THESE MINUTES ARE SUBJECT TO APPROVAL BY THE WYOMING DOWNTOWN DEVELOPMENT AUTHORITY AT ITS MEETING OF OCTOBER 2, 2012

DOWNTOWN DEVELOPMENT AUTHORITY
MEETING MINUTES OF AUGUST 9, 2012
CITY COUNCIL CHAMBERS
CITY OF WYOMING, MICHIGAN

MEMBERS PRESENT:	Harkema, Kochneff, Male, Mayor Poll, VanDuren, VanderVeen
MEMBERS ABSENT:	Coombs, Vandenberg
STAFF PRESENT:	VanDuren, Ballard, Nemastil, Ryanbrandt, Smith
OTHERS PRESENT:	Tom Norton, WKTV, Kevin VanTimmeren, Property Manager-Spigel Properties

Chairman Kochneff called the special meeting to order at 9:04 a.m.

Turn on 28th Street Marketing/Promotion

VanDuren gave the background report on the process of the adoption phases of the Turn on 28th Street Marketing Plan. A major task performed by the marketing committee was the hiring of a consultant to write the Form Based Code. Currently, they are also working on getting a quote to redo the Michael corridor. Progressive has given quotes on transportation engineering services and a Conceptual Engineering Plan. One area of concern is working on the business incentives for developers in order to increase interest in the redevelopment. At the April meeting, the DDA expressed that they did not want to hire an outside consultant to do the marketing. The marketing committee decided to work on a public campaign to increase the public interest of 28th Street. This will be done with the help of our communication specialist, Erin Nemastil, staff, WKTV, and the use of an intern(s) from Davenport University.

Tom Norton, from WKTV, presented the current marketing campaign and its process. The campaign involves television advertising and social media. Norton explained that the main idea includes creating a campaign that engages the general public. It is geared toward getting people to believe that a transformation of 28th Street is possible. Other key areas include helping people to understand the City has been working on a progressive and proactive plan and to understand that this is a start to a long term project. The demographic approach was also discussed which embraces the diversity of the City. Norton made the suggestion of scheduling more entertainment events to help alter the thoughts surrounding 28th Street to a more positive feeling. Costs involved with the campaign will include development of spot, websites, 3-D fly over animation, and ad time. Discussion included rolling this plan out with a special event. Harkema asked about the timing of launching the plan. Norton recommended February or March.

A motion was made by Vanderveen to take the marketing plan to the Council in September for possible funding. Male seconded the motion. The motion was carried.

DDA Funding Options

VanDuren referenced the memo that was given to the DDA members which contains suggestions of possible increased funding. VanDuren recently met with Curtis Holt, Tim Smith, and Attorney Scott Smith to go over possible funding options. The three options include a district wide 1 millage increase for five years, establishing principal shopping district or special assessment district, and a combination of district wide mill increase and special assessment. Another option is to downsize the district. At this time, the DDA agreed that the boundaries should be left as they are. VanDuren noted that a special assessment or a vote of 1 mill is something the Council has authority to do; it does not go to the constituents. VanDuren asked for comments and suggestions from the DDA in regard to which route they would like to go in order to provide more research if needed. VanDuren also mentioned that DDA and business support is a key issue in obtaining funding. Harkema asked about the possible millage increase going toward paying any future tax tribunal cases. VanDuren explained this would not happen due to this being a dedicated millage. Mayor Poll asked if we could look into the properties Heyboer is currently performing work on in order to have a better understanding of the benefits and costs for individual property owners and, how a possible increase could affect the individual owners monetarily.

Up Coming Events

The DDA slush booth is set for Metro Cruise. Jennifer Ballard will be sending out a reminder email for volunteer times.

The holiday event, Wyoming Gives Back, will take place at Roger's Plaza again this year, on December 6. Mayor Poll mentioned the importance of all DDA members taking an active part in volunteering at this event and also possibly sponsoring a table. Vanderveen suggested coaching merchants on marketing in order for them to have a better understanding of the benefits of this event.

Public Comments
There were no public comments.

Adjournment
The meeting was adjourned at 10:10 a.m.

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Jennifer Ballard
Administrative Assistant, City Manager's Office