BOARD OF DIRECTORS MEETING
February 18, 2019
5:30 P.M.

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) Main Street Oakland County – Main Street 101
   b) 2018 Downtown Development Authority Annual Report

4) APPROVAL OF MINUTES
   a) Regular Meeting Minutes – November 19, 2018

5) FINANCIAL REPORT
   a) FY 2019 Adopted Budget and YTD Summary – January 31, 2019

6) OLD BUSINESS
   a) None

7) NEW BUSINESS
   a) Election of Officers
      i) Chairperson
      ii) Vice Chairperson
   b) 2019 Special Events

8) BOARD MEMBER COMMENTS

9) DIRECTOR UPDATES

10) ADJOURNMENT

Next meeting is scheduled for April 15, 2019 at 5:30 p.m.
Established in 1998

Follows the mission and best practices of the National Main Street Program, a 1980s economic development program.

Main Street Oakland County is one of the few programs that perform economic development in a county model, working with 23 communities to create vibrant downtowns.

23 communities currently participate in MSOC.
MAIN STREET
OAKLAND COUNTY

- Select Level
  Berkley, Clawson, Farmington, Farmdale, Franklin, Highland, Holly, Lake Orion, Pontiac, Orionville, Oxford, Rochester, Royal Oak

MAIN STREET
OAKLAND COUNTY

- Associate Level
  Birmingham, Lathrup Village, Wixom

MAIN STREET
OAKLAND COUNTY

- Auburn Hills, Clarkson, Dixie Highway (Greeland-Holly Townships), Leonard, Hazel Park, Oak Park, South Lyon
The Four Points of Main Street

Design
Organization
Promotion
Economic Vitality

MAIN STREET 101

• Design (in a nutshell): Everything physical about the downtown district.
  Examples: Historic Preservation, in-fill construction, parking, streetscapes, zoning, traffic, window displays, alleys.

• Organization (in a nutshell): The group implementing the plan and strategy.
  Examples: Volunteers, public relations, fundraising, training, workplanning.
  The DDA gives a “vehicle”; but car needs wheels.
MAIN STREET 101

- **Promotion (In a Nutshell):** Promotes the downtown and what it has to offer to residents, investors, visitors, and consumers through special events, retail events, image campaigns and other marketing efforts.

  - **Examples:** Festival of Trees, Rack Cards, Welcome packets

MAIN STREET 101

- **Economic Vitality (In a Nutshell):** Using market data to devise a strategy for the district.

  - **Examples:** Business recruitment and retention, new uses for existing spaces, developing incentives, market analysis, working with developers and investors

MAIN STREET OAKLAND COUNTY

- Comprehensive, Quality, Assets, Change, Incrementalism
- Self Help, Public-Private Partnerships, Action Oriented, Flexibility, Repeat, repeat, repeat
MAIN STREET OAKLAND COUNTY

What We Do
- Technical Assistance
  (Teach, Train, Troubleshoot, Design, Evaluate, Support)
- Resources
  (Connect, strategies, information, go to source)
- Funding Support
  (New private partnerships)

WHAT MAIN STREET BOARDS DO
- Governing and Planning
- Deals with Present and Future
- Volunteer Driven, Not Staff Driven
- Raises Funds, Sets Priorities and Policies
- Determine Mission and Vision
- Hire Staff
- Develop Budgets
- Advocate
- Monitor
- Support Staff

MAIN STREET OAKLAND COUNTY
What's New?
- Private partnerships & funding
- Economic Vitality Focus
- Growing Program
- Building Vibrancy Future
MAIN STREET 101
OVERVIEW

ECONOMIC POSITION
STATEMENTS AND THE
REFRESHED MAIN STREET

MAIN STREET
OAKLAND COUNTY
FLAGSTAR BANK AND
GENISYS CREDIT UNION

LUNCH AND LEARNS AND
MORE LOCAL LEVEL
PROGRAMMING
Introduction

In 1975, the Downtown Development Authority (DDA) Act was enacted 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 which utilizes funds for 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. Funding large-scale projects can lead to new development opportunities in the district and is considered an amenity to the development community. In collaboration with other public and private entities, the DDA Board of Directors strive to ensure the growth and prosperity of Downtown Auburn Hills.

History of Auburn Hills DDA

Auburn Hills was formerly known as Pontiac Charter Township. The township adopted two ordinances pursuant to The DDA Act to create 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 funds 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. 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.

The 2009 Hyett Palma 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. 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. 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 out Downtown Auburn Hills through the study and our residents’ vision will be an incremental process, and perhaps take decades to come to full fruition.
2018 Summary

In the fourth quarter of 2018, the DDA experienced a staff leadership change after the two-year tenure by Ms. Samantha Seimer. In October 2018, Mr. Brandon Skopek was appointed as the Director of Authorities. Mr. Skopek furthers the vision and commitment to the DDA Board with the tradition established before him.

At the first quarterly meeting of 2018, the DDA Board selected Mr. Young to serve as Chairman and Mr. Volk to serve as Vice Chairman of the Board of Directors for 2018. In October, Ms. Jernigan and Ms. Wise were reappointed to the Downtown Development Authority Board of Directors to serve another four-year term.

The DDA served as the primary sponsor to the Summer Concert Series which was hosted at the Pop-Up Public Square while construction at the amphitheater and splash pad in Riverside Park was underway. With greater promotion, merchant engagement and cross promotion, and Board Member involvement, downtown events and businesses will continue to grow well into the future.

In the fourth quarter of 2018, the DDA co-hosted with the Tax Increment Finance Authority and City of Auburn Hills a strolling groundbreaking ceremony downtown. The event celebrated the latest downtown investments including Primary Place Townhomes, The MiL, Residences at Thirty-Two 50, and Riverside Townes.

Future Outlook

With an estimated day-time population over 50,000 people 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 continues to grow, the DDA will become the event and marketing mechanism for all of Downtown Auburn Hills.

In 2019, the Board of Directors will firmly engage in the Main Street Oakland County program and work closely with staff, downtown merchants, and the Main Street Oakland County Resource Team to set benchmarks and goals for Downtown Auburn Hills in order to reach Main Street Oakland County Select Level Community status. By gaining the status of a Select Level Community, Downtown Auburn Hills will benefit from special marketing, advertising and publicity opportunities with Oakland County, as well as gain additional technical services to continue to grow and develop the downtown. 2019 will be another challenging year with many new residential construction projects downtown; however, the DDA is committed to driving positivity and prosperity throughout Downtown Auburn Hills.

2019 DDA Board of Directors

Mayor Kevin McDaniel
Nate Spurlin
John Young
Dan Gliniecki
Jean Jernigan
Al Travnikar
Steven Volk
Dawn Wise

Brandon Skopek, Executive Director
CITY OF AUBURN HILLS
DOWNTOWN DEVELOPMENT AUTHORITY MEETING

November 19, 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 5:57 PM.

ROLL CALL
Present: McDaniel, Travnikar, Wise, Volk, Young
Absent: Gliniecki, Jernigan, Spurlin
Also Present: Brandon Skopek, Director of Authorities
Guests: None

PERSONS WISHING TO BE HEARD
None.

CORRESPONDENCE & PRESENTATIONS

A. Introduction of Brandon Skopek, Director of Authorities

Brandon Skopek, Director of Authorities, introduced himself to the Board and gave a history of his work experience and education.

APPROVAL OF MINUTES

A. DDA Meeting Minutes from August 20, 2018

There was no additional discussion of the minutes.

Moved by Mr. Volk to approve the DDA Minutes from August 20, 2018 as submitted.
Support by Mr. Wise.

Yes: McDaniel, Travnikar, Wise, Volk, Young
No: None

FINANCIAL REPORT

A. FY 2018 Adopted Budget and YTD Summary – October 31, 2018

Mr. Skopek reviewed the financial report for period ending October 31, 2018. He stated that the DDA has received $114,44 in tax increment revenue over the last several months, which is 93% of the budgeted tax revenues for the year.

The DDA has utilized 79% of its budgeted expenditures for the year, specific to summer irrigation costs and maintenance

The Board now has a cash position of approximately $177,900.

Moved by Mr. Travnikar to receive and file the financial report for period ending October 31, 2018.
Supported by Mr. Volk.
Yes:    McDaniel, Travnikar, Wise, Volk, Young
No:     None

Motion carried

OLD BUSINESS
None.

NEW BUSINESS

A.  2018 Accomplishments

Mr. Skopek discussed events that were held in Downtown Auburn Hills and throughout the City, as well as the developments that have been proposed throughout the year.

B.  Overview of 2019 Proposed Events

Mr. Skopek presented the proposed events for 2019 and stated that additional funds have been allocated for fiscal year 2019 to promote more involvement in events downtown. He further stated that staff has met internally to discuss the ribbon cutting ceremony for the amphitheater and splash pad downtown and anticipate that being the kickoff to Summerfest. Additionally, staff has met to brainstorm ideas for a new signature event downtown. Staff met to discuss entertainment, location, and time of the year for the event.

Mr. Young asked if staff had a date proposed.

Mr. Skopek stated that staff has a tentative month of September to hold the new event, but are still working on planning.

Mr. Young asked staff to keep him updated on what dates are proposed for the event to ensure we are not competing with other surrounding events.

C.  Adoption of 2019 Meeting Dates

Mr. Skopek presented a memo dated November 19, 2018 for the adoption of the 2019 meeting schedule. He stated that staff is recommending to continue meeting quarterly and hosting special meetings as needed.

Mr. Young recommended that staff should look to schedule a joint meeting with the Tax Increment Finance Authority to look at aligning projects for the next year.

Mr. McDaniel agreed and stated staff should look at scheduling a joint meeting in the first quarter of 2019.

Mr. Volk asked if the Board was still involved with Oakland County Main Street and if staff has had any communication with staff at Oakland County.

Mr. Skopek stated that he attended an Oakland County Main Street meeting his second week with the City and that he plans on continuing to attend the meetings and to continue to work closely with Oakland County Main Street.

Mr. Young stated that Oakland County Main Street was working to collect data for the Board to provide direction on next steps for downtown after the utility installation and street reconstruction was completed. He recommended that staff reach out to Oakland County Main Street for an update.

Mr. Volk stated that Oakland County Main Street was very excited to work with the Board and help grow downtown and that they have a lot of resources at their disposal to offer assistance.

Moved by Mr. McDaniel to approve the 2019 Auburn Hills Downtown Development Authority Board of Directors meeting schedule as presented.
Supported by Mr. Travnikar.

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

Motion carried

BOARD MEMBER COMMENTS

Mr. Volk asked if there were any interested parties seeking opportunities in downtown.

Mr. Skopek stated that he has not yet heard from any interested parties, but that he would like to work on active recruitment of new businesses.

Mr. McDaniel stated that the Residences at Thirty-Two 50 are still working to close on their financing with the Department of Housing and Urban Development.

Mr. Volk asked what was going to happen with the statewide proposal approving the legalization of recreational marijuana.

Mr. McDaniel stated that he believes City Council has no interest in allowing dispensaries in the City and that City Council will be looking to draft an ordinance to opt-out of allowing dispensaries.

Mr. Volk asked about the enforcement of truck traffic downtown.

Mr. McDaniel stated that the enforcement is going well and that it has greatly assisted in reducing the amount of truck traffic downtown. He stated that local deliveries are still allowed, but the purpose of the enforcement is to reduce thru traffic to protect the investment made in the streets and landscaping downtown.

DIRECTOR UPDATES

A. 2019 Goals

Mr. Skopek reviewed his goals as a director for 2019. His goals include: increasing his visibility downtown to build relationships with downtown merchants and be utilized as a liaison between the merchants and the City; increasing downtown’s social media presence to assist in promoting the downtown; and working with Community Development to create a marketing strategy and comprehensive business recruitment plan to expand the uses and tenants downtown.

ANNOUNCEMENT OF NEXT MEETING – The next Downtown Development Authority Board of Directors will be Monday, February 18, 2019, at 5:30 PM at City Hall in the Administrative Conference Room.

ADJOURNMENT

Moved by Mr. McDaniel to adjourn the DDA Board meeting.
Supported by Mr. Travnikar

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

Motion carried

The DDA Board of Directors meeting adjourned at 6:28 p.m.

Respectfully submitted,
Brandon Skopek
Executive Director
TO: Chairman Young and Members of the DDA Board of Directors
FROM: Brandon Skopek, Director of Authorities, DDA Executive Director
DATE: February 11, 2019
SUBJECT: FY 2019 Adopted Budget and YTD Summary – January 31, 2019

Attached for your review are the DDA financial statements for the period ending January 31, 2019.

**DDA STATEMENT OF REVENUES AND EXPENDITURES**

- Approximately 33% of budgeted property tax revenue has been received for the DDA in 2019 for a total of $41,858.
- Less than 1% of budgeted expenditures have been utilized to date. Expenditures will increase as funds are expended for the summer concert series and other downtown events.
- Per the resolution passed by the DDA Board of Directors in July 2018, the Tax Increment Finance Authority will transfer $160,000 to the DDA in April 2019 for the site improvement grant awarded for the Robertson Brothers development on Squirrel Court. The grant will be paid out by the DDA upon completion of the rough-in of the first entire section of units being constructed.

The net position continues to increase due to conservative spending in the previous two years, bringing the net position of the DDA to $213,331.

**ADDITIONAL NOTES**

The financial statements will be presented for approval at the Board meeting on Monday, February 18, 2019. 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, 2019.**

Attachments: 1. FY 2019 Adopted Budget and YTD Summary – January 31, 2019
City of Auburn Hills  
DDA Statement of Net Position  
For the Period Ending January 31, 2019

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>DDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>215,756</td>
</tr>
<tr>
<td>Taxes Receivable</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>215,756</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>-</td>
</tr>
<tr>
<td>Due to Trust and Agency</td>
<td></td>
</tr>
<tr>
<td>Due to Taxpayers</td>
<td>2,424</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td></td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>2,424</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET POSITION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning Net Position 1/1/2019 (Un-Audited)</td>
<td>82,992</td>
</tr>
<tr>
<td>Excess of Revenues over Expenditures as of January 31, 2019</td>
<td>41,294</td>
</tr>
<tr>
<td>Net investment in capital assets</td>
<td>0</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>213,331</td>
</tr>
<tr>
<td><strong>Total Net Position</strong></td>
<td><strong>213,331</strong></td>
</tr>
</tbody>
</table>

Total Liabilities and Total Net Position | 215,756
# City of Auburn Hills
# Statement of Revenues, Expenditures, and Changes in Net Position-DDA
# For the Period Ending January 31, 2019

## Fund 248-728

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>Amended Annual Budget</th>
<th>Year-To-Date Actual</th>
<th>Fav / (Unfav) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>402.000 Property Taxes</td>
<td>$126,193</td>
<td>$41,858</td>
</tr>
<tr>
<td>421.000</td>
<td>Tax Chargeback</td>
<td>(2,200)</td>
<td>-</td>
</tr>
<tr>
<td>422.000</td>
<td>MTT YE Accrual</td>
<td>(200)</td>
<td>-</td>
</tr>
<tr>
<td>699.252</td>
<td>Transfer from TIF - B</td>
<td>160,000</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td><strong>Total Revenues</strong></td>
<td><strong>283,793</strong></td>
<td><strong>41,858</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>55</td>
<td>729.000 Supplies</td>
<td>1,500</td>
<td>-</td>
</tr>
<tr>
<td>76</td>
<td>817.000 Consultant Services</td>
<td>1,000</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>967.100 Site Improvement Grants</td>
<td>160,000</td>
<td>-</td>
</tr>
<tr>
<td>Other Expenses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>85</td>
<td>885.000 Community Relations</td>
<td>23,500</td>
<td>-</td>
</tr>
<tr>
<td>85</td>
<td>901.000 Marketing</td>
<td>5,000</td>
<td>-</td>
</tr>
<tr>
<td>85</td>
<td>958.000 Membership Dues</td>
<td>550</td>
<td>-</td>
</tr>
<tr>
<td>85</td>
<td>960.001 Conferences and Workshops</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>85</td>
<td>998.000 Miscellaneous</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>929.000 Irrigation Water &amp; Maintenance</td>
<td>500</td>
<td>-</td>
</tr>
<tr>
<td>59</td>
<td>927.000 Utilities</td>
<td>5,000</td>
<td>-</td>
</tr>
<tr>
<td>73</td>
<td>999.004 Administrative Charges</td>
<td>4,401</td>
<td>367</td>
</tr>
<tr>
<td>88</td>
<td>999.007 Interfund Services</td>
<td>2,371</td>
<td>198</td>
</tr>
<tr>
<td></td>
<td><strong>Total Expenditures</strong></td>
<td><strong>203,822</strong></td>
<td><strong>564</strong></td>
</tr>
</tbody>
</table>

Excess of Revenues over Expenditures as of January 31, 2019

| Beginning Total Net Position (1/1/2018) | 82,992 | 82,992 |
| Ending Total Net Position              | $162,963 | $124,286 |

<table>
<thead>
<tr>
<th>Fav / (Unfav)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$118,923</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TO: Chairman Young and Members of the DDA Board of Directors
FROM: Brandon Skopek, Director of Authorities, DDA Executive Director
DATE: February 11, 2019
SUBJECT: Election of Officers

No additional written material provided.

At this time, the floor will be opened up for the nomination of Chairperson and Vice Chairperson of the Board for 2019.
TO: Chairman Young and Members of the DDA Board of Directors  
FROM: Brandon Skopek, Director of Authorities, DDA Executive Director  
DATE: February 11, 2019  
SUBJECT: 2019 Special Events

Introduction and History

The Downtown Development Authority budget for fiscal year 2019 has $20,000 allocated for the summer concert series downtown. The Recreation Department has managed to line-up a fun and diverse group of bands, which are listed below:

- Friday, June 28, 2019 - Steve King and the Dittilies $2,500
- Friday, July 12, 2019 - Cancel Monday $1,500
- Friday, July 19, 2019 - Toppermost Beatles $900
- Friday, July 26, 2019 - Detroit Rock City – Kiss Tribute $1,200
- Friday, August 2, 2019 - D’sendants $1,500
- Friday, August 9, 2019 - Sun Messengers $1,600
- Friday, August 16, 2019 - The Classics $1,100
- Friday, August 23, 2019 - Collision Six $1,600

Total = $11,900

There is a realized savings of $8,100 within the summer concert series budget. Staff is seeking approval to utilize the remaining funds for pop-up events throughout 2019 to attract more patrons to downtown.

Staff Recommendation

Staff recommends utilizing remaining funds from the summer concert series budget for pop-up events throughout 2019.

An appropriate motion is:

Move to approve utilizing the remaining funds from the summer concert series event budget for pop-up events to be held downtown in 2019 and for the Executive Director to update the Board of event budgets as necessary.