.m. they went over to the yoga studio where Brandon provided protein smoothies, and he also signed up four new clients that night. The next First Friday event is March 7<sup>th</sup>.

\*Mayor Ackley arrived 4:09 p.m.

**I. CONSIDERATION OF WARRANT:**

**DDA 02-02-14 APPROVAL OF THE WARRANT FOR NOVEMBER 2013**

Motion by Lublin, supported by Marshall: CARRIED UNANIMOUSLY: To approve the warrant for January 2014.

**II. OLD BUSINESS: None**

### III. NEW BUSINESS:

#### 1. DDA Lease Renewal

#### **DDA 02-03-14            MOTION TO APPROVE DDA LEASE RENEWAL OF NO COST TO THE CITY OR DDA FOR ANOTHER YEAR**

Motion by Ambrose, supported by Shuman: **CARRIED UNANIMOUSLY**: Motion to approve and file the DDA Lease Renewal of no cost to the city or DDA for another year.

#### 2. 2014 Schedule of Events

- a. Walled Lake Memorial 5K Run/ 1 Mile Family Fun Walk
- b. Beach Party
- c. Pet Awareness Day

Deputy Managing Director Stuart said the Promotion's Committee is moving forward with the 5k run. Last year's Beach Party and Pet Awareness Day were not successful.

DDA Board Lublin said if the Beach Party is pursued he did not wish to see it at Bayside's parking lot again. Board Member Marshall said the Rotary did not want to participate last year because they were hosting a carnival in Commerce Township and it was too much to do both.

Council Member Robertson said the weekend of last year's Beach Party was also the same weekend for two other larger events in the area. He said date selection is critical.

DDA Chairman Ambrose said we need to get Bayside on the same page and come to an understanding with them. Previous events the City had two bands that conflicted with one another. As well as, Bayside hosting their own bar and beer tent. He suggested sending our letter to the businesses informing them of upcoming events and bring everyone on board. Council Member Owsinek said that if we have an event this year it should be run by one person and one band.

Dan Martin, Martin Refinishing, said we have a Promotions Committee with only 2 people on it and why we are using them. DDA Board Member Marshall stated that there are more than two people involved on the Promotion Committee and he extended invites anyone who wished to participate. Ms. Kemp stated there are many people who would like to join. For example, Sue Voydanoff has generated the First Friday's of the Month with the main purpose to bring people into the City.

DDA Board Member Allen stated that Hospitality House didn't want to participate in the Beach Party because of their internal management changes. Previous year's the Hospitality House did have volunteers to help set up the Beach Party. The Rotary Club pulled out last year because of the carnival.

Sue Voydanoff said she was disappointed with the Beach Party last year and none of the businesses sold anything during the party.

DDA Board Allen said at the UDC meeting this morning it was discussed involving the Promotion Committee with the First Friday's of the Month events and bring Sue Voydanoff on board. DDA Board Member Marshall suggested involving the Parks and Recreation Commission as well. Mayor Ackley said that Parks and Recreation Commission would appreciate any help they can get.

DDA Board Member Allen asked if the Promotion Committee held regular meetings. DDA Board Member Marshall said they meet closer to the events but again part of the problem only a few people come to the meetings.

As for Pet Awareness Day, DDA Chairman Ambrose said we should move forward and contact the dog show, Ultimate Air Dogs for this year. Deputy Managing Director Stuart informed that the dog show is booked 2 years in advance and they are not available. For now the Board decided to tentatively move forward with all the events. Confidential Administrative Assistant Rodgers will review 2014 date of events in the surrounding communities to avoid possible conflicts.

### 3. Oakland County Main Street & Redevelopment Liquor License

DDA Chairman Ambrose reported on his meeting with Oakland County Mainstreet. Main Street is offering a tier style membership; a full membership, partial membership, and associate membership. The associate membership is no cost to the city. This would move us forward. There is no paperwork for us and we are able to use the resources that are available to us. DDA Board Member Lublin said he approves of the DDA to send a letter of interest to Main street if City Council approves associate membership.

Council Member Owsinek said they have not finalized the qualifications for each style of membership yet. We need to see the fine print. He has heard about the no cost thing before and it is quicksand.

DDA Chairman Ambrose said there is currently legislation in the works to get rid of DDAs and TIF's. It also includes sunset deadlines that provide an opt-out resetting, the baseline tax for communities.

They are pushing it statewide because people do not understand the benefits of DDAs. Mr. Brooks Patterson was kept out of the loop and Eileen Kowall is pushing this.

DDA Board Member Shuman said that DDA's functions are different everywhere. He does not want to do anything until they see a brochure.

**DDA 02-04-14            MOTION TO SEND A LETTER OF INTEREST TO OAKLAND COUNTY MAIN STREET TO REQUEST PARTICIPATION IN THE ASSOCIATE MEMBERSHIPS PROGRAM AS LONG AS IT IS NO COST TO DDA OR THE CITY**

**ROLL CALL VOTE:**

6 Yes  
2 Absent  
1 No

DDA Board Member Allen asked what does this have to do with Redevelopment Liquor License. He said City Council has to approve any application that comes in and there is commitment from the business to proceed when they submit any application. Allen asked why we need to be a member of Oakland County Main Street to do this. DDA Board Member Lublin said Brighton has offered to assist us for a \$500 donation to their arts program. There are businesses that are willing to pay for it and we can get it and let it sit on the shelf until we want to use it. He said we do not have to do any property acquisition. Council Member Robertson said he didn't feel there were four votes on Council to move forward. Lublin asked what is the opposition. He asked how can we get the right program to offer? What is the negative to getting it out there?

Council Member Robertson said Brighton is very different from Walled Lake development wise. DDA Chairman Ambrose said we need to gather information and move forward. Council Member Owsinek said it is hard to make a judgment before you get any information and we need to get the packet of information and move on from there. Dan Martin asked if anyone has seen an application. Sue Voydanoff asked what the negative was to filling out the application.

DDA Board Member Allen said a lot of business in town want to know why we are not moving forward. He is really leery of Oakland Main Street having their hands in Walled Lake business development.

**IV.    OTHER BUSINESS**

**A. Planning and Development Report: None**

**B. Design Committee Report** – DDA Board Member Allen said he accepted two sign grant applications: Salon Tress and Leidos. He also talked to Tuffy about design work for improvement on their façade- they want to fix up. The Committee discussed the few members that have not been involved in the committee for some time. He said he is going to get in touch with them and go from there. Business of the month- no action was taken.

Ms. Kemp said she is still working with the schools on the mural and its placement. She said she would really like to see it placed on Decker and Maple, the heart of the city. She wants to get this on the March agenda to get City Council to approve the placement. She will have a mock up to show the council.

Council Member Robertson asked if the school has a location for them to display the mural. Council Member Owsinek said a DDA Board Member offered their vacant lot, why not use that property. Ms. Kemp asked why there is apprehension to art. Council Member Owsinek said he has seen the projects put forth before and it does not make any connection to him. He said the DIA project done last year cost the City \$250 when they were told it was free. DDA Chairman Ambrose interjected that the property owners incurred the cost for the art to be displayed on their private property. Ms. Kemp stated it was the choice of the DIA to put the art in Walled Lake and the DDA and Council could have declined but the Board and City Council approved the art. He said at the last DDA meeting, a DDA Board Member offered their vacant lot, why not use that property.

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

DDA Board Member Marshall said the next meeting is February 13<sup>th</sup> at 11:30 and anyone is welcome.

**D. Executive Committee Report- None**

**E. Economic Restructuring Report – None**

**F. Executive Director Report- None**

**AUDIENCE PARTICIPATION:**

Dan Martin said he wants to run through history some of the businesses in town we have had 4 marijuana dispensaries, 1 hookah, 1 teen bar, 19 auto parts places. Why do we have a problem with the redevelopment zone and the redevelopment liquor license? Why stop a business that is willing to spend \$75,000 to fix up the property and pay- \$20,000 for a liquor license. He would rather see more bistros and chop houses, so Walled Lake can become a destination place. But you need to be able to have a liquor license. Let's get the application in front of us because there are businesses that are willing to donate the \$500 amount that Brighton has proposed for assisting us with the application. Why don't we have it? This is a city tool and he doesn't understand why we aren't doing this. We have a new Mayor and new opportunity to leave behind a new legacy away from repair shops and oil changes. Let's aim for a style like Ferndale and get away from the repair shops. He would like to see this move forward more quickly. This isn't a hookah bar or marijuana dispensary; it is a pizzeria that wants to offer beer and wine.

Ms. Kemp said that in the Walled Lake School District there are 18,000 parents and as part of the Walled Lake School District we should take the art serious and nurture the relationship with them. Those are votes.

**V. DISCUSSION**

DDA Board Member Shuman said he has had a lot of customers ask him what is happening to the old railroad track and asked if anyone know what is going on with the "trail." Council Member Owsinek said that the enhancement grant has been delayed. The Trailway Council Master Plan must be updated in order to apply for grants. The land is still in acquisition mode.

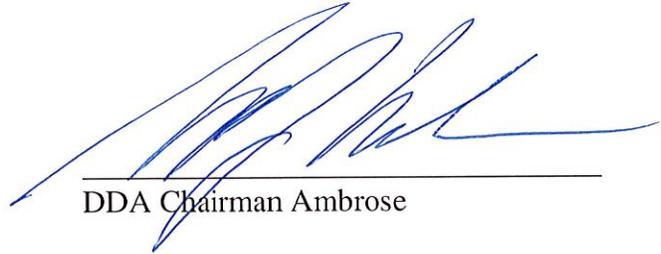
**VI. CORRESPONDENCE:** None

**VII. ADJOURNMENT:**

**DDA 02-05-14 ADJOURNMENT**

Motion by Marshall, seconded by Blair; CARRIED UNANIMOUSLY: To adjourn the meeting at 5:19 p.m.

  
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Chelsea Rodgers  
Confidential Administrative Assistant

  
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DDA Chairman Ambrose