



# CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: MAY 7, 2018

AGENDA ITEM NO. .

## CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY MEETING

April 16, 2018

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

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

**ROLL CALL**

Present:	Gliniecki, Jernigan, McDaniel (5:40PM), Travnikar, Wise, Young
Absent:	Spurlin, Volk
Also Present:	Samantha Seimer, Director of Authorities; Steve Cohen, Director of Community Development; Brian Marzolf, Parks and Recreation Director
Guests:	Patrick Hassett, TIFA Board Chairman

### PERSONS WISHING TO BE HEARD

#### **A. TIFA Board Chairman, Patrick Hassett**

The TIFA Board Chairman gave a brief presentation about the Dream Vacation Sweepstakes the TIFA Board is sponsoring to assist downtown merchants during construction. He reviewed that the TIFA Board has retained the services of local marketing agency, Exposure Marketing and Promotions. They have an office on Opdyke Road and frequent our downtown. At each participating merchant will be a QR that can be scanned with a smart phone to enter the sweepstakes, as well as manual ballot entry forms. Each individual is limited to one entry per day. The digital entries will be automatically sorted and the staff at The DEN will enter manual entry information for Exposure Marketing to sort. The current marketing plan includes billboards, Save On advertisements which reach 50,000 homes each month, road banners and stickers on the windows of participating merchants. Mr. Hassett also stated that the Board plans to ask for donations to the incremental entries from the Merchants for their involvement. He concluded that he was seeking the potential of some financial assistance towards the grand prize of a dream vacation. Adding that the TIFA board has contributed \$3,000 to the grand prize. The DDA Board thanked Mr. Hassett for his time and Chairman Young stated that the Board will discuss further under New Business.

### CORRESPONDENCE AND PRESENTATIONS

None.

### APPROVAL OF MINUTES

#### **A. DDA Meeting Minutes from February 19, 2018**

Mr. Travnikar noted that an item under New Business on page 3 of the meeting minutes was missing who supported the motion. Ms. Seimer noted the change and mentioned that she would send updated meeting minutes to the Board.

**Moved by Mr. Travnikar to approve the DDA Minutes from February 19, 2018 as amended.**

**Support by Ms. Jernigan.**

**Yes: Gliniecki, Jernigan, McDaniel, Travnikar, Wise, 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 March 31, 2018. She stated that the DDA has received \$20,968 in tax increment revenue over the last two months. This is 58% of the budgeted tax revenues for the year. The large increase is due to winter tax settlement. The next increase the board will receive is as summer tax increment revenue becomes available in the next few months.

The Board now has over \$145,000 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. She reviewed a spreadsheet of the cost of the Summer Concert Series. Ms. Seimer noted that when the Board approved the budget for the Concert Series, it was the consensus of the Board to stay under budget especially considering downtown construction. Out of the \$15,000 in the budget, only \$9,000 will be utilized for the Summer Concert Series.

There was no additional discussion of the financial report.

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

**Supported by Mr. Travnikar.**

**Yes: Gliniecki, Jernigan, McDaniel, Travnikar, Wise, Young**

**No: None**

**Motion carried**

### **OLD BUSINESS**

#### **A. 2018 Event Follow Up**

Ms. Seimer presented a memo dated April 12, 2018 as follow up for 2018 events. She reviewed that at the Board meeting on February 19, the Board set a goal to increase involvement in some of the already established community events. She added that the objective of the DDA meeting today is to set some guidelines and budgets for events throughout the summer.

Ms. Seimer reviewed the May 19 Perennial Exchange. The primary sponsor for the event is the Beautification Advisory Committee. Typically the event is held at Riverwoods Park, however, due to the construction the event will be held at the Community Center this year. Ms. Seimer suggested that the DDA could provide a few volunteers to talk about downtown, assist with the event and hand out literature regarding the construction.

Next, Ms. Seimer spoke about the Memorial Day Parade stating that the primary sponsor of this event is the American Legion. She added the Mr. Travnikar works closely with the Legion and has some suggestions about how the DDA can be involved and promote itself as a partner in the community. Mr. Travnikar explained that each year AL Deans Auto Repair purchases between 150-200 sapling trees for the picnic after the Memorial Day Parade. They need some volunteers that can help pass out the saplings. Mayor McDaniel asked if this is something the Teen Council may be able to help with. Mr. Marzolf replied that he believes the Teen Council may be able to assist in the event. Mr. Gliniecki asked about the size of the saplings. Mr. Travnikar stated that they are between 4" and 8" tall. Mr. Travnikar also told the board that the Legion was interested in having an inflatable obstacle course if that is something the DDA may be interested in sponsoring. Ms. Seimer stated that from her experience with the TIFA Board sponsoring some inflatables throughout the years, typically the cost is under \$800. Mr. Gliniecki asked about the parade route. Ms. Seimer stated that it is different this year due to the construction. Mayor McDaniel replied that the route usually begins at the Legion, passes Mom's Memorial, and travels around Squirrel Court, to the cemetery and then back to the Legion. The tentative route for 2018 due to the construction, the parade is set to begin at the High School, then traveling Waukegan to Squirrel, Auburn and then back up to the Legion. Mr. Gliniecki asked how many kids typically attend the picnic. Mr. Travnikar responded that between 180-200 kids are at the picnic. Chairman Young asked how well the event is attended by the schools. Mr. Travnikar stated that participation has declined throughout the last several years. The High School band participates as well as the police honor guard, fire truck, City Council and approximately four additional cars. The Board felt that sponsoring something at the Picnic ultimately deters people from visiting the merchants. They plan to explore doing a larger, community/downtown wide event in association with the Memorial Day Parade for 2019. The Board requested that staff reach out to schools and local community organizations to bolster more participation in the 2018 Parade.

Ms. Seimer presented an opportunity to the DDA Board for further involvement in Summerfest on June 22 and 23. She reminded the board that at the last meeting staff discussed an opportunity for another organization to assist in sponsoring a 5k run. Unfortunately the organization is no longer interested and the DDA now has a different opportunity for involvement. Ms. Seimer reviewed Empty Canvas, a Michigan based band that performs and also paints a picture while on stage. Staff stated that the band invites people from the audience to help with the painting and creates a masterpiece where the community has been involved. She stated that currently, the objective may be to ask the group to paint a picture of the future amphitheater. Ms. Seimer played a promotional video by Live Canvas. Mr. Marzolf spoke about how art relates to Summerfest and stated that the DDA may also consider assisting with the sidewalk chalk contest, or art show. Ms. Seimer stated that the cost for Empty Canvas is \$1,500 and would occur during Friday evening's entertainment, potentially during the Ice Cream Social.

Mr. Marzolf reviewed the potential for a tree carving at Riverside Park. Currently along the path by the Clinton River stands a cut tree. Staff has been exploring the idea of having a chainsaw artist turn the tree into a decorative piece of art – similar to the carvings currently at Riverwoods Park. The artist would need approximately two days to complete the project. Ms. Seimer added that the DDA could create an event surrounding the carving. Mr. Marzolf added that the carver had experience with live performances and would be happy to entertain and take questions from the audience. Ms. Seimer stated that more could be done to involve the merchants and the community in the event. Mr. Marzolf stated that the cost of the carving is \$3,500. Mayor McDaniel asked if the park was in the DDA's boundaries. Ms. Seimer clarified that each of the municipal parks downtown, Riverwoods and Riverside, have both DDA and TIFA jurisdiction – both entities can support projects, events, and maintenance throughout the parks. The Board supported the carving so long as there is an event aspect that relates to supporting the downtown. The Board wanted to revisit this item in August.

**Moved by Mr. McDaniel to authorize Executive Director to organize DDA involvement opportunities related to summer activities and authorize \$1,500 for Empty Canvas Live at Summerfest.  
Supported by Ms. Wise.**

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

**Motion carried**

#### **NEW BUSINESS**

##### **A. Discussion of Sweepstakes Involvement**

The DDA Board had a discussion related to the TIFA Dream Vacation Sweepstakes. Chairman Young stated that he was stuck on the QR code technology. Ms. Jernigan suggested the DDA's involvement may be to purchase gift cards from the merchants and paying for the incremental prize baskets instead of asking for donations. The Board added that they did not believe the program as described had any direct benefit to the merchants. Mayor McDaniel added that the vacation aspect of the sweepstakes tells people to leave town. He suggested two to three shopping sprees in downtown. Adding that the spree could be anything from dinner, to an insurance bill, or even dentist work. Anything anybody wanted paid for at one of our merchants could be theirs. Mr. Gliniecki suggested a discount for large employers.

The Board wished to support the Sweepstakes, but not in its current state. The Board did not feel that the program supported the community enough, nor did it create a win-win situation for the merchants. The DDA wants to have some input on the program, rather than just providing money. Mr. Cohen suggested holding a joint TIFA/DDA Meeting soon so no time is lost with planning. The DDA Board consensus was that Monday, April 30 would be best and allow for a month of planning.

#### **BOARD MEMBER COMMENTS**

Mr. Travnikar asked if there was a board vacancy since Ms. Genautis' closed her business in downtown. Mr. Seimer stated that Ms. Genautis did resign from the Board effective March 15. Therefore, there is one vacancy on the DDA. Mr. Travnikar stated that Joe Kidder from The Family Table may be interested in serving. Ms. Jernigan stated that Robin Bachan of Serenity Hair Salon may also be interested. Mayor McDaniel stated that the two of them may submit applications to serve on the Board. Ms. Seimer added that she would email applications to Ms. Jernigan and Mr. Travnikar for their respective potential Board members.

**ANNOUNCEMENT OF NEXT MEETING** – The next Downtown Development Authority Board of Directors will be Monday, August 20, 2018, at 5:30 PM at City Hall in the Administrative Conference Room.

#### **ADJOURNMENT**

**There being no objections, the meeting was adjourned at 7:09 p.m.**

Respectfully submitted,

*Samantha R. Seimer*

Executive Director