



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Wednesday, November 5, 2008

The meeting was called to order at 7:34 a.m. by Vice-President Freeman.

ROLL CALL: Cornwell, Freeman, Higgins, Jakacki, Kuiken, Mazzoni, Pastue,
Rock, Schneemann

ABSENT: Cowley, Ziegler

OTHERS PRESENT: Executive Director Knowles

CONSENT AGENDA ITEMS:

MOTION by Rock SUPPORTED by Kuiken to approve the minutes of October 7, 2008, and to accept and file the June, July, August and September Financial Statements and the Bill Review Report as presented. MOTION CARRIED, ALL AYES.

ORGANIZATION COMMITTEE UPDATE

Chairman Rock reiterated that the next Main Street Messenger is in the works. A late November distribution is expected.

MARY MARTIN SERVICE AWARD

The Organization Committee has worked to formalize the process for nomination and selection of the Mary Martin Service Award.

MOTION by Jakacki, SUPPORTED by Mazzoni to approve the Mary Martin Service Award program description, effective for the 2008 award. MOTION CARRIED, ALL AYES.

DESIGN COMMITTEE UPDATE

Chairman Schneemann reported that action has begun to finalize the final piece of the streetscape project planning, involving improvements proposed on private property. The Design Committee is working on a signage package, including wayfinding and directional components, and ideas for enclosures on the Pavilion. Lastly, the idea for a Design Process Guide has reemerged.

Greg Cowley entered the meeting at 7:45 a.m. However, Mr. Freeman retained the chair.

ECONOMIC RESTRUCTURING UPDATE

Chairman Kuiken advised that the ER Committee has collected samples of business recruitment materials from other communities in preparation for the production of a package for Farmington. The idea of sponsoring a real estate familiarization tour has resurfaced and may be planned for late winter/early spring.

FAÇADE INCENTIVE PROGRAM APPLICATION #08-03

An application was received from JoAnne McShane and William Nutting for the Façade Incentive Program. Ms. McShane and Mr. Nutting propose to reconstruct the façade on the property located at 33336 Grand River Avenue. The project will include the addition of a false second-story.

MOTION by Rock, SUPPORTED by Mazzoni, to approve façade incentive application 08-03, received from JoAnne McShane and William Nutting, for the property located at 33336 Grand River, in an amount not to exceed \$18,000.00 MOTION CARRIED, ALL AYES.

MARKETING & PROMOTIONS UPDATE

Chairman Higgins relayed that plans for an expanded Holly Days are well underway. The restructured committee now has sixteen (16) volunteers; more are needed, however. They have revamped the work plan for January to June, 2009.

FOUNDERS FESTIVAL – TRANSITION PLAN

The work of the transition team to review current Founders Festival operations, discussing options with stakeholders and formulating basic transition plans was discussed. Factors such as sponsorship, staffing, financial management, office space and the annual calendar were examined. A proposed job description for an Events Coordinator was presented, with minor corrections made, in addition to a proposed annual calendar. An incentive plan for achievement of sponsorship solicitation is forthcoming.

The board agreed that it would be more beneficial to the downtown area and businesses to host more events that are manageable in size and scope. Some changes that are proposed over a two-year period include holding major events over two-day increments, moving large events to Grand River Avenue and creating a spring fine arts festival.

MOTION by Higgins, SUPPORTED by Cowley, to concur conceptually with the proposed events calendar, to approve the job description for the Events Coordinator and to commence the search process immediately. MOTION CARRIED, ALL AYES.

ADJOURNMENT

MOTION by Kuiken SUPPORTED by Rock that the meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting was adjourned at 8:40 a.m. The next meeting will be on Tuesday, December 2, 2008.

Respectively submitted,

Annette Knowles