



CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: MARCH 12, 2017

AGENDA ITEM NO. .

CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY MEETING

February 19, 2018

LOCATION: Auburn Hills City Hall, Administrative Conference Room, 1827 N. Squirrel Road, Auburn Hills, MI 48326

CALL TO ORDER: Chairman Spurlin called the meeting to order at 5:30 PM.

ROLL CALL

Present:	Gliniecki, Jernigan, McDaniel, Spurlin, Travnikar, Wise, Volk, Young
Absent:	Genautis
Also Present:	Samantha Seimer, Director of Authorities; Steve Cohen, Director of Community Development;
Guests:	None.

PERSONS WISHING TO BE HEARD

A. Downtown Development Authority Oaths of Office

City Clerk, Laura Pierce issued Oaths of office to Mr. Gliniecki, Ms. Jernigan, Mr. Spurlin, Mr. Volk and Mr. Young. Mayor McDaniel stated that Ms. Pierce has been the City Clerk since December when the previous Clerk, Mr. Terri Kowal retired.

CORRESPONDENCE AND PRESENTATIONS

A. 2017 Downtown Development Authority Annual Report

Ms. Seimer presented the DDA Board with its 2017 Annual Report. She reminded the Board that each department submits a report for City Council that recaps its activities and achievements of the year. Ms. Seimer stated that the DDA's annual report gives an introduction to the legislation that guides the Board's actions, history and purpose of reinstating the Auburn Hills DDA. The report then goes on to give a summary of 2017 with a recap of Main Street Oakland County trainings and events. The Annual Report concluded with an outlook for 2018 including marketing and promotion, visibility of the DDA, and positive growth of Downtown throughout the upcoming road construction and planned residential developments.

No motion required

APPROVAL OF MINUTES

A. DDA Meeting Minutes from November 20, 2017

There was no additional discussion of the minutes.

Moved by Mr. Young to approve the DDA Minutes from November 20, 2017 as submitted.

Support by Ms. Jernigan.

Yes: Gliniecki, Jernigan, McDaniel, Spurlin, Travnikar, Wise, Volk, Young

No: None

Motion carried

FINANCIAL REPORT

A. Financial Report for period ending January 31, 2018

Ms. Seimer reviewed the financial report for period ending January 31, 2018. She stated that the DDA has received \$20,278 in tax increment revenue over the first month of the year. This is 17% of the budgeted tax revenues for the year. Ms. Seimer put the percentage into perspective by stating that the TIF Districts have received on average 12% of their anticipated revenues for the year – the DDA is on a good pace. Winter tax collection will be settled by the end of February, therefore the DDA should expect some increases in its next financial reports. The Board now has over \$100,000 in cash on hand. The only expenditures for the year have

been specific to administrative and interfund services. Ms. Seimer reminded the Board that budget utilization will increase as payments for the summer concert series and corresponding event marking and promotion begins.

There was no additional discussion of the financial report.

**Moved by Mr. Young to receive and file the financial report for period ending January 31, 2018.
Supported by Mr. McDaniel**

**Yes: Gliniecki, Jernigan, McDaniel, Spurlin, Travnikar, Wise, Volk, Young
No: None**

Motion carried

OLD BUSINESS

None.

NEW BUSINESS

A. Election of Officers

Ms. Seimer called for nominations for 2018 Chairperson for the DDA Board of Directors. Mr. Young was nominated by Mr. McDaniel and supported by Mr. Gliniecki. Ms. Seimer called roll, there were no objections or further nominations.

**Yes: Gliniecki, Jernigan, McDaniel, Spurlin, Travnikar, Wise, Volk, Young
No: None**

Motion carried

Ms. Seimer called for nominations for 2018 Vice Chairperson for the DDA Board of Directors. Mr. Volk was nominated by Mr. Travnikar and supported by Ms. Jernigan. Ms. Seimer called roll, there were no objections or further nominations.

**Yes: Gliniecki, Jernigan, McDaniel, Spurlin, Travnikar, Wise, Volk, Young
No: None**

Motion carried

B. 2018 Downtown Goals and Strategy

Ms. Seimer gave a presentation about the downtown goals and strategy for the upcoming year. First, Ms. Seimer reviewed her goals as a director as established by city management as well as input from the board. Her goals include: increasing visibility downtown, being present, talking with business owners and establishing relationships; using social media to tell the story, promote downtown, discuss opportunities for involvement, events and business success stories; being a business liaison and trusted resource for merchants and becoming the downtown point person during road construction; and finally, hire a part time assistant to help with events and planning.

Mr. Gliniecki asked how much is budgeted for the assistant. Ms. Seimer added that the assistant position is currently budgeted in the TIFA budget because the boundaries more significantly reflect where the work will be performed.

Next, Ms. Seimer reviewed the board's goals for 2018. These goals include: meeting quarterly; attending trainings as board member's schedules permit; assisting to promote downtown trainings for merchants with the goal of hosting trainings quarterly; increasing visibility, name recognition and becoming the positive voice for all things downtown; and gaining a 501c3 arm of the DDA which allows for a diversity of funding resources as well as it allows the DDA to pull special use licenses each year for hosting events that include the sale of alcohol.

Mr. Gliniecki asked the board if there was a consensus about starting a 501c3, if so, the board should take action on this matter. The board agreed. Chairman Young requested that two board members follow up on benchmarks for the application process. Vice Chairman Volk and Ms. Jernigan volunteered.

**Moved by Mr. Gliniecki to authorize Executive Director to begin preparing application documents for 501c3 status for the Downtown Development Authority.
Supported by Mr. Spurlin.**

Yes: Gliniecki, Jernigan, McDaniel, Spurlin, Travnikar, Wise, Volk, Young
No: None

Motion carried

Ms. Seimer also reviewed events for the DDA. She briefly listed off events that currently take place in downtown, but are not directly affiliated with the DDA. She stated that the DDA could be more visible at these events and perhaps provide volunteers. Ms. Seimer also listed suggested events to discard or change. She reviewed the results of both the Craft Show as well as information about the last two years of Rolling in the Hills. The Board agreed to discard Rolling in the Hills and would like to combine the craft show with an event that already draws a crowd. The Board suggested Spooktacular. Ms. Seimer suggested four events that the DDA could host in 2018, with the goal of one approximately each quarter. The first event is Touch a Truck, at this event, families would be invited to interact with large equipment including police, fire, and DPW Trucks. This provides a great opportunity to talk about and kick off the Auburn Road construction and give residents and visitors information about the project. The next event is a Summerfest 5k. Ms. Seimer reviewed that Easterseals used to host a 5k Color Run through downtown for Summerfest. The organization recently cut the event from their budget, posing an opportunity for the DDA to get involved. Ms. Seimer has begun discussions with an organization interested in helping with the event, finding a title sponsor and sharing profits. The next two events are an outdoor movie night, and extreme participation in the Avondale Homecoming Parade. This could be a good opportunity to showcase the merchants in the parade, be involved in the greater Auburn Hills Community and thank everyone for their patience during construction.

Moved by Mr. Travnikar to authorize Executive Director to further research new DDA events for 2018 and expected costs, as well as implement the 2018 Goals and Strategy for Downtown Auburn Hills.

Supported by.

Yes: Gliniecki, Jernigan, McDaniel, Spurlin, Travnikar, Wise, Volk, Young
No: None

Motion carried

BOARD MEMBER COMMENTS

Mr. Travnikar presented two letters that he received in the mail about new developments happening downtown; Designhaus and Riverside Townes. Ms. Seimer stated that those are citizen participation letters to inform the community of the new planned developments. Mr. Cohen gave brief details about the developments and Ms. Seimer presented the site renderings on the screen. Mr. Travnikar asked what the DDA's role is with new developments. Ms. Seimer and Mr. Cohen stated that the goal of the DDA is to support the development and the disruption it may cause in downtown, collect tax increment revenue on the project and reinvestment it in the community through promotion and events.

ANNOUNCEMENT OF NEXT MEETING – The next Downtown Development Authority Board of Directors will be Monday, April 16, 2018, at 5:30 PM at City Hall in the Administrative Conference Room.

ADJOURNMENT

There being no objections, the meeting was adjourned at 6:30 p.m.

Respectfully submitted,
Samantha P. Seimer
Executive Director