



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, October 7, 2008

The meeting was called to order at 7:38 a.m. by President Cowley

ROLL CALL: Cornwell, Cowley, Higgins, Jakacki, Mazzoni, Pastue, Rock,  
Schneemann, Ziegler

ABSENT: Freeman, Kuiken

OTHERS PRESENT: DDA Executive Director Knowles

**CONSENT AGENDA ITEMS:**

MOTION by Rock SUPPORTED by Mazzoni to approve the regular minutes of September 3, 2008 and the special minutes of September 12, 2008, and to accept and file the Bill Review Report as presented. MOTION CARRIED, ALL AYES.

Note that the Financial Statements, originating July through the present, will be delayed until the auditors have completed their work for Fiscal Year Ending June 30, 2008.

**ORGANIZATION COMMITTEE UPDATE**

Chairman Rock praised the newest, most hardworking volunteer: the scarecrow constructed by the committee. The committee is readying to publish a fall Main Street Messenger. A formalized process to nominate and select recipients of the Mary Martin Service Award will be on the agenda in November.

**DESIGN COMMITTEE UPDATE**

Chairman Schneemann reported that the streetscape project design review is complete after some tweaks were made. Packages for Pavilion sound, lighting and painting have been processed. We may be able to complete all this season. Next up for the Design Committee: signage/wayfinding and enclosures for the Pavilion.

**ECONOMIC RESTRUCTURING UPDATE**

Director Knowles updated the board on the recent activities of the ER Committee. They have collected info about incentives offered in other communities in the market place. In order to facilitate the production of business recruitment materials, they are collecting packages or samples of other's work. In March, 2009, in conjunction with the Oakland County Business Center and National City, we will host Business Assistance Teams, a retention tool.

**MARKETING & PROMOTIONS UPDATE**

Under the chairmanship of Dan Higgins, the committee will be restructured around four areas: image, retails promotions, events and strategic planning. It is hoped that the reconstituted committee will be fully operational next year.

## **FOUNDERS FESTIVAL – DDA ASSUMPTION**

The board of directors for the Farmington Area Founders Festival has asked if the DDA would accept oversight and responsibility for the festival. A discussion was held concerning the positives and negatives.

Vincent Pastue departed the meeting at 8:24 p.m.

MOTION by Mazzoni, SUPPORTED by Jakacki, to reply to the Farmington Area Founders Festival board of directors in the affirmative that the DDA would assume oversight and responsibility of festival operations. MOTION CARRIED, ALL AYES.

Mark Ziegler departed the meeting at 8:31 a.m.

A transition team will be formed to present at the November 5<sup>th</sup> board meeting a plan for absorption. Volunteers for the transition team include Dan Higgins, Michele Jakacki, Greg Cowley and guest Dana Dunlop from the merchants association.

## **ADJOURNMENT**

MOTION by Rock SUPPORTED by Schneemann that the meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting was adjourned at 8:50 a.m. The next meeting will be Wednesday, November 5, 2008.

Respectively submitted,

*Annette Knowles*