



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

The Meeting was called to order at 4:04 p.m.

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

**ABSENT:** Ambrose, Blair, Kimmel

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

**OTHERS PRESENT:** Finance Director Coogan, Police Chief Shakinas, DPW  
Coordinator McGill, Council Member Owsinek, Council Member  
Robertson, Council Member Sturgeon, Confidential  
Administrative Assistant Rodgers

**REQUESTS FOR AGENDA CHANGES:**

**APPROVAL OF MINUTES:**

**DDA 03-01-14 APPROVAL OF THE MINUTES FROM THE FEBRUARY 11, 2014  
MEETING**

Motion by Lublin, supported by Wlodarczyk: CARRIED UNANIMOUSLY: To  
approve the Minutes from the February 11, 2014 meeting.

\*Mayor Ackley arrived at 4:07p.m.

\*Shuman arrived at 4:08p.m.

**AUDIENCE PARTICIPATION:**

Council Member Owsinek said he has an update on the Rails to Trails. There was a meeting yesterday and we approved the updated Master Plan for the Enhancement Grant for the 2015 year. He said this gives monies to upgrade the pathway to make it user friendly. He said we have also 2 appraisals and they will be done sometime in May that will determine what the grant is and what the property is worth. He added he had been informed that in the Wall Street Journal there was an article relating to trails that states to require federal land that it was only an easement not a purchase. He said he hasn't researched the Michigan Airline Railway rather it is a fact of an upright purchase or an easement.

DDA Board Member Ramsey asked if it would affect the grant.

Owsinek said it could possibly affect the grant. He said he has no idea what the amount is going to be. There are two grants being looked at.

**I. CONSIDERATION OF WARRANT:**

**DDA 03-02-14 APPROVAL OF THE WARRANT FOR FEBRUARY 2014**

Motion by Lublin, supported by Shuman: CARRIED UNANIMOUSLY: To approve the warrant for February 2014.

**II. OLD BUSINESS:**

i. Foster Farmhouse

DDA Board Member Lublin said Council Member Robertson and Council Member Owsinek have been busy, are doing a great job with the Foster Farmhouse.

Robertson said all walls have been dry walled. The moldings have been remade or replaced, and all is painted. He said they are now working on the floors, and have the ceramic tiles are laid in the bathroom just needs to be grouted.

Mayor Ackley said Cheryl Flammer, from Lakes Area Community Foundation, wants to have three one-hour sessions with one representative from the farmhouse, one from DDA, one from Council, and one from the Lakes Area Community Foundation to decide what the farmhouse is going to be used for once the ground floor is completed. She said that all representatives are covered, but still need one person from the DDA and discussed Lublin for that position. Flammer told Mayor Ackley she wants to get these meetings started because, as they have fundraisers, questions are being asked what the farmhouse is going to be used for. Lublin said he will do it.

Lublin said the total owed to the Lakes Area Community Foundation is \$6,944.62. He said it is for mostly material and some outside labor. After looking at the bills, Robertson paid for the majority of the supplies personally, and was reimbursed by the Lakes Area Community Foundation. He said the total \$6,944.62 is what the Foundation has paid to refund Robertson, and DDA's part of that is \$3,472.31 which is in the budget.

**DDA 03-03-14 APPROVAL OF THE AMOUNT \$3,472.31 TO BE PAID TO THE LAKES AREA COMMUNITY FOUNDATION**

Motion by Allen and supported by Lublin: CARRIED UNANIMOUSLY: To approve payment in the amount of \$3,472.31 to the Lakes Area Community Foundation.

**III. NEW BUSINESS:**

1. 2014 Schedule of Events

- a. Walled Lake Memorial 5K Run/1 Mile Family Fun Walk
- b. Beach Party- July 26<sup>th</sup>

Confidential Assistant Rodgers said that the Memorial Day Run is May 25<sup>th</sup> and the Parks and

Recreation discussed having the Beach Party July 26<sup>th</sup>, at last night's meeting. She said also Parks and Recreation wants to start having better communication with the DDA and introduced Mrs. Joey Rondeau from the Parks and Recreation Commission.

Lublin said there is still discussion with what to do with the Beach Party; last year was not as successful.

DDA Board Member Wlodarczyk said Rotary has pulled the license in the past for the beer tent and Hospitality House supplied all the volunteers. Rotary can't participate this year because of the carnival in May. She does not know if Hospitality House will be involved and has not met the new director. She asked if the DDA still wants to do the evening events and asked if DDA wants to hire a band.

Finance Director & Budget Coogan asked what the objective is to having the Beach Party.

DDA Board Member Wlodarczyk said the objective is to showcase Walled Lake and bring people in, as well as show them they can do business in Walled Lake. The first few years were successful, but last year had a bad turn out.

Coogan said she was looking at the vendor list from last year and a lot of the vendors were outside of Walled Lake.

Wlodarczyk said the biggest complaints she has heard over the last few years were very few vendors and people can only walk on the sand. She said Beach Party needs to be re-invented during the day.

Mayor Ackley said that DDA and Parks and Recreation should combine the Market Day and Beach Party together and maybe more people will come out.

Lublin suggested having the band on Saturday night.

Owsinek said Bayside was on-board last year, but, in the past, there has been a lot conflict with Bayside.

Council Member Robertson said they should put money in because they benefit the most from the Beach Party with them being on the water and in the downtown.

DDA Board Member Marshall said there needs to be a couple focal points and people who will spearhead the event. He said if Parks and Recreation going to have the events combined, someone is going to have to run it, otherwise do not do it. It will become a joke. He said if it flops again we will need to get rid of the event.

Parks and Recreation Commissioner Rondeau said over the last three years, the decline was mostly in the day attendance. She suggested taking a hiatus from the Beach Party for one year since it was a bad turn out and really spends time reinventing the event for the following year.

Police Chief Shakinas said with the City being stretched thin in all departments and since the City has so many events that if one event were eliminated, it would save the department and the

City money. He said the City has the hydro plane boat races, Beach Party, fireworks, Market Day, Pet Awareness Day, Memorial Day parade, several 5K runs, and Easter Egg Hunt.

Wlodarczyk said to get rid of the Beach Party in July and work with the Parks and Recreation Commission to build up Market Day.

Marshall said he will go to the next Parks and Recreation meeting on April 14th.

Parks and Recreation Commissioner Rondeau said that Market Day dwindled last year as well and this could bring in more attendance.

**DDA 03-04-14**

**MOTION TO COMBINE BEACH PARTY SATURDAY NIGHT, AUGUST 23, 2014 AND MARKET DAY SUNDAY, AUGUST 24, 2014 INTO ONE EVENT**

Motion by Lublin seconded by Wlodarczyk: To combine Beach Party Saturday night, August 23, 2014 and Market Day Sunday, August 24, 2014

**c. Pet Awareness Day- September 14<sup>th</sup>**

Wlodarczyk said she thought it went pretty well last year and she is for the event. She said she is in favor for it but what does the rest of the Board think.

Marshall said he is neutral for it.

Wlodarczyk said it is normally the second Sunday in September, which is September 14<sup>th</sup>.

DPW Coordinator McGill said the cost of employees is expensive for that event. She said all four employees come in the morning and two employees stay all day and, at double time, they make \$51 an hour. She said all four employees are there because they are going by past events.

Wlodarczyk said there were no dogs there last year and a small turn out. She said that she and Deputy Managing Director Stuart worked on getting the vendors invitations out last year. She said they start working on the event in July.

DDA Board Member Allen asked how much money Pet Awareness collects.

Wlodarczyk said it is a draw.

**IV. OTHER BUSINESS:**

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

**B. Design Committee Report:**

Allen said the Committee approved Salon Tress sign grant. They met all requirements and will receive the disbursement of \$500. He said they also acknowledged the receipt of two new applications that are missing some documents: Woof Woof Puppy Boutique and Beds to Go.

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

Marshall briefed everyone on the 5K run and that the next meeting is 10:00 a.m. Saturday, March 14, 2014 at the DDA office. He said instead of T-shirts this year, we are looking into rubber bracelets that are about a dollar a piece or a little less. The charity is VFW Post 2269.

**D. Executive Committee Report – None**

**E. Economic Restructuring Report –**

Allen said he was asked to question if the DDA has an Economic Restructuring Committee and, if not, is that something that DDA or Council would be interested in pursuing? In the past the Committee did a lot. He said that the committee took surveys of local residents and businesses to ask what they wanted to come into the City.

Mayor Ackley said when they did it a few years ago they just copied and pasted from the old survey.

DDA Board Member Shuman said it was created by Main Street but, Main Street wasn't aware of how the DDA worked and it was to help teach how to get money into the DDA. It wasn't helpful with the way a Michigan DDA was structured and ran. He said the point of the committee was to find out what does the community wants to see and how to get that. He said he doesn't know if that purpose is really needed.

Allen asked if this Committee is something that DDA or Council would be interested in vitalizing.

Mayor Ackley said if the business owners and those people on that committee are interested in doing this, they should come to the DDA and do a presentation on what they plan to do with the Economic Restructuring Committee.

Lublin said that Dan Martin was thinking of putting a packet together for the businesses with some maps. He said he doesn't know if this something the Council wants to spend money on because to do it right costs a lot.

Shuman said a lot of this information is available free online; you don't need to spend money on a booklet.

Mayor Ackley said these business people need to meet with the DDA and have a plan put together before going to council. She said it will cost money and is not sure if the City has that kind of money.

Shuman said that the Economic Restructuring Committee was a requirement of Main Street, which the DDA is no longer a part of.

**F. Executive Director Report –**

Mayor Ackley presented Terry Bailey's project and said it will be the property we use for all our fundraising events. She said it will be an upscale apartment with cinema. There are going to be 71 units. She said that Mr. Bailey would like to acquire the building behind the property, it is the resale store. The biggest issue with the project is the closing down of Witherall Street. She said that Mr. Bailey will be doing a traffic study. Mayor Ackley said that Council took a vote to turn it over to the City's engineers to take a look at it, to meet with them, and then set up some public hearings. She said it will be a three-story building, but does not know if there will be elevators. It is a great possibility for the City. She said she is excited to see something like this coming into Walled Lake.

Council Member Sturgeon said Mr. Bailey is marketing the 25-30 somethings and 50 and up age groups. There would be no lake privileges for boats or docks-only the public beach. They have no property on the lake.

**AUDIENCE PARTICIPATION:** None

**V. DISCUSSION:** None

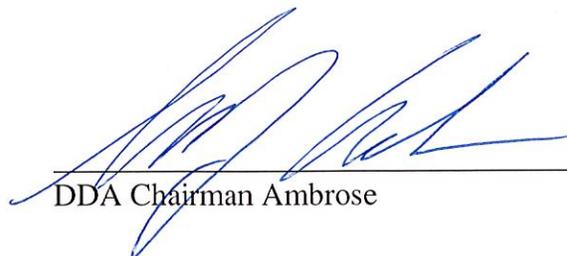
**VI. CORRESPONDENCE:** None

**VII. ADJOURNMENT:**

**DDA 03-05-14      ADJOURNMENT**

Motion by Wlodarczyk, seconded by Allen; CARRIED UNANIMOUSLY: To adjourn the meeting at 5:22 p.m.

  
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Chelsea Rodgers  
Confidential Administrative Assistant

  
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DDA Chairman Ambrose