



**Fenton
Downtown
Development
Authority**

FENTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

6:00 p.m.

Tuesday December 20, 2011

The meeting was called to order by Chairman Schmidt at 6:00pm.

ROLL CALL:

PRESENT: Bayer, Bertschy, Canever, Green, Henderson (via phone), James, Osborn, Saule, Schmidt, Strayer, Wesch

ABSENT: Sweetman, Kasper

OTHERS: Michael Burns DDA Director/Assistant City Manager, Lynn Markland City Manager, City Attorney Steve Schultz

EXECUTIVE DIRECTOR'S REPORT:

Burns welcomed the new members to the DDA, Tom Bertschy and Terry Green. Burns reported that the closing on 111 S. Leroy was set for 12/21/11.

John Strayer shared information on Midwest Sculpture, a Public Arts Program where we can lease art work for a year at a time. Several cities in Michigan and Ohio have had success with this program.

Schmidt agreed that it was a great way to show art and not have to purchase it. He would like to bring it back to the board in the spring.

Burns advised that there will be a public meeting for the Streetscape Project on 1/18/12 at 8:30am and 6pm. The DDA will be meeting with the Parks Board on 1/19/12 at 6pm. There is also a Personal Property Tax Seminar at the Community Center on 1/12/12 at 8:00am.

FINANCIAL REPORT:

Shane was absent but provided the board with the financial report.

CONSENT AGENDA:

- a) Accounts Payable – Authorize payment of bills in the amount of \$31,904.62
- b) Minutes of the November 15, 2011 DDA Board Meeting

Motion by Strayer, supported by Canever to approve the consent agenda as presented.

MOTION CARRIED Roll Call Vote: Bayer-aye, Bertschy-aye, Green-aye, Henderson-aye (via phone), James-aye, Osborn-aye, Piacentini-aye, Saule-aye, Schmidt-aye, Strayer-aye, Wesch-aye.

CITIZEN COMMENTS:

Les Beare would like to comment on FY13.

Les Bland would like to comment on Wayfinding.

WAYFINDING SINAGE:

The DDA has had much controversy regarding the bid specifications and product that was created for the Wayfinding Signage Project. The board had decided to contract with OHM to have them review the signs to make sure that they were constructed in compliance with the bid specifications. Sue Grissim from Grissim, Metz & Andriese said that she approved the modifications to the aluminum poles of the Club Signs and the deletion of reflective vinyl to the signs without approval of the DDA. Attorney Schultz has been directed to review the entire matter regarding this project, including OHM's report and inform us of our legal options. Discussion ensued among the board members.

Les Bland stated that he was upset and confused. He said that any bid should be reviewed by the administration before it leaves this office.

Schultz replied that the bid packet was put together and contained everything. He added that you trust your consultants to do their job.

Bland stated that he feels that if Grissim is at fault then you need to deal with Grissim, and blame Grissim.

Bayer stated that Universal Signs needs to be paid.

Discussion ensued among the board members.

Bland feels bad that we are holding money back because of a mistake made by one person.

Motion by Saule, supported by James that the DDA pay Universal Signs \$60,211.50 and hold back \$20,000.00.

MOTION CARRIED, ALL AYES.

BE CLOSER DISCUSSION:

The DDA implemented the "BE CLOSER" Marketing Campaign at the end of January 2011. There have been a number of positive impacts with this campaign. We have been able to engage and promote our community with several events in which the merchants say that they have had positive results. There has been negative media commentary regarding the program, most of which has been made anonymously. The lack of understanding the tagline, the symbolism, the colors of marketing material and the spending of tax dollars seem to be the main concerns.

Burns would like the board to engage in discussion about what direction they would like to see the 'BE CLOSER" program head in FY13. Is there something that we can do better or is this something that the DDA should end?

Natalie Burg of New Moon presented a report, giving information on how the "BE CLOSER" campaign has reached many through media contact with Facebook, Twitter, and our Website. She remained to answer any questions.

- Schmidt said that he appreciated the report and constant updates.
- Cherie Smith asked if we were still reaching out to N. Leroy even though it is not in the DDA.
- Schmidt said that they have been invited to all workshops.
- Natalie added that they are included in all the press releases.
- Cheryl King questioned whether we were getting our monies worth by advertising on Detroit radio stations and billboards. She stated that she likes the "BE CLOSER" tagline and that it sums up what Fenton is all about, but agrees that some people just don't get it.
- Kim Rivera, of New Moon explained that "Radio Buys" include a wide range of areas, Detroit, Flint & Lansing.
- Schmidt said that he was in a local restaurant where the people next to him came from Durand because they heard our commercial on the radio. Also, that "BE CLOSER" is trying to portray that we need to be closer to all things.
- Bayer said that the Art Walk, workshops for businesses, etc. has brought many people to our community.
- Burns explained that marketing takes time.
- Cherie Smith stated that she does not like the "BE CLOSER" tagline. She said said that people just don't get it and that it needs more explanation.
- Schmidt said that once people hear "Fenton BE CLOSER" they think "FENTON" and come here.
- Canever commented that you should use your imagination.
- Schmidt said that the billboards are working.
- Strayer added that the hallmark here is that it is unique and controversial. It is dynamic rather than static. It benefits the whole city not just the DDA. It attracts prospective businesses. He feels that the DDA is committed to a marketing campaign. His opinion is to continue with "BE CLOSER".
- James feels that the "BE CLOSER" campaign has been very valuable and he agrees with Strayer. He also feels that we are on the right track and growing.
- Bland suggested that because there is so much confusion, maybe New Moon should put an article in the paper to clarify their meaning.
- Kim Revera responded that the whole campaign is on the website and it is spelled out.
- Osborn felt that it is working wonders and that it takes time.
- Schmidt thanked New Moon and added that the board thinks they are doing an excellent job.

FY13:

Burns gave a report regarding the projects that the DDA has for the FY 13. He is asking the board to provide direction on what major projects they would like him to prepare for the Fiscal Year 2013 budget. He asked that the board recognizes

that the projects selected may commit funds for the next several years. He would like to utilize this time for discussion and feedback.

- Schmidt reported that he met with the Saab Family and they advised that they are very eager to start on the Cornerstone Project. He also feels that the Cornerstone Project and the Community Center Restoration are most important. He added that there are a lot of new business coming to Fenton with tax revenue.
- Bayer feels that the Cornerstone and Downtown Streetscape are important.
- Saule also feels that the Cornerstone and Streetscape projects are important.
- James feels that we should go ahead with the Community Center, Cornerstone and Streetscape projects.
- Strayer feels that we need to continue with the Façade Program.
- Osborn feels that we are right on track with the four projects mentioned.
- Les Beare asked if the budget was all for downtown development. He also inquired if Silver Parkway was going to be included in the Streetscape Project. He added that he would like the DDA to keep Silver Parkway in mind with the lighting project. He also wanted the board not to forget some of the largest contributors.
- Schmidt reminded that the DDA did do the roadway and that we will be back to do the lighting.
- Strayer said that he appreciated Les' input.
- Schmidt would like to go ahead with the four major projects.

CALL TO THE AUDIENCE

- Pat Lockwood appreciated the positive input from New Moon. She would like to see New Moon continue to promote Fenton and to listen to what the people have to say.
- Cheryl King welcomed the new DDA members.
- Osborn thanked Les Beare for his interest in becoming a DDA member. She advised him that the two new members had expressed interest last year. but that she would consider him when another opening comes available.

CALL TO THE AUDIENCE:

None.

ADJOURNMENT:

The meeting adjourned at 8:00pm.

Respectfully submitted by,

Craig Schmidt
Craig Schmidt, Chairman
Downtown Development Authority

Elaine McGreevy
Elaine McGreevy
Recording **Secretary**