



**Fenton
Downtown
Development
Authority**

FENTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

6:00 p.m.

Tuesday

September 19, 2006

The meeting was called to order at 6 p.m. by Board Chairman Stiles.

ROLL CALL:

PRESENT: Bagnall, Brant, Critchfield, Lasco, Plew, Schmidt, Stiles, Vamossy, VanGilder, Wesch, Williams

ABSENT: Petty, Osborn

OTHERS: Brent Morgan, Executive Director DDA, Linda Basista, Tetra Tech

MINUTES:

The Minutes were corrected to note that VanGilder was absent from the last meeting.

Motion by Bagnall, supported by Williams, to approve the minutes of August 15, 2006 as corrected. MOTION CARRIED, ALL AYES.

CORRESPONDENCE, MINUTES & REPORTS:

a. Financial Report of September 2006

Motion by VanGilder, supported by Williams, to approve the Financial Report for September 2006 as presented. MOTION CARRIED, ALL AYES.

b. Minutes of DDA Projects Committee Meetings of August 10 & 24, 2006

Motion by Williams, supported by Wesch to place the Minutes of the DDA Projects Committee Meeting of August 10 and August 24, 2006 on file. MOTION CARRIED, ALL AYES.

EXECUTIVE DIRECTOR'S REPORT:

Director Morgan reviewed the Director's Report for the board.

Mill Pond Dam Improvements Morgan received the as built drawings, the *Instructions and Maintenance Manual* for the sluice gates, and will be meeting with Les Bland the DPW in the near future to discuss the maintenance of the sluice. Morgan will send out a Memo to the City Manager regarding the maintenance schedule. This is an agenda item under New Business and Linda Basista from Tetra Tech is here to discuss finalization of the project and further Board discussion and action will be needed.

Old Fire Hall This is an agenda item under New Business and further board discussion and action is needed. At the Fenton City Council Meeting on September 11, 2006 the Fenton City Council voted unanimously to execute the Restrictive Covenants Agreement.

Main Street/Silver Lake Road Connector At the DDA PC meeting on May 11, 2006 Linda Basista from Tetra-Tech provided the committee with some remedial repairs which included striping and vertical elements. The DDA PC directed Ms. Basista to obtain bids for the remedial repairs. Linda Basista is in the process of obtaining bids.

Downtown Master Plan & Design Guidelines On September 6, 2006 the final draft of the Downtown Master Plan & Design Guidelines was mailed out to the Fenton City Council, Downtown Development Authority, and the Planning Commission. We are in the process of scheduling a meeting for October. Scheduling a meeting of this magnitude will require some additional thought and time to designate a date which accommodates the majority of all members involved. Please indicate on the Master Plan & Design Guidelines Worksheet your availability as it is passed around during the meeting.

Silver Lake Road Pathway On September 18, 2006 the City Manager signed the license agreement as drafted by GTWRR. The signed agreement has been forwarded to Linda Basista of Tetra Tech who will have it signed by GTWRR.

Marketing This is an agenda item under New Business and further board discussion and action is needed. Shelly Day and Chelsea Mills are here this evening to review last year's events and present a new proposal to the board.

Parking & Planning This is an agenda item under New Business and further board discussion and action is needed in regards to the Elizabeth Street Parking Improvements.

Bush Park Improvements Plan This is an agenda item under New Business and further board discussion and action is needed. Linda Basista from Tetra Tech is here this evening to provide a proposal for the engineering services for Bush Park.

Other: Morgan attached the DDA Projects Tracking Sheets for your perusal.

ACCOUNTS PAYABLE:

Chairman Stiles suggested that landscape maintenance be addressed as an agenda item at a future meeting.

Motion by Critchfield, supported by Schmidt, to approve the Accounts Payable for the amount of \$5,737.28 as presented. MOTION CARRIED, ALL AYES.

OLD BUSINESS:

None

NEW BUSINESS:

a. Chamber of Commerce Events Sponsorship Review & Proposal

Director Morgan reviewed the Chamber of Commerce Events Sponsorship for the board. For Fiscal Year 2006 the Downtown Development Authority sponsored a total of five Chamber of Commerce events for a total of \$17,500.00 At the September 20, 2005 DDA Board Meeting the DDA Board of Directors passed the following motion:

Moved by Williams and supported by Brandt that the City of Fenton DDA sponsor the following Chamber of Commerce events and the respective amounts for a total of \$17,500.00

<i>Event So Good It Is Scary 2005</i>	<i>\$1,000</i>
<i>Jinglefest 2005</i>	<i>\$4,500</i>
<i>Fenton Freedom Festival 2006</i>	<i>\$5,000</i>
<i>Taste of Fenton 2006</i>	<i>\$7,000</i>

Chamber President Shelly Day and Chelsea Mills the new Marketing and Events Coordinator reviewed last year events and presented a new sponsorship proposal to the board. Chelsea joined the Chamber of Commerce in May and

brings a wealth of experience in event planning, marketing, and computer skills, and a Bachelors Degree from Albion College in Economics and Management.

Chelsea was previously employed as the Director of Operations and Facilitator at Base Camp Challenge Center.

Chamber President Day thanked the board for last's year's contribution. Day along with Mills, reviewed last year's events and presented a sponsorship proposal at the same rate of \$17,500.

Motion by VanGilder, supported by Critchfield that the City of Fenton Downtown Development Authority sponsor the following Chamber of Commerce events and the respective amounts for a total of \$17,500

<i>Event So Good It Is Scary 2006</i>	<i>\$1,000</i>
<i>Jinglefest 2006</i>	<i>\$4,500</i>
<i>Fenton Freedom Festival 2007</i>	<i>\$5,000</i>
<i>Taste of Fenton 2007</i>	<i>\$7,000</i>

MOTION CARRIED, ALL AYES.

Board Member VanGilder asked if the Chamber was considering adding any new events. Chamber President Day stated that they want to improve the current events before adding any new ones.

Director Morgan stated there could be a joint venture between the Chamber and the DDA in marketing Fenton in regards to promoting parking awareness and a business recruitment packet. Board Member Critchfield stated that the Chamber is where people go for information and it is a part of marketing to investors.

b. Fenton Façade Improvement Program Subcommittee Recommendation

Director Morgan reviewed the façade improvement program with the Board. The Dziurman Team has provided the DDA with a set of *Building Design Standards and Guidelines* in addition to a *Downtown Master Plan*. These guidelines are intended to be adopted by the City Council and Planning Commission. Once adopted the DDA will utilize these standards and guidelines to establish a DDA façade improvement program.

At previous meetings the Projects Committee has examined building design standards and façade improvement programs utilized by other DDA's. Furthermore, the committee examined options this board could utilize in regards to the façade improvement program. As Executive Director, Morgan took the initiative and produced a draft of the Fenton Façade Improvement Program (FFIP) for the DDA Projects Committee. DDA Chair Jeri Stiles established a FFIP

subcommittee and appointed the following members: Judy Brant, Brian Petty and Brent Williams.

The FFIP Subcommittee has thoroughly reviewed and revised the attached documents which outline the policy and procedures regarding the Fenton Façade Improvements Program (FFIP). Moreover, they reviewed the process and compared it to other communities which have existing façade improvement programs. The FFIP Subcommittee is recommending the Downtown Development Authority Board of Directors adopt the FFIP.

The Fenton Façade Improvement Program Subcommittee is recommending that the DDA Board of Directors adopt the following motion:

To adopt the Fenton Façade Improvement Program consisting of the following documents:

- Fenton Façade Improvement Program Cover Letter
- Fenton Façade Improvement Program Map of District Area
- Fenton Façade Improvement Program Guidelines
- Fenton Façade Improvement Program Priority Policy
- Fenton Façade Improvement Program Design Committee
- Fenton Façade Improvement Program Application

in order to implement a façade improvement program when the Downtown Master Plan and Design Guidelines are adopted by the Fenton City Council at a date to be determined. Furthermore, the Board supports the Fenton Façade Improvement Program as a means to encourage improvements to commercial facades visible from the public right-of-way.

Chairman Stiles stated the committee was very professional and thorough and the program needs to be publicized once the Master Plan & Design Guidelines are adopted by Council. Board Member Schmidt asked if the funding of \$75,000 for the façade improvement program for FY 2007 could be increased. Director Morgan stated the budget would have to be amended to accommodate larger projects and any amendment is subject to City Council approval.

Moved by Schmidt, supported by Critchfield to adopt the Fenton Façade Improvement Program consisting of the following documents:

- Fenton Façade Improvement Program Cover Letter
- Fenton Façade Improvement Program Map of District Area
- Fenton Façade Improvement Program Guidelines
- Fenton Façade Improvement Program Priority Policy
- Fenton Façade Improvement Program Design Committee

Fenton Façade Improvement Program Application

in order to implement a façade improvement program when the Downtown Master Plan and Design Guidelines are adopted by the Fenton City Council at a date to be determined. Furthermore, the Board supports the Fenton Façade Improvement Program as a means to encourage improvements to commercial facades visible from the public right-of-way. MOTION CARRIED, ALL AYES.

c. Old Fire Hall Request for Proposal Committee Appointments

Director Morgan reviewed the Old Fire Hall project for the board. At the Fenton City Council Meeting on September 11, 2006 the Fenton City Council voted unanimously to execute the Restrictive Covenants Agreement in regards to enabling the DDA pursue the future development of the Old Fire Hall. As previously discussed the DDA is investigating the possibility of a retail/commercial establishment as the primary redevelopment objective for the Old Fire Hall that will:

- Expand the City's tax base.
- Create a vibrant, pedestrian friendly atmosphere that complements the existing uses in the area.
- Preserve the architectural integrity of the building.
- Act as a major draw, attracting both residents and non-residents to downtown Fenton.
- Have a catalytic impact on the surrounding area and thus creating a more dynamic downtown environment.

The DDA is also investigating the possibility of offering the following incentives techniques to qualified developers:

- Initial below market lease.
- Construction of parking improvements.
- Construction of exterior building improvements.
- Construction of landscape improvements.

Director Morgan has taken the liberty of producing a Draft Request For Proposal for the Old Fire Hall. Morgan is requesting that a committee be established to perform the following and provide a recommendation to the DDA Board at the October Board Meeting:

- I. Review and Revise the RFP
- II. Create a Timeline for RFP Solicitation and Review of Proposals

Director Morgan recommended that the DDA Chair establish and appoint members to an Old Fire Hall RFP Committee comprised of the DDA Director and at least two DDA Board Members.

Chairman Stiles requested volunteers. Board Members Schmidt, Critchfield and Williams volunteered and were appointed to the committee by Chairman Stiles.

d. Elizabeth Street Parking Improvements

Director Morgan provided the board with the following background information on the project. The John Dziurman Team has made some recommendations to improve the parking on Elizabeth Street in the Conceptual Downtown Master Plan Presentation given to the DDA, Planning Commission and City Council. At the Projects Committee meeting on January 5, 2005 the committee passed the following motion *Moved by Bagnall and supported by Hammond that the Projects Committee pursue an appropriate parking recommendation for Elizabeth Street.*

On January 16, 2005 a meeting was held with Michael Senyko (City Manager), Brad Hissong (Director Bldg. and Zoning), Les Bland (DPW Director), Peter LaMourie (Traffic Safety Engineer) and Morgan to discuss parking alternatives for Elizabeth Street.

On February 22, 2005 Peter LaMourie (Traffic Safety Engineer) met with Michael Senyko, Brad Hissong, Les Bland and Morgan to go over the options. As a result of this meeting Peter LaMourie presented options to the committee. Upon further discussion a potential option was agreed upon and needed further modifications.

On May 1, 2006 a meeting was held with the Fenton City Council Parking Committee for the potential option for Elizabeth Street Parking. City Manager Michael Senyko attended the DDA Projects Committee on May 25, 2006 where the option was presented and discussed. Attorney Phil Adkison was contacted to research legal aspects of funding the project and the committee wanted to pursue the possibility of special assessment for the improvements.

Attorney Phil Adkison reported that the border of the DDA District is the south right-of-way of Elizabeth Street and the entire project is in the DDA District. A special assessment would have to be performed by the Fenton City Council. Therefore, the City Attorney was contacted regarding the possibility of a special assessment.

On August 24, 2006 City Manager Michael Senyko attended the DDA Projects Committee Meeting and discussed the special assessment process. It was determined to move the project forward, the DDA Board of Directors would make a recommendation to fund a designated percentage of the entire project and

request the Fenton City Council consider establishing a special assessment to the property owners for the remaining cost of the project. If a motion was passed at the September DDA Board Meeting the Fenton City Council would consider a special assessment at an upcoming council work session in October.

Director Morgan recommending that the DDA Board of Directors adopt the following motion:

To fund 50% of the total cost of the Elizabeth Street Parking Improvement Project and recommend that the Fenton City Council consider a special assessment for the remaining 50% of the project.

Discussion was held regarding the project and funding. Board Member VanGilder asked what would happen if the City Council denied establishing a special assessment to pay for the project. Director Morgan stated it would then come back to the DDA to decide how much of the remaining project cost they would want to fund. Board Member Williams stated this project was in the Downtown Master Plan as one of the recommendations of the John Dziurman Team. Chairman Stiles asked DDA Board Members if the DDA should propose that the City Council create a special assessment district and adopt the proposed recommendation? Discussion ensued regarding the special assessment district and the directors proposed recommendation. The consensus of the board is not to recommend the establishment of a special assessment district or adopt the proposed recommendation and that is the responsibility of the City Council.

Motion by Critchfield, supported by Bagnall that the Downtown Development Authority Board of Directors approve expenditure of 50% of the total project costs not to exceed \$200,000 to fund the Elizabeth Street Improvement Project. MOTION CARRIED, ALL AYES

e. Tetra Tech Update on Projects (Linda Basista)

Linda Basista from Tetra Tech updated the board on the following projects Tetra Tech is working on.

Mill Pond Dam Improvements Project The dam project has been completed with the exception of some erosion on the bank below the dam which will be repaired and attaching some fence post caps that she brought to the meeting. Basista recommended making final payment to Anlaan Corporation.

Motion by VanGilder, supported by Stiles to execute the Contractor's Application for Payment and authorize final payment #3 in the amount of \$12,276. MOTION CARRIED, ALL AYES.

Bush Park Improvement Plan Basista provided the board with a proposal to complete the necessary survey work for the Bush Park Improvement Plan for a scope of work not to exceed \$8,000

Motion by Williams, supported by VanGilder to authorize Tetra Tech to commence work on a survey for Bush Park for a sum not to exceed \$8,000.

Furthermore, authorizing the DDA Executive Director to execute any and all documents related to this contract. MOTION CARRIED, ALL AYES.

Main Street/Silver Lake Road Connector Basista presented costs to place vertical delineators at the median west of the railroad track along Silver Lake Road. Discussion was held regarding the attractiveness of these delineators and if they were needed. Board member VanGilder requested no action be taken and this be tabled until the spring to see if the delineators are necessary.

OTHER:

Chairman Stiles thanked the board members for their extra committee work and began a dialogue on the purpose and mission of the DDA. Chairman Stiles stated that the City of Fenton DDA was established in 1993 by the City Council to improve the downtown. The purpose of the DDA was to revitalize downtown via the use of tax increment financing and that we need to return to that purpose. Stiles suggested that this be an agenda item at a future meeting and involve the discussion of a mission statement.

Board member Bagnall stated it is necessary that the City Council understands the charge of the DDA.

ADJOURNMENT:

The meeting adjourned at 8:20 p.m.

Respectfully submitted by,

Jeri Stiles
Jeri Stiles, Chairman
Downtown Development Authority

Jane E. Wingblad
Jane E. Wingblad
Recording Secretary