



BOARD OF DIRECTORS MEETING

February 19, 2018

Auburn Hills City Hall, Administrative Conference Room • 1827 N. Squirrel Road, Auburn Hills, MI 48326
Minutes of the DDA Board Meeting will be on file in the City Clerk's Office • 248-370-9402

MEETING CALLED TO ORDER

- 1) **ROLL CALL**
- 2) **PERSONS WISHING TO BE HEARD**
- 3) **CORRESPONDENCE & PRESENTATIONS**
 - a) **2017 Downtown Development Authority Annual Report**
- 4) **APPROVAL OF MINUTES**
 - a) **November 20, 2017**
- 5) **FINANCIAL REPORT**
 - a) **Period ending January 31, 2018**
- 6) **OLD BUSINESS**
- 7) **NEW BUSINESS**
 - a) **2018 Election of Officers**
 - i) **Chairperson**
 - ii) **Vice Chairperson**
 - b) **2018 Downtown Goals and Strategy**
- 8) **BOARD MEMBER COMMENTS**
- 9) **ADJOURNMENT**



2017 Downtown **Development** **Authority** **Annual Report**

Introduction

In 1975, the Downtown Development Authority (DDA) Act was designed to be a catalyst in the development of a community's downtown district. The DDA provides for a variety of funding options including tax increment financing. These finances are used to fund public improvements in the downtown district. The DDA tax increment financing mechanism allows for the capture of incremental growth of local property taxes over a period of time to fund public infrastructure improvements. Therefore, a community can capture property taxes which would have otherwise been paid to external entities and use them for public improvement projects. Funding large-scale projects can lead to new development opportunities in the district and is considered an amenity to the development community. The DDA legislation requires the creation of a public board, solely dedicated to the improvement of the downtown; The DDA Board of Directors

History of Auburn Hills DDA

Auburn Hills was formerly known as Pontiac Charter Township. The township adopted two ordinances pursuant to The DDA Act created the original DDA: Ordinance #325, January 17, 1983 – Establishment of the original Downtown District; and Ordinance #327, April 21, 1983 – Adoption the Tax Increment Financing and Development Plan for the Pontiac Charter Township DDA. Although adopted and enacted, the DDA never captured any money from tax increment financing and eventually dissolved as TIFA legislation became popular later in the 1980's. The TIFA and its corresponding districts became the primary economic development focus in Auburn Hills, and TIF District 85-A follows the same boundaries as the original DDA District. In 2002, the small downtown area at Auburn and Squirrel was revitalized as the "Village Center" with impressive streetscape improvements. Since that time, businesses and development has thrived in downtown and continues to grow. As mentioned, the core downtown falls under the jurisdiction of TIF District 86-A. Auburn Hills' leaders saw the desire to expand Downtown to accommodate the growing number of multi-generational families and influx of college students in the community. Therefore in 2013, the City began researching and designing a new DDA District for the extension and continuation of Downtown Auburn Hills to the North, East and West of the core.

Reinstating the DDA

The Great Recession caused a sharp decline of property values in the DDA district. This provided an opportunity for the community and allowed the City to strategically purchase property for future redevelopment. Tax increment financing allows for capture of the increase in value of a property. Therefore, when Auburn Hills purchased a property, the taxable value became \$0, allowing for the largest possible tax increment revenue capture upon the property's redevelopment. The boundaries of the DDA include parcels the City purchased in foreclosure during the Great Recession. Decline of property value in the DDA directly relates to the DDA legislative provision of halting the deterioration of property value in the district.

Having the DDA is a positive mechanism for developers because the capture of revenue allows Auburn Hills to maintain and preserve infrastructure. The Hyett Palma 2009 Downtown Economic Study indicated that the Auburn Hills' community longs for more rooftops and density in and around its downtown. The creation and expansion of the downtown exemplify Auburn Hills' dedication to making the community an age friendly and

walkable environment for generations. The City is committed to participating in and utilizing the tools that Oakland County Planning and economic Development provide through Main Street Oakland County and the National Main Street program to help track the goals and mission of the DDA, and understand strengths and weaknesses of the DDA for continuous and optimal investment and expansion in the district. Many aspects of the Hyett Palma Downtown Economic Study have been complete, or are in the project pipeline. This living document remains extremely relevant for Downtown planning. Building Downtown through the study and our residents' vision will be an incremental process, and perhaps take decades come to full fruition.

2017 Summary

In January, 2017 Downtown Auburn Hills was accepted into Main Street Oakland County as an affiliate member. Over the course of the year, members of MSOC staff have led the Downtown Development Authority through a series of trainings. The first course, Main Street 101, focused on the Board Member's roles and responsibilities.

The Board continues to work closely with the Tax Increment Finance Authority Board of Directors regarding the management of Downtown as most of the commercial core of Downtown is within TIF District A. Main Street Oakland County also held a joint meeting with the Auburn Hills Downtown Development Authority and Tax Increment Finance Authority in August 2017. At the joint meeting, Oakland County staff presented Board Members with Auburn Hills Market Data Research. They recommended that the first step in a proper business recruitment campaign is completely understanding all of the businesses in the core downtown currently. Staff completed a business inventory in November 2017. Knowing which businesses are available for lease, or purchase and the square footage of buildings along with other pertinent information when making a business decision has greatly helped when speaking with potential restaurant and commercial clients considering Downtown for their new location.

EVENTS:

From July to October, the Downtown Development Authority sponsored an event every other Sunday evening called Rolling in the Hills – genius name created by one of the community bike ride participants. This event was modeled after the Detroit Slow Roll. It invites riders of all ages and skill sets to join together for an hour and ride around town to get a glimpse of different parts of Auburn Hills. Ridership throughout the season decreased from 2016 even with increased promotion of the event.

Throughout the summer and fall, the DDA helped promote some smaller events held in Riverside Park including two boot camp style workouts, smoothie tasting and yoga. Many people who attended the event had never been to Downtown Auburn Hills before but after being there discovered that they can reach our parks on the Clinton River Trail. Many stayed around after the fitness portion of the event to have breakfast Downtown. The fitness events were a cost effective way to introduce new people who are already members of an established fitness community to Downtown. Most of the promotion was through social media platforms, which is the preferred method of communication for many fitness clubs.



Also in July, the DDA hosted a Downtown Art Walk DIA Launch Party. The DIA Inside | Out program selected Downtown Auburn Hills as a destination for its summer installation. When the paintings were installed Downtown, the DDA sponsored a kick-off party. Those who registered and attended the event walked around town with a Docent from the DIA who stopped at each piece of artwork and gave a brief presentation. The event drew 24 people. Those who pre-registered, and were of legal age, were able to receive a free big pour at Michigan by the Bottle. Some stayed Downtown to have dinner, or attend the concert in the park. This was a great event because it aligned with other things happening in downtown. It captured upon an audience that

was already in the area and kept them in town for a longer period of time.

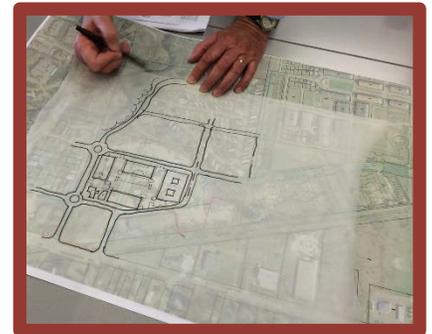
In December, the DDA sponsored its first Holiday Craft Show, Artisans on Auburn. 2017 was the first year the Auburn Hills Community Center did not host a craft show. Staff was able to use contacts from the Community Center to build its list of vendors. The goal was to have 20 craft vendors at the University Center. The event would then replace the one lost at the Community Center and also promote Downtown. The show exceeded its goal and hosted 22 vendors and had 225 people attend-which staff believes is a great turnout for the first significant snow of 2017.

With greater promotion, merchant engagement and cross promotion and Board Member involvement, Downtown events and businesses will continue to grow well into the future.

Future Outlook

With an estimated day-time population over 50,000 within a two mile radius of Downtown Auburn Hills it is important to attract those individuals to the community during lunch and after work. As tax increment revenue becomes available for use, the DDA will become the event and marketing mechanism for all of Downtown Auburn Hills.

In 2018, we begin to see the shift in marketing and promotion as the DDA becomes the sponsor of the Summer Downtown Music Series. The Board works to drive private interest and developments within its designated district and expand Downtown Auburn Hills to the East, West and North of the current commercial core. Moving into 2018, the DDA and Downtown Executive Committee will work to drive engaging downtown events and establish baseline information to monitor and measure the successes of Downtown and the overall performance of the DDA. It will be a challenging year with many new residential construction projects and road reconstruction in Downtown but the DDA is committed to driving positivity and prosperity Throughout Downtown.



2018 DDA Board of Directors

Mayor Kevin McDaniel

Nate Spurlin

John Young

Kathy Genautis

Dan Gliniecki

Jean Jernigan

Al Travnikar

Steven Volk

Dawn Wise

Samantha Seimer, Executive Director





CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: DECEMBER 11, 2017

AGENDA ITEM NO. .

"Not Yet Approved"

CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY MEETING

November 20, 2017

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

CALL TO ORDER: Vice Chairman Young called the meeting to order at 5:49 PM.

ROLL CALL

Present:	McDaniel, Travnikar, Gliniecki, Wise, Volk, Young
Absent:	Spurlin (excused), Genautis (excused), Gliniecki (excused), Jernigan (excused)
Also Present:	Samantha Seimer, Director of Authorities; Steve Cohen, Director of Community Development; Tom Tanghe, City Manager
Guests:	Pat Hassett

PERSONS WISHING TO BE HEARD

None.

CORRESPONDENCE AND PRESENTATIONS

A. Roberts Rules of Order and Open Meetings Act – Terri Kowal, Auburn Hills City Clerk

Ms. Kowal presented to the downtown Development Authority about the Open Meetings Act and Roberts rules of order. She gave an overview of the sunshine Laws and Open Meetings Act. Ms. Kowal reviewed that the board adopts its regular meeting schedule, any changes must be posted. Special meetings must be posted 18 or more hours ahead of the scheduled time. The agenda for the meeting does not need to be posted, however the reason for the meeting must be included in the posting. Locations of meetings should not change without notice. All of the meetings and public meetings, therefore the location is pertinent information if the public wished to join.

There are executive sessions in which the public is not allowed in the meeting. There are few reasons for an executive session including; attorney opinion, purchase of land, and personnel evaluations. Any motion regarding the executive session's outcome must be made out of executive session. Ms. Kowal reminded the board that there must be a motion made into executive session, as well as out of executive session. The motion is the conclusion to the story told by the executive session minutes. These minutes are kept on file separately in the Clerk's office for one year. Executive session items require 2/3 vote.

During a meeting, Ms. Kowal stated, that the chair should not make a motion, however, he or she may second a motion. According to the DDA Bylaws, a majority of those present can pass a motion. If a motion is amended, each amendment must be approved. If there is not a second for an agenda item, then it fails for lack of support. Ms. Kowal stated that if the above situation happens, it does not exist, therefore it does not need to be recorded as part of the minutes. Ms. Kowal added that minutes create a written history of the board. She typically includes as much information as possible in the minutes. Including if a motion failed for lack of support, it accounts for the board's historical record.

Ms. Kowal stated that minutes should be distributed to the board within 8 business days of the meeting. If any member has any changes, he or she should submit the changes prior to the next meeting. The minutes as presented are what is being accepted, any changes should be written into the margins. Changes should be minor and not change the intent of what was being stated.

Mr. Young asked why you cannot phone-in or skype-in for meetings. Ms. Kowal answered that the in person requirement is a state statute. There have been bills proposed to allow phone-in or skype for meetings, however the provision was not passed. There are concerns that you may be influenced by outside parties if you are allowed to use telecommunication to attend and vote during a public meeting.

APPROVAL OF MINUTES

A. DDA Meeting Minutes from October 16, 2017

There was no additional discussion of the minutes.

Moved by Mr. Volk to approve the October 16, 2017 minutes as submitted.

Support by Mr. McDaniel.

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

No: None

Motion carried

FINANCIAL REPORT

A. Financial Report for period ending October 31, 2017

There was no additional discussion of the financial report

Moved by Volk to receive and file the Financial Report for period ending October 31, 2017

Supported by Mr. Travnikar.

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

No: None

Motion carried

OLD BUSINESS

A. 2018 Summer Concert Series

Parks and Recreation Director, Mr. Marzolf, presented a memo dated November 15, to the Board giving an update to the 2018 Downtown Summer Music in the Park Series. Ms. Seimer reviewed that at the August budget meeting, the Board approved funding to support and sponsor the concerts. She added that the goal of the sponsorship is twofold; it is to help the DDA become more of the marketing and promotion arm for Downtown, and it will help take some of the pressure off of the general fund. It is the goal of the DDA to promote the community events, starting to shift some of the cost burden to the DDA was a logical transition heading into fiscal year 2018.

Mayor McDaniel thanked Mr. Marzolf for his detailed report. Mr. Marzolf thanked the board for inviting him to the meeting to talk about the summer concert series. Mr. Marzolf stated that he has twenty seven years of experience with a variety of concerts in Auburn Hills. He added, that as an efficient and fiscally responsible community, we do not want to do something, simply to do it. In 2004, a summer weekday, lunchtime concert series was established to help gain some momentum with the business community. A sector that appears to be left out when surveying attendance to our events. Mayor McDaniel clarified that in 2008, there was a discussion about changing the day and time of the concert to capture the business community considering it makes up 80% of the tax base. After surveying, it was determined that 80% of people that attend are residents – this is an event for Auburn Hills Residents.

Mr. Marzolf added that there is an additional challenge with the 2018 summer concert series with the anticipated construction of the amphitheater. Staff has proposed utilizing the Pop-Up Public Square as the location for 2018, and doing two concerts each month. This would keep the event centralized in downtown and not take any business away from Merchants. Mr. Marzolf added that in 2017, City Council approved the authorization of consumption of beer and wine at the concerts. There is a lot of potential for partnerships by keeping the event in downtown.

Mr. Volk asked who decides what bands play at each date. Mayor McDaniel stated that this is something left up to staff. As a board, it is the responsibility of the Board to approve its budget and staff to execute the budget within its parameters. Mr. Volk asked if money could be spent to increase the quality of bands at the concerts. Mr. Marzolf added that each band costs \$800-\$1,200, the more expensive, and the better quality performer. Ms. Seimer stated that when the DDA approved the budget, it approved \$15,000 – which is typically what is spent for a full concert series annually. With the decrease to two a month, there is room in the budget to spend some more funds to gain a better quality. Mayor McDaniel cautioned the Board. He reminded that the Public Square is much smaller than the park. By having larger bands, in a smaller space, while downtown is under construction, it could pose even larger problems for the long term success of the series. If people have a problem the first time they attend the concert, we may lose that individual as a participant forever. Mayor McDaniel stated that it might be best to keep the bands the same for 2018. In that case,

the Public Square would be vibrant and filled with people for the concerts. Therefore, the DDA could save money to contribute to larger performances for the first year the amphitheater is operational.

Mr. Volk asked if the DDA could use some of the money in marketing the event. Ms. Seimer agreed, but stated that there is a separate line item in the budget for marketing. Mr. Volk asked if we could assist the merchants with specials. He gave an example about the DDA sponsoring \$5 towards a meal. Mayor McDaniel stated that it would be problematic for the DDA to be involved in subsidizing any business in that sort of manner. However, it is possible to assist in marketing and promoting deals and specials for the merchants, however, the DDA cannot pick up the difference in a bill. Ms. Seimer agreed, it would be best to stick to paper and media marketing assistance.

The Board was happy with staff's recommendation to maintain concerts on Friday evenings throughout the summer. The dates are tentatively scheduled for June 15, 29, July 13, 27 and August 10, 24.

NEW BUSINESS

A. 2018 Meeting Schedule

Ms. Seimer presented a memo to the Board dated November 14, 2017 for the adoption of the 2018 DDA Meeting Schedule. She stated that in preparation for the 2018 Auburn Hills calendar, it is important that the DDA set its formal schedule for the year. She reviewed that in 2017, the board has met a total of 7 times. Many of the meetings were informational sessions including presentations by Main Street Oakland County. In an effort to keep DDA meetings robust, efficient and productive, staff recommended meeting every other month, and hosting special meetings as work sessions are needed.

Mayor McDaniel added that the DDA Bylaws and guiding statute require that the board meets quarterly. He stated that some of the meetings are hard to get people to attend, however if there were less regular meetings, they would be more productive. Special meetings dates could be decided based on a doodle poll, therefore they would be better accommodating to people's busy schedules. Mayor McDaniel stated that this would be a better use of everyone's time and create productive study sessions for the Board.

After reviewing the City Council schedule, the Board decided that quarterly meetings should be on the third Monday at 5:30 PM in the City Hall Administrative Conference Room in February, April, August and November. Special meetings will be called as necessary.

Moved by Volk to approve the 2018 Auburn Hills Downtown Development Authority Board of Directors Meeting Schedule as the third Monday of the month at 5:30 PM quarterly in the months, February, April, August and November in the City Hall Administrative Conference Room.

Supported by Mr. Travnikar.

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

No: None

Motion carried

BOARD MEMBER COMMENTS

Mr. Travnikar asked Ms. Seimer about the survey results from the Downtown Merchants about Spooktacular. Ms. Seimer stated that she intended to include the results in this week's weekly update. Mr. Travnikar asked if she could resend the survey, The Family Table indicated to him that the link would not open. Ms. Seimer said she would resend the link and the results would be forthcoming after The Family Table has had an ample opportunity to respond.

Vice Chairman Young reminded the Board of the upcoming Artisans on Auburn Craft Show on December 9. He passed around a sign-up sheet for volunteers. Ms. Seimer stated that she would also send out an online sign-up for those who may not know their schedules ahead of time.

ANNOUNCEMENT OF NEXT MEETING – The next Downtown Development Authority Board of Directors will be Monday, February 19, 2017 at 5:30 PM at City Hall in the Administrative Conference Room.

ADJOURNMENT

There being no objections, the meeting was adjourned at 7:16 p.m.

Respectfully submitted,

Samantha R. Seimer

Executive Director



TO: Chairman Spurlin and Members of the DDA Board of Directors

FROM: Samantha Seimer, Director of Authorities, DDA Executive Director

DATE: February 13, 2018

SUBJECT: Financial Report for period ending January 31, 2018

Attached for your review are the financial statements for the period ending January 31, 2018. The financial statements now include figures have now rolled over to the approved 2018 budget

The DDA has received some tax increment revenue for winter tax collection. Final settlement occurs in February, expect final winter tax numbers at the next DDA meeting. The DDA received \$20,278 in tax increment revenue over the last month. This is 17% of the anticipated revenue for the year. The cash position increasing due to conservative spending in the previous two years, the cash position of the DDA is \$103,329.

The DDA has utilized 1% of its budgeted expenditures for the year. The expenditures so far are specific to administrative charges and interfund services. That budget utilization will increase as payments begin for the summer concert series and corresponding event marketing and promotion.

The financial statements will be presented for approval at the Board meeting on Monday, February 19, 2018. You are welcome to contact myself or Finance Director Michelle Schulz prior to the meeting to discuss particular budget line items, budget capital items or any of the documents mentioned in this memo.

An appropriate motion is:

Move to receive and file the Financial Report for Period Ending January 31, 2018.

02.13.2018

City of Auburn Hills
DDA Statement of Net Position
For the Period Ending January 31, 2018

<u>ASSETS</u>	<u>DDA</u>
Cash and Cash Equivalents	103,330
Taxes Receivable	-
Total Assets	<u><u>103,330</u></u>
<u>LIABILITIES</u>	
Accounts Payable	
Due to Trust and Agency	
Due to Taxpayers	908
Deferred Revenue	
Total Liabilities	<u><u>908</u></u>
<u>NET POSITION</u>	
Beginning Net Position 1/1/2017	33,531
Excess of Revenues over Expenditures as of January 31, 2018	<u>19,777</u>
Net investment in capital assets	0
Unrestricted	102,422
Total Net Position	<u><u>102,422</u></u>
Total Liabilities and Total Net Position	<u><u>103,330</u></u>

City of Auburn Hills
Statement of Revenues, Expenditures, and Changes in Net Position-DDA
For the Period Ending January 31, 2018

Fund 248-728		Amended	Year-	Fav / (Unfav)
		Annual	To-Date	Budget
<u>REVENUES</u>		<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
20	402.000 Property Taxes	\$ 112,570	\$ 20,215	\$ (92,355)
	Total Revenues	<u>112,570</u>	<u>20,215</u>	<u>(92,355)</u>
<u>EXPENDITURES</u>				
55	729.000 Supplies	1,600	-	1,600
60	800.199 Landscape/General Maintenance	7,500	-	7,500
76	817.000 Consultant Services	2,000	-	2,000
<u>Other Expenses</u>				
85	885.000 Community Relations	15,000	-	15,000
85	901.000 Marketing	5,000	-	5,000
85	958.000 Membership Dues	1,000	-	1,000
85	960.001 Conferences and Workshops	1,500	-	1,500
85	998.000 Miscellaneous	100	-	100
59	927.000 Utilities	5,000		
73	999.004 Administrative Charges	3,838	320	3,518
88	999.007 Interfund Services	1,422	118.50	1,304
	Total Expenditures	<u>43,960</u>	<u>438</u>	<u>38,522</u>
	Excess of Revenues over Expenditures as of January 31, 2018	68,610	19,777	\$ <u>(53,833)</u>
	Beginning Total Net Position (1/1/2017)	<u>33,531</u>	<u>33,531</u>	
	Ending Total Net Position	<u>\$ 102,141</u>	<u>\$ 53,308</u>	



TO: Chairman Spurlin and Members of the DDA Board of Directors
FROM: Samantha Seimer, Director of Authorities, DDA Executive Director
DATE: February 13, 2018
SUBJECT: 2018 Election of Officers

No additional written material provided.

At this time, the floor will be opened up for the nomination of Chairperson, Vice Chairperson for 2018.



TO: Chairman Spurlin and Members of the DDA Board of Directors

FROM: Samantha Seimer, Director of Authorities, DDA Executive Director

DATE: February 14, 2018

SUBJECT: 2018 Downtown Goals and Strategy

Attached for your review is a brief outline of preliminary goals for the Downtown Development Authority for FY 2018. The outline depicts goals of the Director, goals of the Board as well as events for the year. This outline will guide the Board through a deeper presentation and discussion at the meeting on February 19, 2018.

The goals of the director and the board were derived by City Management, as well as ongoing conversations with the Board and citizens about the desires for Downtown and its success.

The desired outcome of tonight's meeting is to set the expectations for the next year, as well as provide input and direction on new events, and previous events. As well as ways the DDA can be more involved in current initiatives and encourage merchant involvement in all of the events that take place downtown.

An appropriate motion is:

Move 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.

2018 Downtown Strategy

Director's Goals

- Visibility
 - o Be Downtown 3 times a week
 - Talk with businesses
 - Establish relationships
- Tell the Story
 - o Use social media to promote downtown
 - Business stories
 - Opportunities for involvement
 - Events
- Business Liaison
 - o Become a trusted resource to merchants
 - o Point person during road construction
- Hire a part time assistant for help with events and planning

Board's Goals

- Meet 4x this year
 - o Quarterly established DDA Board Meetings
- Trainings available to all Board Members
 - o Main Street Oakland County
 - o One Stop Ready
 - o Michigan Downtown Association
- Trainings for Downtown Merchants
 - o Spring: Road construction marketing techniques
 - Director of Downtown Farmington - Grand River project
 - o Summer: Visual merchandising
 - Owner of Leon and Lulu in Clawson
 - o Fall: Social media strategies
 - Media Communications Specialist
 - o Winter: One stop shop business center
 - Catherina Abad from OC
- Visibility, Name Recognition and Positive Voice for Downtown
 - o Downtown Music Series – Sponsored by the Auburn Hills Downtown Development Authority
 - o Tee Shirts
 - Board
 - Volunteers
- Nonprofit status (tentative 2018)

Events:

- Suggested new events

- Touch a Truck tied to Auburn Road Construction Kick-Off
 - Saturday in the Spring, 11:00 AM – 2:00 PM, will capture some of the lunch crowd for the businesses downtown
 - Downtown hardhats for attendees
 - Road project information, closures and how to get around
 - Business directory
- Summerfest 5k
 - Easterseals no longer doing 5k color run
 - The Gazette has offered to assist with the run registration, volunteers and finding a title sponsor
 - DDA could sponsor the purchase of medals
 - Merchants can offer specials for those who wear their race medal throughout the day
- Movie Night Under the Stars
 - Details TBD
- Avondale Homecoming Parade
 - DDA and merchant 'extreme participation'
 - Candy
 - Sponsor banners or float for businesses
 - Thank the community for their patience with the road project

- Suggested events to discard/change

- Craft Show
 - Lack of attendance
 - Vendors did not like the University Center
- Rolling in the Hills
 - Declining participation from individuals and businesses
 - 2016 average: 40 riders
 - 2017 average: 12 riders
 - MBTB stopped staying open late on ride nights because they were not getting any business

- Current events taking place in Downtown that DDA can be more present and involved

- Perennial Exchange (May 19)
- Memorial Day Parade (May 28)
- Paddlepalooza (June 2)
- Fishing Derby (June 9)
- Downtown Music Series (June 15, 29, July 13, 27, August 10, 24)
- Summerfest (June 22 & 23)
- Spooktacular (October 27)
- Small Business Saturday (November 24)
- Tree Lighting Ceremony (December 7)