

**City of Brighton
Downtown Development Authority
Regular Meeting Minutes
July 17, 2012**

The Board for the Downtown Development Authority (DDA) held a regular meeting on Tuesday, July 17, 2012 at the City of Brighton Council Chambers located at 200 N. First Street, Brighton, MI.

1. **Call to Order** – Chairperson Herbst called the meeting to order at 7:15 a.m.

Members Present:

Dave Beauchamp, Mark Binkley, Linda Botka, Tim Corrigan, Scott Griffith, Bob Herbst, Mond Miller, Jim Muzzin, Lisa Nelson, Shawn Pipoly, Greg Strouse and Al Wirth

Members Absent: Pam McConeghy

Motion by Mr. Muzzin, supported by Mr. Griffith, to excuse Ms. McConeghy from today's meeting. Motion carried 12-0-1.

Also present:

Mr. Doug Cameron, DDA Attorney

Mr. Piet Lindhout and Mr. Mike O'Leary, Lindhout Associates

Ms. Nancy Johnson, Director, Livingston SBTDC

Ms. Michelle Miller, PSD Events/PR Coordinator

Mr. Matt Modrack, DDA Executive Director/Community Development Director, City of Brighton

Also present was an audience of one.

2. **Approval of July 17, 2012 Agenda**

Mr. Modrack requested that the following items be added to the agenda:

Item 11.D. – Consider approval of Landscape Design estimate for additional clean-up on the hill behind 121 W. North St.

Item 11.E. – Consider approval of an additional \$500 appropriation to the PSD Fund from the DDA Fund for FY 11-12 shortfall

Mr. Modrack also requested that Item 5.E. under Approval of Bills be revised from \$12,280.46 to \$12,242.63 and that the total bills be revised from \$33,859.25 to \$33,821.42.

Motion by Mr. Corrigan, supported by Mr. Muzzin, to approve the July 17, 2012 meeting agenda as amended. Motion carried 12-0-1.

3. **Call to the Public** was made at 7:20 a.m. Hearing no response, call to the public was closed.

4. **A. Approval of the June 19, 2012 Regular Meeting Minutes**

Motion by Mr. Pipoly, supported by Ms. Botka, to approve the June 19, 2012 regular meeting minutes as presented. Motion carried 11-0-2 with one absence today and Mr. Strouse abstaining.

- B. Approval of the June 19, 2012 Closed Session Meeting Minutes**

Motion by Mr. Griffith, supported by Mr. Wirth, to approve the June 19, 2012 closed session meeting minutes as presented. Motion carried 11-0-2 with one absence today and Mr. Strouse abstaining.

5. **Approval of Bills**

Mr. Modrack briefly reviewed the bills in today's meeting packet. He explained that the 2012 summer tax bill for the Johnson property was reduced by \$37.83 due to a delinquent tax bill that was added as a lien on the 2012 summer property tax which was paid last week. The total bill amount was also impacted by this reduction as noted above.

Motion by Mr. Corrigan, supported by Mr. Griffith, to approve the bills as amended. Motion carried 12-0-1.

6. A. Financial Reports

Lauri French noted that the financial report in the packet is for FY 11-12 year-end but does not contain all the expenses for FY 11-12. She also reported that the Finance Director advised that FY 11-12 is not considered closed out until the auditors do their annual review and approval. Mr. Wirth had a question regarding our debt payment not showing on the revenues and expenditures report, and Ms. French explained that the last page of the financial report does show that our bond and interest payments are the same as reported on our forecast spreadsheet.

Motion by Mr. Wirth, supported by Mr. Strouse, to accept receipt of the FY 11-12 financial report as presented. Motion carried 12-0-1.

7. Old Business

8. New Business

A. Livingston County SBTDC Report – Nancy Johnson, Director

1. Yum Yum Tree – Ms. Johnson reported that employees of the Yum Yum Tree were referred to her in late 2011 because they were interested in buying the business. The new owners took over in April 2012 and have made some positive changes such as staying open later and being open 24 hours on Friday and Saturday.
2. Former Grand Mart (next to Chamber) – Ms. Johnson reported that the party store next to the Chamber building has changed hands recently. The new tenant is in the process of cleaning out the building and will offer carry out pizza with some small tables, carry out food and some groceries. She noted that they have talked about possibly putting a small outdoor café in the back now that there is a better view with the former Johnson building having been torn down. The business owner is currently leasing the space but would like to purchase the building.
3. Business research update – Ms. Johnson noted that one of the services she provides to businesses is website reviews. A review of her own website resulted in making changes such as linking her website to the downtown Brighton Facebook page and focusing on results rather than plans in the website language. She also has access to national website review and ranking information and reviewed a suggestion for keywords for linking purposes. Ms. Johnson reviewed a handout on tapestry data for apparel and jewelry and discussed suggestions to use the data for marketing; for example, if you sell a product made by a local artist, make sure you highlight that in your advertising and on your website and/or Facebook page. Ms. Johnson noted that the research takes a lot of time and suggested scheduling an appointment with her to review it. She reminded the board that this is a free service and she is currently working with Artisans Bench and Hush.

B. Event PR/Promotions – Michelle Miller

1. Americana/Summerfest planning – Michelle Miller reported that it was slow on Friday during the day for the Americana & Summerfest but it picked up after 7:00 p.m., and Saturday was busy all day. She will be sending out a formal survey to get feedback from the merchants. Feedback from several restaurants indicated they were packed on Saturday. There was discussion about what could be done differently next year, and Matt Modrack noted that the Chamber will review their financials and survey results to decide what changes need to be made. Ms. Miller also noted that the SELCRA Magic Show event at the gazebo went very well. Ms. Botka indicated their store did really well on Saturday and they extended their sales through Sunday. Mond Miller indicated their store stayed open until past 11:00 p.m. on Saturday. Greg Strouse indicated his business was no better or worse than other weekends.

2. Fine Art & Acoustic Music Festival – Ms. Miller noted that Main St. will be closed all day on Friday, August 3. The artists are scheduled to set up at noon. The music will be moving between the east and west ends of Main St. There will be student artists participating for the first time and Mike Monroe is putting together blank panels for artists or would-be artists to use to create their own art. Mr. Binkley noted that if the street is closed from 6 a.m. to noon that the Main St. merchants will suffer and suggested closing the street at 11:00 a.m. instead. Mr. Muzzin agreed with Mr. Binkley and asked Ms. Miller to push this point at her next meeting with DPS and the Police department.
3. SELCRA Event – Wildlife Safari Day at the Millpond – August 25 – This will be SELCRA's third and last summer event and Ms. Miller believes it will be as successful as the other two.

Mr. Modrack noted that the July and August calendars had been handed out to the board members this morning. There was discussion about the Monday "Swing Dance" event at the gazebo area and how crowded it was last night. Mr. Modrack will find out from DPS who organizes the event.

C. Sub-Committee Reports

1. Budget – 7/11/12 meeting

a. Consider approval of additional appropriation for PSD for FY 12-13 (from \$25,000 to \$41,000) – Mr. Modrack noted that the budget subcommittee met and reviewed a request to increase the appropriation for the PSD for FY 12-13 due to additional expenses such as paying for the flower baskets on Spencer and the various successful advertising campaigns for the downtown and events. Mr. Pipoly noted that the original request in last year's budget for PSD funding was \$40,000 and that even though he was on the PSD board at the time, he suggested that it be reduced to \$25,000. The DDA is the sole source of funding for the PSD; the special assessment was only for the first three years. Mr. Corrigan stated that the Budget subcommittee is in favor of the increase.

Motion by Mr. Beauchamp, supported by Ms. Miller, to approve an additional \$16,000 appropriation to the PSD fund for FY 12-13 for a total of \$41,000. Motion carried 12-0-1.

b. Consider authorization for Executive Director signatory authority up to \$5,000 subject to DDA Chairperson or Secretary's approval – Mr. Modrack explained that there are occasionally various items, related primarily to the banner program and signs that need to be purchased which are time sensitive and can't wait until the next DDA meeting for approval by the full board. He is asking for approval to spend discretionary funds up to a total of \$5,000 per year subject to either the Chairperson's or Secretary's approval. Mr. Corrigan noted that these are funds that are already budgeted in various accounts and that the Budget subcommittee is in favor of this proposal. Mr. Griffith asked that a running total be kept of the funds spent.

Motion by Mr. Beauchamp, supported by Ms. Botka, to authorize signatory authority for the Executive Director up to \$5,000 per year subject to the DDA Chairperson or Secretary's approval. Motion carried 12-0-1.

2. Development – No report

3. Design – Millpond Design Plan update – 7/9/12 meeting (Mondi Miller) - Ms. Miller reported that the Mill Pond Master Plan task force met with Professional Engineering Associates (PEA) to review their proposal and our expectations. Once they have put together their report (targeted for completion in mid-August), another meeting will be scheduled with the subcommittee, Matt Modrack and Lindhout Associates. Mr. Modrack noted that Council is looking at the possibility of including a portion of the Mill Pond

project in a bond this November and he asked Mr. Muzzin to give the board an update. Mr. Muzzin stated that Council will be asked to approve the ballot language for a bond issue that will go to the voters in November to replace one that drops off this year. The primary bond issue will be for streets, curbs and gutters but there are some other items that Council could include in the bond such as the band shell area of the Millpond project if the bond stays "revenue neutral" and doesn't increase the taxpayers' cost.

9. **Lindhout Update**

- A. North/West/Main project – authorization to proceed with bidding - Mike O'Leary briefly reviewed the project and noted that it was originally approved in 2010. The base project includes the crosswalk at Main and West streets and the east side of West St. streetscape which will increase the size of the sidewalk by The Pound, brick pavers and defined drives into parking lots. The base project stops around the corner of North St. Mr. O'Leary explained the various bid alternatives from the 7/12/12 budget summary memo in the packet. Alternate Bids "A" adds 1) sidewalk on North St. to Grand River, 2) recapping (mill & fill) of West St., 3) increase the width of the sidewalk on the west side of West St. and 4) additional design work for the alternate bids. He noted that we would lose eight parking spaces under Alternate Bids "A" (5 on the east side and 3 on the west side) and there will be no loading/unloading spaces for delivery trucks. The estimated cost for Alternate Bids "A" is \$75,462 and would bring the total project to \$513,478. MEDC grant money available for this project totals \$361,043, and the DDA's portion with Alternate Bids "A" would total \$152,435. Mr. Modrack noted that the estimated cost for Alternate Bids "B" for the south side of North St. would be \$83,267, and he did not recommend including this in the bid.

Motion by Mr. Pipoly, supported by Ms. Miller, to authorize Lindhout Associates to prepare bid documents and advertisements for bids for the North/West/Main Streetscape Project including Alternate Bids "A". Motion carried 12-0-1.

Mr. O'Leary advised that the selected contractor from the bid opening will require approval at the August DDA meeting.

10. **City Council Liaison Report (Mayor Jim Muzzin)** – Mr. Muzzin noted he had nothing further to report on Council other than the bond item already discussed under Design subcommittee.

11. **Administrative Report (Matt Modrack)**

A. **Facade Loan Agreement update**

Mr. Modrack asked Mr. Cameron to provide an update on this item. Mr. Cameron noted that the final draft was out for signatures and is not back yet. He reminded the board that they had already approved the final draft which contained two significant changes; the original agreement required both banks to fund 50% of the loan but the final draft now contains language so that the banks decide which one does the loan. The other item is the loan default clause wherein the DDA would buy the loan in case of a default, which the DDA board approved at last month's meeting.

B. **Virginia's demolition status**

Mr. Modrack noted that the Virginia's building is down and that the \$20,000 loan to the Mitchells that facilitated the demolition is now being carried on the DDA's books as a receivable.

- C. **121 W. North Stairway Proposal** – Mr. Modrack reported that he has been working with the First Presbyterian church for a parking agreement and has also been talking to the Chamber. This would provide additional parking spaces for event weekends. At last month's meeting the DDA board approved a design plan for the hillside and clean-up of debris by Landscape Design Associates. He is asking for approval by the DDA board to have Lindhout Associates

do the design work for a stairway at the 121 W. North property in order to be able to utilize the parking spaces at the church and Chamber. The stairway would be closed during the winter months and will require a gate at the top and bottom.

Motion by Mr. Griffith, supported by Mr. Beauchamp, to approve design work by Lindhout Associates for an appropriate, affordable stairway for the hillside at 121 W. North St. Motion carried 12-0-1.

- D. Landscape Design proposal (2nd half) – Mr. Modrack asked to add this item to today's agenda. He explained that the DDA board approved money for cleaning up the debris on the hillside at 121 W. North at last month's meeting in the amount of \$1,792 for part of the cleanup but due to a miscommunication, Landscape Design had already done the rest prior to today's meeting. Mr. Modrack is asking the board to approve up to \$1,500 for the second half of the cleanup of the hill.

Motion by Mr. Muzzin, supported by Mr. Strouse, to approve up to \$1,500 for additional expenses to finish the cleanup of the hill at 121 W. North St. Motion carried 12-0-1.

- E. Consider approval of an additional \$500 appropriation to the PSD Fund from the DDA Fund for FY 11-12 shortfall - Mr. Modrack asked to add this item to today's agenda. He explained that we were advised by the City's finance director that the PSD fund had a FY 11-12 deficit and since we cannot legally end a fiscal year with a shortfall, he is requesting an additional appropriation for FY 11-12 from the DDA fund to the PSD fund.

Motion by Ms. Botka, supported by Mr. Beauchamp, to appropriate an additional \$500 from the DDA Fund to the PSD Fund for FY 11-12 to cover a shortfall in the PSD Fund. Motion carried 12-0-1.

12. **Adjournment**

Motion by Mr. Binkley, supported by Mr. Griffith to adjourn at 9:00 a.m. Motion carried 12-0-1.

Respectfully submitted,

Lauri French, Deputy Director
Community Development, Planning & Zoning
July 23, 2012