



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS

Wednesday, February 1, 2017
6:00 p.m.

Conference Room A, City Hall, 23600 Liberty Street

AGENDA

1. Roll Call
2. Consent Agenda Items: Regular Minutes of January 4, 2017; January, 2017 Invoice Distribution; and December, 2016 Financial Report
3. Public Comment
4. Budget Allocations – Inside|Out Promotion Campaign and Grand River Avenue Resurfacing Project
5. Work Plan Updates
6. Main Street Evaluation Summary Report
7. Board Comment
8. Adjournment

Dates to Remember

February 14 *DuCharme Place Tour*
February 16 *Parking Study Presentation @ Parking Advisory Committee*
February 20 *Presidents' Day – City Offices Closed*
February 21 *Public Hearing @ City Council Meeting for PSD Renewal*
March 1 *DDA Annual Meeting*



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Wednesday, January 4, 2017
Conference Room, City Hall

The meeting was called to order at 6:02p.m. by President Gallagher.

ROLL CALL

PRESENT: Clement, Craft, Gallagher, Galvin, Griswold, Murphy, Pascaris, Skrzycki

ABSENT: Buck

OTHERS PRESENT: Annette Knowles, Executive Director

CONSENT AGENDA ITEMS

MOTION by Skrzycki, SECONDED by Griswold

RESOLVED, that the board accepts and files the Regular Minutes of December 7, 2016, the December Invoice Distribution and the November, 2016 Financial Report as presented. MOTION CARRIED, ALL AYES.

MOVE PUBLIC COMMENT

MOTION by Murphy, SECONDED by Pascaris

RESOLVED, that public comment be moved on the agenda to follow the consent agenda. MOTION CARRIED, ALL AYES.

PUBLIC COMMENT

None

DOWNTOWN MASTER PLAN – RESOLUTION TO PLANNING COMMISSION TO ADOPT

The Downtown Master Plan 2016 Update project has concluded. The Plan was presented to the Planning Commission by OHM Advisors at its Monday, December 12, 2017 meeting. The Steering Team is to be commended for its year-long commitment to the project. The Plan includes five goals: connected, accessible, vibrant, high-tech and beautiful. Each goal has corresponding objectives and strategies. Projects identified as strategies may be accomplished by the DDA, the City, the development community or

others. The Plan was developed with the intention that it would be absorbed into the city-wide Master Plan, which is to be updated in 2017.

Galvin asked for clarification about the Farmington Road Streetscape status. Knowles replied that the opportunity to secure grant funds remains high, however the challenge is finding a commitment for the required match. Available funds for capital expenditures are scarce and new funds must be generated to support a bond issue. Development like what is proposed for the former Maxfield Training Center alone will not support the project.

MOTION by Galvin, SECONDED by Skrzycki

RESOLVED, that the Board of Directors accepts and approves the proposed 2016 Downtown Master Plan Update and recommends approval by the Planning Commission and absorption thereafter into the City Master Plan.

MOTION CARRIED, ALL AYES.

CITY OF FARMINGTON CAPITAL IMPROVEMENT PROGRAM WORK GROUP – NAME REPRESENTATIVE

City ordinance requires a capital improvement program. The City is forming a work group to complete a new plan and has asked for input from the DDA. After completion, the capital improvement plan will be incorporated into the city budget. City administration is asking that Knowles be included in the work group. Knowles anticipates that the Master Plan will be the source of capital projects from the DDA.

MOTION by Skrzycki, SECONDED by Griswold

RESOLVED, that the board designates Annette Knowles to serve on the Capital Improvement Program Work Group. MOTION CARRIED, ALL AYES.

FISCAL YEAR 2017-2018 WORK PLAN

A draft of the proposed work plan was introduced at the December meeting. The task for this meeting is to prioritize projects within each core theme and assign leads.

Under the core theme of development, the projects are, in order of preference, installing a wayfinding sign, packaging a community-initiated development project, monitoring the redevelopment at the Maxfield Training Center and taking action to amend the National Register District.

Under the core theme of communications and promotions, the projects are, in order of preference, supporting existing events and promotions, developing a communications plan, and conducting volunteer management.

Under the core theme of cleanliness, safety and attractiveness, the projects are, in order of preference, maintaining public areas, installing seasonal decorations, investigating sidewalk recycling stations, installing one public art project and installing rapid flashing beacons at locations on Grand River Avenue and/or Farmington and Oakland.

Under the core theme of parking, the projects are, in order of preference, contributing to the cost of an enforcement official, installing monument signs identifying public parking lots and implementing further management and improvement tactics.

Further, Knowles asked the board to prioritize the core themes. The core themes that are most important to the board is where she should be devoting the majority of her time. The board agreed that development and parking, in that order, are top priority, followed by maintenance and then marketing and communications. Knowles responded by stating that the majority of her time is spent on marketing and communications, the lowest priority. On an interim basis, board members will take on expanded roles with marketing and communications, until such a time that hiring a Promotions Coordinator is supported by the budget.

The next step in the work planning project is preparation of the fiscal year budget. A draft will be presented at the March 2, 2017 regular meeting.

WORK PLAN UPDATES

Knowles provided a written work plan update in the meeting materials.

Knowles reminded the board that the next board meeting will include the annual evaluation by Main Street Oakland County.

BOARD COMMENT

None

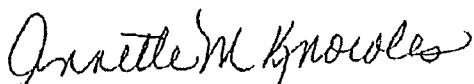
ADJOURNMENT

MOTION by Griswold, SECONDED by Craft
RESOLVED, that the meeting be adjourned.
MOTION CARRIED, ALL AYES.

The meeting was adjourned at 8:16p.m.

The next regular meeting will be on Wednesday, February 1, 2017 at 6:00 p.m., in the Conference Room at City Hall.

Respectively submitted,



Annette M. Knowles
Executive Director

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 248	DOWNTOWN DEVELOPMENT AUTHORITY						
Dept 000.00							
248-000.00-853.000	TELECOMMUNICATIONS	TDS	ACCT# 248 442 0105	12/22/2016	01/05/17	31.55	107514
248-000.00-853.000	TELECOMMUNICATIONS	TDS	FAB STORAGE UNITS RENT 2/17-6/17	#40 & #84	01/26/17	32.06	107814
248-000.00-941.000	RENTALS	A PLACE TO STORE - FAB STORAGE UNITS RENT 2/17-6/17		DUE: 2/1/2017	01/05/17	250.00	107463
248-000.00-941.000	RENTALS	CARDMEMBER SERVICE	ACCT# 4798 5100 4523 8850		01/19/17	50.00	107685
248-000.00-956.000	MISCELLANEOUS EXPENSE	KELLEY STEGRIST	INTERAGENCY COUNCIL OF FARMINGTON/F 2017 MEMBERSHIP		01/19/17	30.00	107629
248-000.00-956.000	MISCELLANEOUS EXPENSE	CARDMEMBER SERVICE	ACCT# 4798 5100 4523 8850		01/19/17	300.00	107685
248-000.00-958.502	PROFESSIONAL DEV, CONFERENCE	MI DOWNTOWN ASSOCIATION A. KNOWLES 3/8/17-3/9/17 WORKSHOP		E1382	01/12/17	85.00	107526
			Total For Dept 000.00			778.61	
Dept 759.00	PRINCIPAL SHOPPING DISTRICT						
248-759.00-801.006	SEASONAL DECORATIONS, GARDESEAN O'REILLY- RESTORA	12/1/16-12/31/16 DOWNTOWN		1543	01/05/17	317.25	107482
248-759.00-801.006	SEASONAL DECORATIONS, GARDEHOLIDAY LIGHTING	SERVILIGHTING 2016		2732	01/05/17	1,312.50	107515
248-759.00-880.000	COMMUNITY PROMOTION	WEB ASCENDER	1 2017 WEBSITE HOSTING	11970	01/05/17	50.00	107486
248-759.00-880.015	BUSINESS DEVELOPMENT	CARDMEMBER SERVICE	ACCT# 4798 5100 4523 8850		01/12/17	408.00	107685
248-759.00-880.110	COMMUNITY PROMO, ICE RINK	JT PRODUCTIONS	PSD, ICE RINK		01/12/17	625.00	107584
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		6069 977 0002 0	01/05/17	39.45	107471
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		1940 894 0002 3	01/05/17	94.15	107471
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		1940 894 0001 5	01/05/17	63.84	107471
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		1940 894 0008 0	01/05/17	30.36	107471
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		1940 894 0007 2	01/05/17	92.09	107471
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		1940 884 0011 5	01/12/17	135.87	107572
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		1940 884 0020 6	01/12/17	452.40	107572
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		1940 884 0017 2	01/12/17	93.18	107572
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		1940 884 0004 0	01/12/17	43.42	107572
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		1940 884 0002 4	01/12/17	51.71	107572
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		1940 884 0014 9	01/12/17	46.44	107572
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		0001 3620 0	01/19/17	47.28	107656
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		0001 3624 2	01/19/17	32.35	107656
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		0001 3625 9	01/19/17	184.14	107656
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		0001 3894 1	01/19/17	56.61	107656
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		0001 3619 2	01/19/17	102.06	107656
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		0001 3621 8	01/19/17	133.41	107656
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		0001 3622 6	01/19/17	30.27	107656
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		0001 3623 4	01/19/17	95.98	107657
248-759.00-920.000	PUBLIC UTILITIES	DTE ENERGY		0001 3607 7	01/19/17	100.48	107657
248-759.00-930.000	REPAIRS & MAINTENANCE	A PLACE TO STORE - FAB STORAGE UNITS RENT 2/17-6/17		#40 & #84	01/05/17	800.00	107463
248-759.00-930.000	REPAIRS & MAINTENANCE	SEAN O'REILLY- RESTORA 12/1/16-12/31/16 DOWNTOWN		1543	01/05/17	2,061.00	107482
248-759.00-930.000	REPAIRS & MAINTENANCE	CARDMEMBER SERVICE	ACCT# 4798 5100 4523 8850		01/19/17	160.00	107685
			Total For Dept 759.00 PRINCIPAL SHOPPING DISTRICT			7,659.24	
			Total For Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			8,437.85	

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amountcheck #
-----------	----------------	--------	---------------	---------	----------	---------------

Fund Totals:			Fund 248 DOWNTOWN DEVELOPMENT AUTHORI.			8,437.85
--------------	--	--	--	--	--	----------

Total For All Funds:						<u>8,437.85</u>
----------------------	--	--	--	--	--	-----------------

User: anorgard
DB: Farmington

PERIOD ENDING 12/31/2016

GL NUMBER	DESCRIPTION	2016-17 AMENDED BUDGET	BEG. BALANCE 07/01/2016	ACTIVITY FOR MONTH 12/31/16	YEAR-TO-DATE THRU 12/31/16	END BALANCE 12/31/2016	AVAILABLE BALANCE	% BGD USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Assets								
248-000.00-001.000	CASH-GENERAL RECEIVING		326,110.45	(3,252.14)	158,027.16	484,137.61		
248-000.00-040.000	A/R MISCELLANEOUS		4,050.00	0.00	(4,050.00)	0.00		
248-000.00-102.000	PREPAID EXPENSES		500.00	0.00	(500.00)	0.00		
248-000.00-130.000	LAND		460,579.70	0.00	0.00	460,579.70		
248-000.00-132.000	LAND IMPV, DEPRECIABLE		121,638.22	0.00	0.00	121,638.22		
248-000.00-132.101	LAND IMPV, GREEN AREAS		303,890.99	0.00	0.00	303,890.99		
248-000.00-133.000	ACCUM DEPREC, LAND IMP		(168,023.25)	0.00	0.00	(168,023.25)		
248-000.00-136.000	BUILDINGS		86,413.53	0.00	0.00	86,413.53		
248-000.00-137.000	ACCUM DEPREC, BUILDINGS		(24,785.24)	0.00	0.00	(24,785.24)		
248-000.00-146.000	OFFICE FURNITURE & EQUIP		25,917.11	0.00	0.00	25,917.11		
248-000.00-147.100	ACCUM DEPREC, OFFICE		(11,670.85)	0.00	0.00	(11,670.85)		
Total Dept 000.00			1,124,620.66	(3,252.14)	153,477.16	1,278,097.82		
TOTAL ASSETS								
			1,124,620.66	(3,252.14)	153,477.16	1,278,097.82		
Liabilities								
248-000.00-202.000	ACCOUNTS PAYABLE, P O		10,954.58	0.00	(10,954.58)	0.00		
248-000.00-202.002	ACCOUNTS PAYABLE, ACCRUED		1,550.00	0.00	(1,550.00)	0.00		
248-000.00-214.101	DUE TO GENERAL FUND		10,688.63	74.58	(10,605.86)	82.77		
248-000.00-301.004	2009 STREETScape CAP IMPROV BC		750,000.00	0.00	0.00	750,000.00		
248-000.00-301.005	2013 GROVE STREET CIB		561,344.39	0.00	0.00	561,344.39		
Total Dept 000.00			1,334,537.60	74.58	(23,110.44)	1,311,427.16		
TOTAL LIABILITIES								
			1,334,537.60	74.58	(23,110.44)	1,311,427.16		
Fund Equity								
248-000.00-365.901	RESERVE, DEBT SERVICE		(1,311,344.39)	0.00	0.00	(1,311,344.39)		
248-000.00-390.000	FUND BALANCE		272,504.74	0.00	1,000.00	273,504.74		
248-000.00-393.000	ASSIGNED FUND BALANCE, FACADE		25,300.00	0.00	0.00	25,300.00		
248-000.00-393.001	ASSIGNED FUND BALANCE, HARVEST		1,000.00	0.00	(1,000.00)	0.00		
248-000.00-393.002	ASSIGNED FUND BALANCE, DOWNTWN		8,662.50	0.00	0.00	8,662.50		
248-000.00-398.000	INVESTED IN CAPITAL ASSETS		793,960.20	0.00	0.00	793,960.20		
Total Dept 000.00			(209,916.95)	0.00	0.00	(209,916.95)		
TOTAL FUND EQUITY								
			(209,916.95)	0.00	0.00	(209,916.95)		
Revenues								
248-000.00-403.007	PROPERTY TAXES, TIFA		245,000.00	5,968.22	197,366.72	197,366.72	47,633.28	80.56
248-000.00-573.000	LOCAL COMMUNITY STABILIZATION		12,000.00	0.00	0.00	0.00	12,000.00	0.00
248-000.00-664.000	INVESTMENT INCOME		1,000.00	269.62	1,226.66	1,226.66	(226.66)	122.67

User: anorgard
DB: Farmington

PERIOD ENDING 12/31/2016

GL NUMBER	DESCRIPTION	2016-17 AMENDED BUDGET	BEG. BALANCE 07/01/2016	ACTIVITY FOR MONTH 12/31/16	YEAR-TO-DATE THRU 12/31/16	END BALANCE 12/31/2016	AVAILABLE BALANCE	% BDC USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Total Dept 000.00		258,000.00		6,237.84	198,593.38	198,593.38	59,406.62	76.97
Dept 759.00-PRINCIPAL SHOPPING DISTRICT								
248-759.00-671.000 REVENUES, OTHER		10,000.00		214.15	1,914.15	1,914.15	8,085.85	19.14
248-759.00-672.001 DDA DISTRICT, SP ASSESSMENT		216,000.00		17,667.14	115,740.92	115,740.92	100,259.08	53.58
Total Dept 759.00-PRINCIPAL SHOPPING DISTRICT		226,000.00		17,881.29	117,655.07	117,655.07	108,344.93	52.06
Dept 762.00-ART ON THE GRAND								
248-762.00-654.000 VENDOR FEES		2,000.00		0.00	0.00	0.00	2,000.00	0.00
248-762.00-654.100 SPONSORSHIPS		4,000.00		0.00	0.00	0.00	4,000.00	0.00
248-762.00-671.000 REVENUES, OTHER		4,000.00		0.00	0.00	0.00	4,000.00	0.00
Total Dept 762.00-ART ON THE GRAND		10,000.00		0.00	0.00	0.00	10,000.00	0.00
Dept 764.00-HARVEST MOON CELEBRATION								
248-764.00-646.000 CONCESSION, HARVEST MOON		20,000.00		0.00	28,241.00	28,241.00	(8,241.00)	141.21
248-764.00-651.000 ADMISSIONS, HARVEST MOON		13,000.00		0.00	18,347.06	18,347.06	(5,347.06)	141.13
248-764.00-654.100 SPONSORSHIPS		4,000.00		0.00	2,200.00	2,200.00	1,800.00	55.00
248-764.00-671.000 REVENUES, OTHER		1,000.00		0.00	600.00	600.00	400.00	60.00
Total Dept 764.00-HARVEST MOON CELEBRATION		38,000.00		0.00	49,388.06	49,388.06	(11,388.06)	129.97
Dept 766.00-RHYTHMZ IN RILEY PARK								
248-766.00-654.100 SPONSORSHIPS		15,600.00		0.00	2,200.00	2,200.00	13,400.00	14.10
Total Dept 766.00-RHYTHMZ IN RILEY PARK		15,600.00		0.00	2,200.00	2,200.00	13,400.00	14.10
TOTAL REVENUES		547,600.00		24,119.13	367,836.51	367,836.51	179,763.49	67.17
Expenditures								
Dept 000.00								
248-000.00-727.000 OFFICE SUPPLIES		500.00		136.32	296.89	296.89	203.11	59.38
248-000.00-728.000 POSTAGE, METER		1,000.00		82.77	471.66	471.66	528.34	47.17
248-000.00-801.000 PROFESSIONAL SERVICES		55,000.00		14,880.00	23,050.00	23,050.00	31,950.00	41.91
248-000.00-818.000 CONTRACTUAL SERVICES		71,000.00		0.00	33,000.00	33,000.00	38,000.00	46.48
248-000.00-853.000 TELECOMMUNICATIONS		600.00		31.55	209.00	209.00	391.00	34.83
248-000.00-860.000 TRANSPORTATION		500.00		130.68	397.44	397.44	102.56	79.49
248-000.00-941.000 RENTALS		1,500.00		0.00	250.00	250.00	1,250.00	16.67
248-000.00-956.000 MISCELLANEOUS EXPENSE		4,300.00		550.53	944.22	944.22	3,355.78	21.96
248-000.00-958.501 MEMBERSHIPS, SUBSCRIPTIONS		600.00		0.00	200.00	200.00	400.00	33.33
248-000.00-958.502 PROFESSIONAL DEV, CONFERENCES		2,000.00		0.00	0.00	0.00	2,000.00	0.00
248-000.00-970.000 CAPITAL OUTLAY		10,000.00		0.00	378.64	378.64	9,621.36	3.79
248-000.00-990.000 DEBT SERVICE		111,000.00		0.00	18,294.38	18,294.38	92,705.62	16.48
Total Dept 000.00		258,000.00		15,811.85	77,492.23	77,492.23	180,507.77	30.04
Dept 759.00-PRINCIPAL SHOPPING DISTRICT								
248-759.00-801.006 SEASONAL DECORATIONS, GARDENING		10,000.00		1,474.50	1,474.50	1,474.50	8,525.50	14.75
248-759.00-818.000 CONTRACTUAL SERVICES		36,000.00		0.00	18,000.00	18,000.00	18,000.00	50.00

PERIOD ENDING 12/31/2016

GL NUMBER	DESCRIPTION	2016-17 AMENDED BUDGET	BEG. BALANCE 07/01/2016	ACTIVITY FOR		YEAR-TO-DATE THRU 12/31/16	END BALANCE 12/31/2016	AVAILABLE BALANCE	% BDDT USED
				MONTH 12/31/16					
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY									
Expenditures									
248-759.00-880.000	COMMUNITY PROMOTION	24,000.00		50.00		2,279.00	2,279.00	21,721.00	9.50
248-759.00-880.015	BUSINESS DEVELOPMENT	4,000.00		0.00		968.65	968.65	3,031.35	24.22
248-759.00-880.100	RETAIL PROMOTIONS	7,000.00		236.93		948.68	948.68	6,051.32	13.55
248-759.00-880.110	COMMUNITY PROMO, ICE RINK	3,000.00		285.00		365.00	365.00	2,635.00	12.17
248-759.00-880.125	COMMUNICATIONS	15,000.00		0.00		5,342.28	5,342.28	9,657.72	35.62
248-759.00-880.200	VOLUNTEER MANAGEMENT	4,000.00		500.00		500.00	500.00	3,500.00	12.50
248-759.00-920.000	PUBLIC UTILITIES	18,000.00		1,646.10		6,221.88	6,221.88	11,778.12	34.57
248-759.00-930.000	REPAIRS & MAINTENANCE	105,000.00		7,441.47		37,286.58	37,286.58	67,713.42	35.51
Total Dept 759.00-PRINCIPAL SHOPPING DISTRICT		226,000.00		11,634.00		73,386.57	73,386.57	152,613.43	32.47
Dept 762.00-ART ON THE GRAND									
248-762.00-727.000	OFFICE SUPPLIES	500.00		0.00		0.00	0.00	500.00	0.00
248-762.00-880.000	COMMUNITY PROMOTION	7,500.00		0.00		950.00	950.00	6,550.00	12.67
248-762.00-943.000	EQUIPMENT RENTAL	1,500.00		0.00		0.00	0.00	1,500.00	0.00
248-762.00-956.000	MISCELLANEOUS EXPENSE	500.00		0.00		0.00	0.00	500.00	0.00
Total Dept 762.00-ART ON THE GRAND		10,000.00		0.00		950.00	950.00	9,050.00	9.50
Dept 764.00-HARVEST MOON CELEBRATION									
248-764.00-727.000	OFFICE SUPPLIES	1,000.00		0.00		105.65	105.65	894.35	10.57
248-764.00-740.010	CONCESSION SUPPLIES	16,000.00		0.00		13,571.95	13,571.95	2,428.05	84.82
248-764.00-880.000	COMMUNITY PROMOTION	6,500.00		0.00		4,995.77	4,995.77	1,504.23	76.86
248-764.00-880.009	ENTERTAINMENT	2,500.00		0.00		2,500.00	2,500.00	0.00	100.00
248-764.00-943.000	EQUIPMENT RENTAL	8,000.00		0.00		6,940.00	6,940.00	1,060.00	86.75
248-764.00-956.000	MISCELLANEOUS EXPENSE	4,000.00		0.00		3,421.01	3,421.01	578.99	85.53
Total Dept 764.00-HARVEST MOON CELEBRATION		38,000.00		0.00		31,534.38	31,534.38	6,465.62	82.99
Dept 766.00-RHYTHMZ IN RILEY PARK									
248-766.00-818.000	CONTRACTUAL SERVICES	6,400.00		0.00		3,000.00	3,000.00	3,400.00	46.88
248-766.00-880.000	COMMUNITY PROMOTION	2,500.00		0.00		360.73	360.73	2,139.27	14.43
248-766.00-880.009	ENTERTAINMENT	6,600.00		0.00		4,525.00	4,525.00	2,075.00	68.56
248-766.00-956.000	MISCELLANEOUS EXPENSE	100.00		0.00		0.00	0.00	100.00	0.00
Total Dept 766.00-RHYTHMZ IN RILEY PARK		15,600.00		0.00		7,885.73	7,885.73	7,714.27	50.55
TOTAL EXPENDITURES		547,600.00		27,445.85		191,248.91	191,248.91	356,351.09	34.92
Total Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY									
TOTAL ASSETS									
BEG. FUND BALANCE			1,124,620.66	(3,252.14)		153,477.16	1,278,097.82		
+ NET OF REVENUES & EXPENDITURES			(209,916.95)	(3,326.72)		176,587.60	(209,916.95)		
= ENDING FUND BALANCE			(209,916.95)	(3,326.72)		176,587.60	176,587.60	(176,587.60)	100.00
+ LIABILITIES			1,334,537.60	74.58		(23,110.44)	1,311,427.16		
= TOTAL LIABILITIES AND FUND BALANCE			1,124,620.65	(3,252.14)		153,477.16	1,278,097.81		
OUT OF BALANCE			0.00	0.00		0.00	0.00		

Mission: To promote and enrich a vigorous downtown business and residential district while retaining and enhancing our Main Street atmosphere



January 30, 2017

TO: DDA Board of Directors

FROM: Annette M. Knowles, DDA Executive Director *AMK*

SUBJECT: **BUDGET ALLOCATIONS – INSIDE|OUT PROMOTION CAMPAIGN AND GRAND RIVER AVENUE RESURFACING**

BACKGROUND:

This spring, we have two projects arising that were not included in the 2016-2017 budget for which an allocation is desired. They are:

- Inside|Out Promo Campaign – host and publicize a series of special events while the Inside|Out exhibit is on display, mid-April through mid-July; \$3,000 is requested
- Grand River Avenue Resurfacing – MDOT is resurfacing Grand River Avenue from, roughly, M-5 through M-5, a group will be convened to develop marketing effort to promote patronization of the downtown while the project is ongoing; \$5,000 is requested

The source of funds would be the Principal Shopping District cost center, Community Promotions. A budget allocation for this account has been made; this request is to designate funds from that allocation. There is no budget impact on these designations.

ACTION:

MOTION by, SECONDED by
RESOLVED, that the board designates funds previously budgeted for general community promotions in the following amounts to the following projects: Inside|Out Promotion Campaign, \$3,000, and Grand River Avenue Resurfacing Marketing, \$5,000, the funds for which to be derived from Principal Shopping District, Community Promotions, Account #248-759.00-880.000.

FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY

Work Plan Update

Item 5

PROJECT	LEAD	STATUS
Clearly define contributing historic structures based on past studies; take action to coordinate with SHPO to amend National Register district; prepare materials that showcases the histories of contributing structures; commit to preserving true historic properties		Intern started work on this project to update district; pending
Monitor Fresh Thyme Farmers Market and Maxfield Training Center redevelopment projects	Knowles	Anticipate MTC PUD application, due diligence period
Employ business assistance efforts	Knowles	March or April Retail/Service Niche Meeting hosted by Merle Norman
Real Estate Familiarization Tour	Murphy	
Develop a communications plan to accelerate release of positive media and to increase communication		
Establish regular combined annual meeting and other collaborative events with City Council and, as necessary, with the Planning Commission		
Build community with positive dialogue and continuing education necessary to foster a vibrant downtown		
Cultivate relationships with other commissions and merchants		
Educate property owners on DDA/City plans and encourage cooperation when applicable; block meetings		
Promote a culture that places customers and visitors at the forefront		
Conduct targeted volunteer recruitment; seeking volunteer with a particular set of skills; kinship; volunteer recognition Recruit more project leaders	Skrzycki	Volunteer appreciation is March 14 at Mt.Mosa; VOTING by board soon!
Support existing events and promotions; enhance merchant engagement		
Art on the Grand	Knowles	Web site ready; logo revision; FH considering sustainable brew/beverage svc in park
Ladies Night Out	Clement	Planning underway
Small Business Saturday	Greer	Done
Rhythmz in Riley Park	Knowles	Done for season
Harvest Moon Celebration	Skrzycki	Done
General Marketing - web, print, kiosks, video	Knowles	Rewrite of business recruitment folder nearly complete
Ice Rink Promo	Andrade	Glow Skate a huge success, next is Skate and Date on 2/12
Farmington Second Fridays	Murphy	Done for season
Innovate Farmington	Buck	Resumed 9.6.16 through first Tuesday in June, 2017
Support Downtown Maintenance Program, including street lighting, snow removal, landscape maintenance, litter patrol	Knowles/ Eudy	Ongoing
Install seasonal holiday decorations	Knowles	Winter seasonal done! Spring, 2017 Grand River lights to be redone

FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY

Work Plan Update

1/30/2017

Foster community and merchant activities in DDA Parks (Orchard St., Gazebo) and other parks (Riley Park, Memorial Park)

Enhance walkability routes and attractions; educate about walkability Farmington Road crosswalk at DFC and other locations

Done - Farm Rd RFB, will budget others in 17-18

Conduct updated downtown-wide parking analysis

Presentation on 2/16, board is encouraged to attend

Continue to implement and evaluate management tactics; plan for key consolidations and acquisitions for greater efficiency; agree on site(s) for structured parking and formalize a financing plan; continue to communicate to stakeholders about parking challenges, rationale and tactics to address them; review management and technical resources and plan for installation in selected areas, such as Grand River Avenue; consider public-private partnerships

Gallagher

Formulate a statement of DDA philosophical support for parking enforcement; enforcement contribution

Reconstruct a consolidated parking lot behind Page's/Library - design services

Included with parking study

Convert DDA park on Orchard Street to parking

Rescheduling meeting with KIMCO, concepts on agenda; budget amendment needed

Other

Principal Shopping District Special Assessment Renewal Plan
General Admin

In process, public hearing on 2/21