

THESE MINUTES ARE SUBJECT TO APPROVAL BY THE WYOMING DOWNTOWN DEVELOPMENT AUTHORITY AT ITS MEETING OF SEPTEMBER 6, 2011

DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING MINUTES OF AUGUST 2, 2011  
CITY COUNCIL CHAMBERS  
CITY OF WYOMING, MICHIGAN

MEMBERS PRESENT: Baker, Coombs, Cross, Harkema, Kochneff, Martz, Mayor Poll

MEMBERS ABSENT: Vandenberg, VanderVeen

STAFF PRESENT: Rynbrandt, Lucar, Smith

Chairman Kochneff called the meeting to order at 7:40 a.m.

Rynbrandt, Director of Community Services, announced she would be sitting in for DDA Director VanDuren who had a death in her family.

Approval of Meeting Minutes

Motion by Mayor Poll, supported by Baker, to approve the minutes of July 5, 2011. Motion carried unanimously.

Public Comment on Agenda Items

There was no public comment.

Treasurer's Report

July Monthly Report - DDA Treasurer Smith presented the Income Statement for the Month Ending July 31, 2011. Total Revenues for the month were \$2.31, Total Expenditures were (-\$12,116.66) and the Current Year to Date Balance was \$661,590.70.

Treasurer Smith next presented a bar graph showing the trend for DDA tax capture from 2005 through 2011. For 2011, there is a -76% decrease.

Rynbrandt noted, at last month's meeting there had been a question raised about the City's commitment, and specifically the City Manager's commitment, to the DDA. She confirmed that the City is committed to the DDA, the Turn On 28<sup>th</sup> Street Plan and the future of 28<sup>th</sup> Street.

Treasurer Smith next presented the Budget Worksheet Report, showing proposed amendments to the 2012 budget based on the decrease in revenues from tax capture. The Revenues Total would

be decreased from \$267,100 to \$73,500. As far as Expenditures, Project Costs Acquisitions/Gap Financing would be decreased from \$221,500 to \$5,000, and Project Costs Mast Arm Signal would be increased from \$20,000 to \$70,000. These changes will need City Council approval.

Treasurer Smith next referred to the DDA Comparison 2010 to 2011 listing tax capture for 28<sup>th</sup> Street businesses. Baker asked if there was a way to forecast future revenues. Treasurer Smith said future revenues will be based in large part on the Michigan Tax Tribunal results. Smith projected the DDA will not receive any tax capture next year or the next 3 – 4 years after. There will be about \$100,000 in core expenses (landscape maintenance, salaries, etc.) that will need to be paid each year. Rynbrandt recommended staff identify expense priorities for the next 3 – 4 years and then present them to the Board. Chairman Kochneff agreed; there should be a plan in place if there will be zero revenues coming in. Harkema asked if something can be done now to bring expenses down. Smith noted there are monies that are already committed for 2012. Mayor Poll thought there should be a list developed of committed expenses. Rynbrandt mentioned Attorney Scott Smith is currently looking at other revenue streams out there for the DDA. She noted the \$25,000 for Professional Services is set aside for the development of the zoning code related to the Turn On 28<sup>th</sup> Street Plan. The City Council has authorized the distribution of the Turn On 28<sup>th</sup> Street Plan to adjoining communities and other stakeholders as required by law, then it will go to the Planning Commission for a public hearing and adoption. The City Council may also wish to adopt the Plan. After that a consultant will be hired to write the zoning code for this area. In addition, the Planning Commission has urged the DDA to market the Plan once it is adopted, reaching out to potential developers. Rynbrandt indicated she will speak with VanDuren and Smith regarding the need to come up with a recommendation of priorities based on projected revenues over the next 3 – 4 years.

Motion by Mayor Poll, supported by Coombs, to accept the Treasurer's Report. Motion carried unanimously.

### Metro Cruise

Metro Cruise Chairman Dave Szidik said all the venues and events are planned. The Metro Cruise programs are printed and will be included as inserts in the Advance newspaper on August 16<sup>th</sup>. They have increased business involvement, with 11 DDA businesses included in the program this year. There have been 100-200 hits on their website each day and that will most likely increase. There will also be television and radio promotions as the event gets closer. Many of the car dealerships and restaurants are doing their own activities and promotions. Posters are also being distributed to 28<sup>th</sup> Street businesses. The DDA area is the epicenter for this event. They need additional volunteers; the volunteer application is on-line.

Rynbrandt said she had discussed with VanDuren the hiring of a professional photographer to capture images of Metro Cruise. The photos can be used on the City's web site and for other marketing purposes, including that of the Turn On 28<sup>th</sup> Street Plan. The cost is expected to be under \$200. It was the consensus of the DDA Board to hire a professional photographer to take pictures during the Metro Cruise.

Chairman Kochneff mentioned a few years ago there was a problem with the police aggressively closing the event for the night. Szidik indicated they are promoting the event to end at 8:00 p.m. They have hired some of their own security to patrol the parking lots and direct traffic. They also have a Metro Cruise representative communicating with law enforcement. Rynbrandt would ask Chief Carmody about their traffic control plan and strategy during Metro Cruise.

Lucar gave an update regarding the DDA drink booth and encouraged Board members to volunteer.

#### Overpass Crosswalk

Rynbrandt referred to the letter sent to organizations that have placed banners on the overpass at 28<sup>th</sup> Street and Taft Avenue. This pedestrian overpass will be removed during the 2012 MDOT construction season. Cross asked the reason for removal? Rynbrandt said it was too expensive to maintain, and since Taft Elementary is closed, it does not get much use.

#### Holiday Event

VanDuren and Lucar met with Martz at Rogers Plaza regarding the potential setup for the holiday event on December 1st. A DDA coupon booklet will be developed, with coupons that can be used throughout the following year. The event may coincide with the City's tree lighting ceremony. There will also be collaboration with Toys for Tots; specifically persons donating a toy will receive the coupon book. A subcommittee is being formed to plan the event, with Martz participating, but one additional member is needed. Rynbrandt encouraged them to recruit business managers or others who may have interest.

#### Turn On 28<sup>th</sup> Street Plan

Rynbrandt mentioned Macatawa Bank is marketing this area, specifically the Klingman's property, to potential developers and realtors. They are putting together promotional packets which will contain the Turn On 28<sup>th</sup> Street Plan.

Rynbrandt also noted a subcommittee will be formed to promote the Turn On 28<sup>th</sup> Street Plan. Dave Micele from the Planning Commission has volunteered and two DDA Board members are needed. She asked the Board's help in recruiting additional business people and community members in the DDA area. Chairman Kochneff and Baker volunteered to serve on this subcommittee.

Rynbrandt indicated the City Council has approved the distribution of the Turn On 28<sup>th</sup> Street Plan to other communities for their input. Chairman Kochneff mentioned the confusion at the Council level regarding the need for distribution of the plan when it is on the web site. Rynbrandt explained the law requires the plan to be distributed to surrounding communities, etc. The web site is used as a tool to promote transparency. Chairman Kochneff also commented that the Dermody BZA decision was brought up at the meeting in relation to the Turn On 28<sup>th</sup> Street Plan. Rynbrandt had clarified there is no correlation between that BZA decision and the Turn

On 28<sup>th</sup> Street Plan. This plan does not have any impact on current zoning, and the BZA decision was based on current zoning. Mayor Poll reiterated this fact. Baker stated he was having a difficult time grasping how the plan would actually become a reality. Rynbrandt stated this is a planning tool for the future. She explained the general schedule for plan adoption and zoning adoption. She will provide them with this schedule. She explained that other plans, which are part of the City's overall Master Plan, will have to be updated based on this document for the purpose of leveraging grant dollars. Chairman Kochneff asked for a general explanation of form based code and if it will be implemented on 28<sup>th</sup> Street? Rynbrandt replied the current zoning code is predominantly based on use. Form based code is more focused on building placement, aesthetics, mixed use, density and how properties interact with each other. Form based code is currently being developed for the Division Avenue Fisher Street Station area in partnership with the Grand Valley Metro Council. Form based code will most likely be developed for areas of 28<sup>th</sup> Street as well. She mentioned that if the DDA Board wished to learn more about form based code, staff could provide them with more information.

#### Bus Shelter – 2829 S. Division

Rynbrandt indicated VanDuren is awaiting a response from the Walgreens corporate offices in this regard.

#### Correspondence

Rynbrandt referred to the correspondence items in the agenda.

#### Public Comment

There was no public comment.

#### Round Table Comments

Coombs asked if the major stakeholders have given their support for the Turn on 28<sup>th</sup> Street Plan? Rynbrandt explained various stakeholders were involved in the initial bus tour, private interviews and design charrettes. There were many opportunities for participation. At the last Planning Commission meeting, the stakeholders in attendance showed support for the concepts laid out in the plan.

#### Adjournment

The meeting was adjourned at 9:00 a.m.

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Kimberly S. Lucar  
Administrative Secretary