



**CITY OF WALLED LAKE
DOWNTOWN DEVELOPMENT AUTHORITY
TUESDAY, MAY 13, 2014
WALLED LAKE CITY HALL
1499 E. WEST MAPLE ROAD
4:00 P.M.**

The Meeting was held temporarily at City Hall and called to order at 4:00 p.m.

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

ABSENT: Ambrose, 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, Confidential Administrative Assistant Rodgers

REQUESTS FOR AGENDA CHANGES: None

APPROVAL OF MINUTES

DDA 05-01-14 APPROVAL OF THE MINUTES FROM APRIL 8, 2014 MEETING

Motion by Lublin, supported by Shuman: CARRIED UNANIMOUSLY: To
approve the minutes from the April 8, 2014 meeting.

*Wlodarczyk arrived at 4:07 p.m.

*Mayor Ackley arrived at 4:13 p.m.

AUDIENCE PARTICIPATION:

Valerie Kemp said it is planting season and she wants to know if any monies are allocated for flowers downtown. She said Sue Voydanoff, from Below the Bridge and Above, offered to plant and maintain them. She said Ms. Voydanoff got a donation from Melvin's last year. Discussion was held.

DDA Board Member Marshall said if someone has their own business, they should be in charge of their own plants and pots.

DDA Treasurer Coogan said she will contact Ms. Voydanoff and will figure out a game plan without having to spend money out of the DDA.

I. CONSIDERATION OF THE WARRANT

DDA 05-02-14

APPROVAL OF THE WARRANT FOR APRIL 2014

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

II. OLD BUSINESS

1. Beach Party

Tim Moore, Chairman of the Parks and Recreation Commission, said vendors were disappointed last year, a lot of vendors do not want to participate this year in the Beach Party. He said that Parks and Recreation would like to hold off on the Beach Party this year and plan for it early summer next year. He said he would like to find more people, and new and fresh ideas for the Beach Party. Mr. Moore said the Beach Party was July 20th last year and attendance was low. He said he went around to other local city events and spoke with those in charge, and a lot of events were low in attendance as well. He said one vendor spoke to him last year. They spent \$50 on the space and only made \$12.

DDA Board Member Blair said to skip Beach Party this year.

Mr. Moore said he would like more input from the DDA and get more ideas. He said he would like to see new and fresh ideas. He said he would like to see more help for next year.

Council Member Owsinek asked what is the cost to have the police at the event?

Police Chief Shakinas said it is expensive and would require 8-10 officers. On the cheap side, would be around \$500. He said DPW too is a high cost.

DDA Board Member Ramsey said the point of the events is not to make money but to promote the City and to bring people into the City, and that is why we budget money for these events.

DDA Board Member Blair asked what the best attended event last year was. Robertson said Memorial Day Parade and fireworks.

Police Chief Shakinas suggested coordinating the Beach Party with the fireworks since everyone is already at the lakefront. He said the fireworks are on the first day of summer.

DDA Vice Chairman Ramsey said to table Beach Party this year and to attempt it next year.

2. Pet Awareness Day

Confidential Assistant Rodgers discussed Brandon Gugala, from That's wasSUP, Stoneman Dry Triathlon is September 13, 2014.

DDA Board Member Wlodarczyk said that Pet Awareness Day is held on a Sunday. She said it

was not a lot of money to hold. She asked if we can see if the Ultimate Air Dogs are available. DPW Coordinator McGill said they are usually booked years in advance. Discussion was held and DDA does want to hold Pet Awareness Day this year and set it for September 14, 2014.

III. NEW BUSINESS

1. Carpet Purchase Approval for New DDA Headquarters

DDA 05-03-14

APPROVAL OF THE AMOUNT \$2,985.10 TO MODERN FLOORS TO PURCHASE CARPET FOR THE NEW DDA HEADQUARTERS

Motion by Lublin, supported by Shuman: CARRIED UNANIMOUSLY: To approve payment in the amount of \$2,985.10 to Modern Floors to purchase carpet for the New DDA Headquarters

IV. OTHER BUSINESS

A. Planning & Development Report

None

B. Design Committee Report – UDC Chairman & DDA Board Member Allen

DDA Board Member Allen said three sign grants are pending and waiting for paperwork to be submitted. He said they discussed the development downtown and is wondering if it was taken into consideration with the Planning Commission. Council Member Robertson said they are aware of it, but there is still a lot that needs to happen first. DDA Board Member Lublin said he would like to block out what we would not want to see like a U-Haul on the lakefront. Council Member Robertson said when it was changed a C-3 district it automatically blocked out a lot of that. He said what would happen with the lakefront property (PUD) Planned Unit Development and that gives City Council and the Planning Commission a lot of control of what goes down there like density, parking, etc.

DDA Board Member Allen asked about the Main Street Associate Level membership. He said he talked to Ron Campbell and he is more than willing to come out. The Main Street convention is in Detroit this year. He said with the Associate Level that there would be one free ticket available. He said the conference is next Wednesday. He said they talked about the Promotion Committee and Ray Swett said he would get involved with it and promoting our City businesses.

DDA Board Member Lublin said the Urban Design Committee used to do monthly Business of the Month. He said that the *Spinal Column* is now \$500-\$600 a quarter page. The Urban Design Committee was thinking about taking out one full page ad, a year, for about \$800 to publish our scheduled events, lost sign grant recipients, and that sign grants are available.

Council Member Owsinek said they should look into the West End instead of the Spinal Column and DDA Board Member Lublin said the cost is about the same for a full page ad.

DDA Board Member Blair said he would like to see a good City website where it is free to promote our businesses and events.

DPW Coordinator McGill said that Confidential Assistant is working on the website, and set up Facebook and Twitter for the City.

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

DDA Board Member Marshall said the Promotion Committee meeting is this Saturday at 9:00 a.m. at City Hall.

D. Executive Director Report – Executive Director Whitt

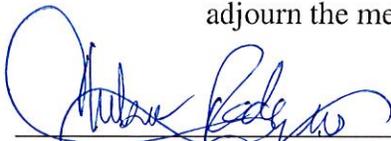
V. CORRESPONDENCE: None

VI. ADJOURNMENT:

DDA 05-04-14

ADJOURNMENT

Motion by Lublin, supported by Shuman: **CARRIED UNANIMOUSLY:** To adjourn the meeting at 4:51p.m.



Chelsea Rodgers
Confidential Administrative Assistant



DDA Chairman Ambrose