



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Thursday, December 5, 2013
Council Chamber – Farmington City Hall

The meeting was called to order at 8:04a.m. by President Andrade.

ROLL CALL

PRESENT: Andrade, Galvin, Greer, Higgins, Key, Murphy

ABSENT: None

OTHERS PRESENT: Vincent Pastue, City Mgr./DDA Exec. Dir.
Annette Knowles, Asst. to City Mgr.

INTRODUCTION OF NEW MEMBER

President Andrade welcomed new board member Mayor William Galvin.

Higgins entered the meeting at 8:06a.m.

CONSENT AGENDA ITEMS

MOTION by Galvin, SECONDED by Murphy

RESOLVED, that the board accepts and files the October Invoice Distribution and the July, August and September Financial Reports, as presented. MOTION WITHDRAWN.

MOTION by Key, SECONDED by Galvin

RESOLVED, that the board table the Consent Agenda items until the next meeting, and add to the Consent Agenda a calendar year event financial report. MOTION CARRIED, ALL AYES.

PUBLIC COMMENT

No public comment was received.

2014 EVENT CALENDAR

Knowles reviewed the proposed 2014 event calendar, in the wake of reorganization and dissolution of the event planning staff. The DDA will petition the council to authorize sidewalk shopping on any event day in the downtown.

- Art on the Grand, June 7-8, 2014
- RhythMZ in Riley Park, Fridays, June 13-August 30, 2014 (no concert July 18)
- Harvest Moon Celebration, September 25-26, 2014

MOTION by Higgins, SECONDED by Key

RESOLVED that the board approves the proposed 2014 DDA event calendar and authorizes staff to petition council for approval. MOTION CARRIED, ALL AYES.

2014-2015 WORK PLAN

The Executive Committee met on Saturday, November 9, 2013 to develop a proposed work plan and recommends the following be funded, by core theme:

WALKABLE INFRASTRUCTURE – parking wayfinding, Farmington Road Streetscape promo campaign (over two years), maintenance and public utilities, holiday décor, various standards and guidelines for empty storefronts, “coming soon,” A-frame signs and public use of sidewalks

DOWNTOWN MARKETING – cooperative advertising with City, web site and social media, business directories – print, kiosk and app or mobile-friendly, restaurant week, ladies night out, small business Saturday – downtown wide open house, communications – press corps and newsletter, events – Art on the Grand, Rhythmz in Riley Park and Harvest Moon Celebration, volunteer management

BUSINESS DEVELOPMENT – retention, recruitment – property tour, redevelopment

MISCELLANEOUS – block captains

Higgins suggested adding a public relations effort to educate the community about the new strategy and the board’s recommitment to the Main Street Program.

MOTION by Galvin, SECONDED by Key

RESOLVED, that the DDA board concurs with the proposed work plan with the addition of a public relations campaign centering on the reorganization and recommitment to the Main Street Program. MOTION CARRIED, ALL AYES.

FARMINGTON ROAD STREETScape – ACCEPTANCE OF PROPOSAL FOR PROFESSIONAL SERVICES

Knowles distributed a proposal received from OHM Advisors to the City of Farmington to develop construction plans for the Farmington Road Streetscape. The board previously set aside \$50,000 from FY2013-2014 to cover a portion of the associated fees. The City Council will consider the assumption of the remaining contract amount at a future meeting. Landscape architect Grissim Metz Andriess will serve as a subcontractor under this agreement.

MOTION by Key, SECONDED by Murphy

RESOLVED, that the DDA board accepts the proposal received from OHM Advisors for preliminary engineering services for the Farmington Road Streetscape, in the partial amount of \$50,000, funds to be derived from Professional Services, Account Number 248-000.00-801.000. MOTION CARRIED, ALL AYES.

WORK PLAN UPDATES

Key reported that the Design Committee will meet the following week to discuss options to restore Riley Park after the ice rink is removed and temporary window coverings.

The Promotions Committee is planning Restaurant Week during the last week of February, 2014. The Wish List Window promotion is underway, as mentioned by Greer.

Murphy stated he is hoping to set a formation meeting at the end of January for the Business Development Committee.

Andrade shared Organization Committee news. The Committee has lost some volunteers. The last edition of the Main Street Messenger was terrific. The ice rink committee has established a fundraiser on January 16, Skate and Date. In 2013, the Press Corps composed over ninety press releases. A volunteer appreciation is in the works for March, 2014.

BOARD COMMENT

Higgins remarked about the recent failed school millage. He questions in what manner the board can support the schools.

Galvin shared his perspective that the Maxfield Training Center should be redeveloped.

Andrade has agreed for the DDA to host a Morning Connection on behalf of the Greater Farmington Chamber of Commerce on a date to be determined.

ADJOURNMENT

MOTION by Galvin, SECONDED by Key
RESOLVED, that meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting was adjourned at 9:25a.m.

The next regular meeting will be on Thursday, January 2, 2014 at 8:00 a.m.

Respectively submitted,



Annette Knowles,
Executive Director