

# NOTICE

## **DOWNTOWN DEVELOPMENT AUTHORITY (DDA)**

The Shelby Township DDA will meet on Thursday, February 24, 2011 at 7:00 PM in the Employee Lounge at the Shelby Township Municipal Building at 52700 Van Dyke, Shelby Township, MI 48316.

The meeting agenda includes the following:

- 1) Call To Order/Roll Call
- 2) Approve Agenda
- 3) Consultants Report
  - Sewer update Chippewa Consulting
- 4) Old Business
  - Review Contract for Streetscape and Maintenance Agreement
  - Review RFP for Signage
  - DDA liquor license update
  - Samples of commercial inventory database
- 5) New Business
  - Election of Officers
- 6) Committee Reports
  - Design
  - Promotion
  - Organization
  - Economic Restructuring
- 7) Treasurer
  - Treasurer's Report
  - Report on Project Costing Database
- 8) Public Comment
- 9) Approve Meeting Minutes
- 10) Chair Person Comments
- 11) Correspondence
- 12) Future Agenda Items – Next Meeting 3-24-2011
- 13) Adjournment

**(586) 731-5100 Charter Township of Shelby (586) 726-2731 TDD**  
Individuals with disabilities requiring auxiliary aids or service at the meeting should contact  
the Shelby Township Clerk's Office at 586-731-5102, TDD 586-726-2731



**Charter Township of Shelby  
Downtown Development Authority**

**Meeting Minutes – January 27, 2011 at 7:00 p.m.**

**Shelby Township Municipal Building  
52700 Van Dyke – Shelby Township MI 48316  
(Employee Lounge – Lower Level)**

**Call to Order:** Mr. Hellebuyck called the meeting to order at 7:04 p.m.

**Roll Call:** Mrs. Filar proceeded with roll call.

**Members Present:** Mr. Hellebuyck, Mrs. Filar, Mr. Fanelli, Mr. Stathakis, Mrs. Kiel, and Mr. Mancini

**Members Absent (excused):** Mr. English, Mrs. Rabaut Miller, and Mr. Swartz

**Also Present:** Glenn Wynn (Township Planning Director), and Russ Matika

**Approval of Agenda: Motion** by Mr. Fanelli supported by Mr. Mancini to approve the agenda. **Motion carried.**

**Consultant(s) Report:** No report

**Old Business – Streetscape Project – Easement Agreement & Maintenance**

**Agreement:** Mr. Wynn said Rosemary Davis will combine the easement agreement with the maintenance agreement so the property owners will be signing both at the same time. She will also review the contract with Superiorscape Inc. All of these items should be ready for board approval at the next meeting.

**Old Business – Sign & Lighting Update:** Mr. Fanelli and Mr. Wynn met with Bob Hoffner from the MCRC and reviewed the R.O.W. signage; there was no disapproval. They are waiting for specifications that are needed to make a Request for Proposal. Mr. Wynn noted that replacement of the signs will be the DDA's responsibility.

Mr. Fanelli said DDA approval is needed for the lighting now that they have a price – eight fixtures for \$103,063.56. When discussing the road project between 24 and 25 Mile, Mr. Fanelli said Mr. Hoffner agreed to try to include \$200,000 as part of the project toward lighting. Mr. Fanelli discussed the benefits from this cost savings. Mr. Wynn and Mr. Fanelli will contact DTE to help with the layout for the fixtures and send it to the MCRC. The members then discussed the budget for the Design Committee.

**Motion** by Mrs. Filar supported by Mrs. Kiel to approve the lighting contract provided by DTE Energy for Phase I lighting at 24 Mile and Van Dyke for a total budget not to exceed \$110,000. **Motion carried.**

Mr. Wynn said his department is working on an inventory of all of the commercial and industrial properties in the Township. He said by using this database, he will be able to tell the DDA how many commercial properties there are within the district. Mr. Stathakis said the information regarding vacancies will also help the county market Shelby Township. Mr. Wynn described different ways this compiled information can be used. He will have an example of his department's work at the next meeting.

**Old Business – Resolution to Establish Redevelopment Project for DDA Liquor License:** Mrs. Filar said she will have this completed for the meeting in February.

**Old Business – S.A.D. Update:** Mr. Hellebuyck discussed answers to the questions posed to the attorney regarding the petition. He said Mr. Fanelli received a proposal from Chippewa Consulting, who is willing to handle the circulation of the petition for the DDA. He read through the highlights of the proposal. The proposal said they would complete the acquisition of signatures 30 days from authorization, for an amount of \$5,775.00. It was determined that the DDA budgeted \$40,000 for the S.A.D. and only \$24,000 has been spent.

**Motion** by Mr. Fanelli supported by Mr. Hellebuyck to hire Chippewa Consulting, in the amount of \$5,775.00, and their proposal submitted to the DDA dated January 20, 2011, to proceed ahead in having them being instrumental in gathering the petitions necessary to move forward with the S.A.D. **Motion carried.**

**New Business – Election of Officers:** **Motion** by Mr. Fanelli supported by Mr. Mancini to extend the term of all of the officers for 30 days and to hold the elections at the next meeting. **Motion carried.**

**Committee Reports – Design:** No report

**Committee Reports – Promotions:** Mrs. Kiel said the Facebook fans are at 202 with 14 posts in January. She has been emailing business asking them to send information to her so she can promote them. She would like to continue this request through the DDA’s newsletter. There was discussion regarding Facebook and its promotional uses. Mrs. Kiel discussed a few new ideas: DDA Awareness Days, merchant meetings, and small business grants.

**Committee Reports – Organization:** Mr. Matika discussed the policy for invoicing that was written by Mrs. Rabaut Miller. Mrs. Filar thought they wanted to use software to track costs for different ongoing projects. Mr. Hellebuyck thought Mr. Swartz had the software. They talked about this meeting’s approval of expenditures as an example. Mr. Matika also reviewed the report showing the website activity.

**Committee Reports – Economic Restructuring:** No report

**Treasurer’s Report:** No report

**Public Comment:** Mrs. Kiel told the DDA members to visit the Facebook page.

**Approve Meeting Minutes: Motion** by Mr. Mancini supported by Mr. Fanelli to approve the minutes as submitted. **Motion carried.**

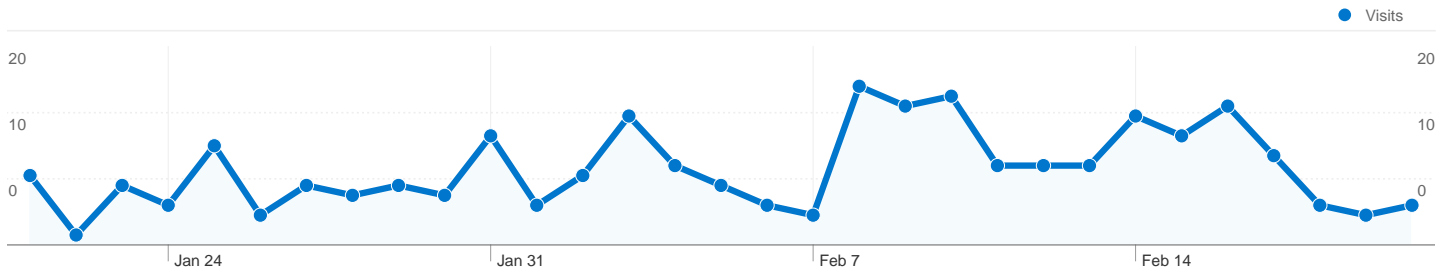
**Chair Person Comments:** No comments.

**Correspondence:** None

**Future Agenda Items – Next Meeting: February 24, 2011** No additional items mentioned.

**Adjournment:** Mr. Hellebuyck adjourned the meeting by consent motion at 8:39 p.m.

pm



**Site Usage**

**236** Visits

**46.61%** Bounce Rate

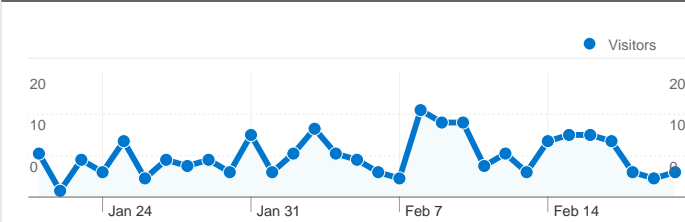
**799** Pageviews

**00:02:06** Avg. Time on Site

**3.39** Pages/Visit

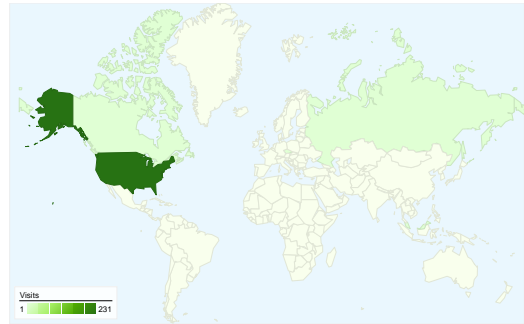
**70.34%** % New Visits

**Visitors Overview**

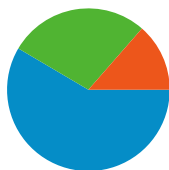


**Visitors**  
**183**

**Map Overlay**



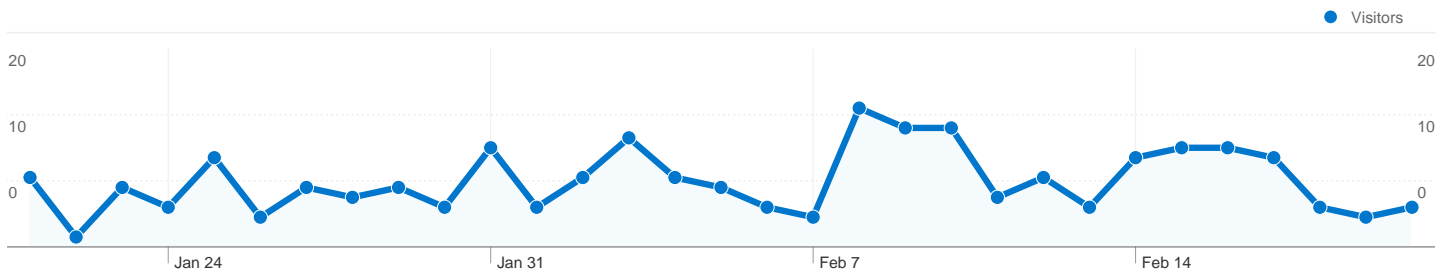
**Traffic Sources Overview**



- **Referring Sites**  
138.00 (58.47%)
- **Search Engines**  
66.00 (27.97%)
- **Direct Traffic**  
32.00 (13.56%)

**Content Overview**

Pages	Pageviews	% Pageviews
/	273	34.17%
/resources	113	14.14%
/bus-dir	104	13.02%
/events	51	6.38%
/about	42	5.26%



## 183 people visited this site

236 Visits

183 Absolute Unique Visitors

799 Pageviews

3.39 Average Pageviews

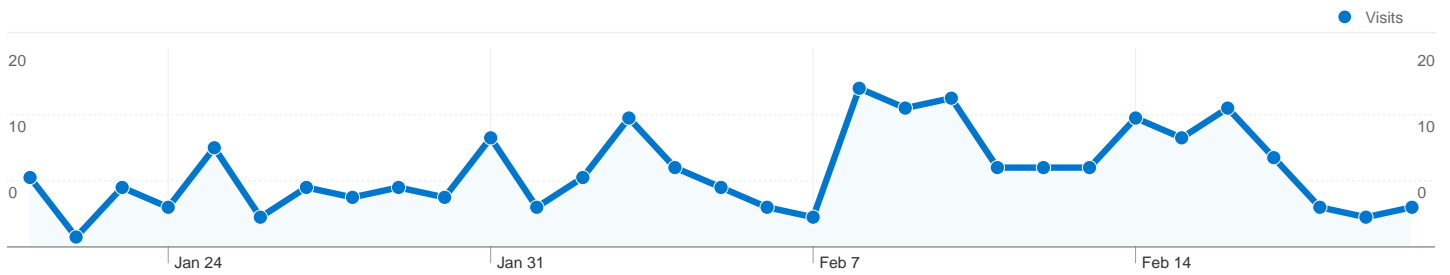
00:02:06 Time on Site

46.61% Bounce Rate




70.34% New Visits

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	133	56.36%	Cable	142	60.17%
Safari	54	22.88%	DSL	58	24.58%
Firefox	33	13.98%	Unknown	21	8.90%
Chrome	16	6.78%	T1	14	5.93%
			Dialup	1	0.42%



All traffic sources sent a total of 236 visits

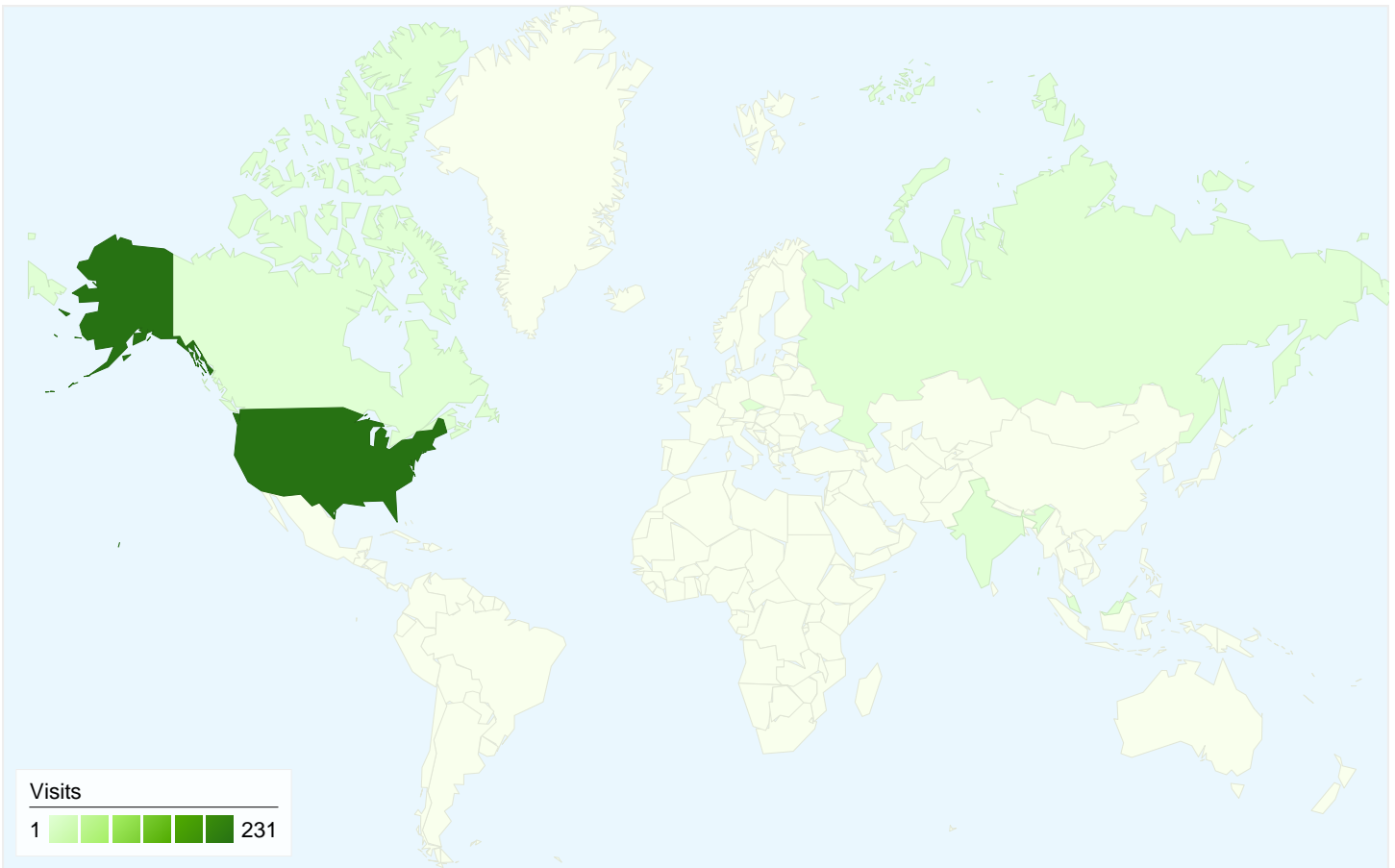
-  13.56% Direct Traffic
-  58.47% Referring Sites
-  27.97% Search Engines



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138.00 (58.47%)
- Search Engines  
66.00 (27.97%)
- Direct Traffic  
32.00 (13.56%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
shelbytwp.org (referral)	94	39.83%	shelby township dda	13	19.70%
google (organic)	52	22.03%	reliable motors van dyke shelby	2	3.03%
(direct) ((none))	32	13.56%	shelby township businesses	2	3.03%
71.6.170.26 (referral)	22	9.32%	shelby township property taxes	2	3.03%
facebook.com (referral)	9	3.81%	site:shelbytwpdda.org being	2	3.03%

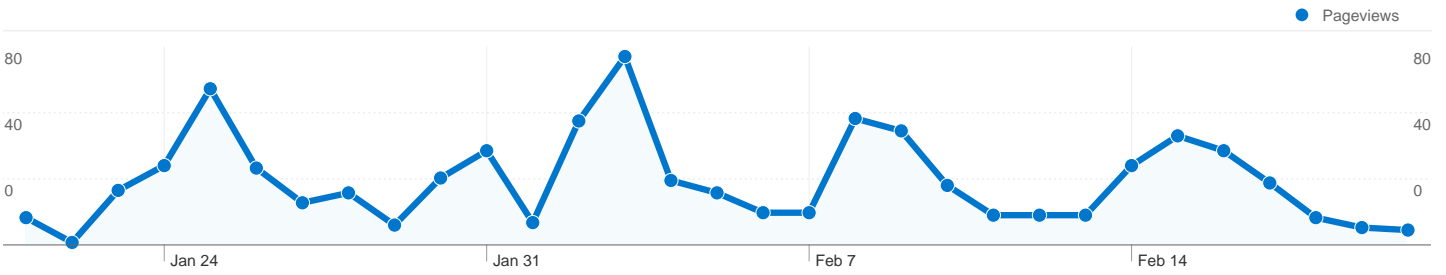


**236 visits came from 6 countries/territories**

Site Usage

<b>Visits</b> <b>236</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>3.39</b> Site Avg: 3.39 (0.00%)	<b>Avg. Time on Site</b> <b>00:02:06</b> Site Avg: 00:02:06 (0.00%)	<b>% New Visits</b> <b>70.34%</b> Site Avg: 70.34% (0.00%)	<b>Bounce Rate</b> <b>46.61%</b> Site Avg: 46.61% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	231	3.43	00:02:09	69.70%	45.89%
Russia	1	1.00	00:00:00	100.00%	100.00%
Malaysia	1	1.00	00:00:00	100.00%	100.00%
Canada	1	1.00	00:00:00	100.00%	100.00%
Czech Republic	1	1.00	00:00:00	100.00%	100.00%
India	1	2.00	00:00:48	100.00%	0.00%
1 - 6 of 6					






**Pages on this site were viewed a total of 799 times**

 **799 Pageviews**

 **550 Unique Views**

 **46.81% Bounce Rate**

## Top Content

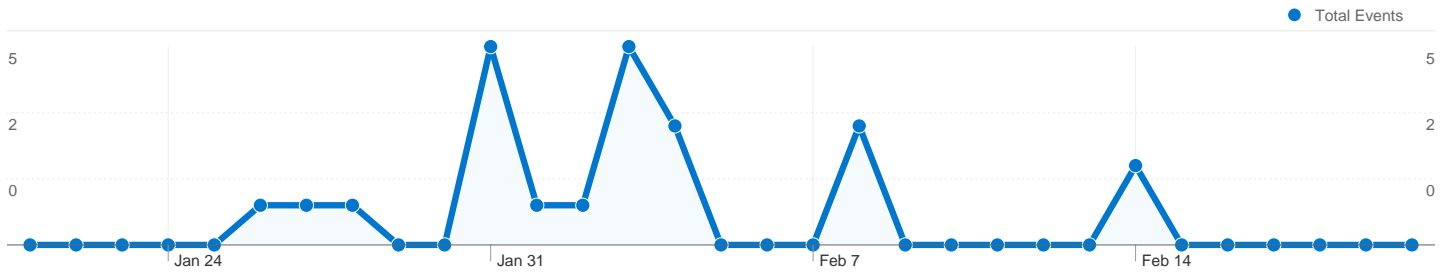
Pages	Pageviews	% Pageviews
/	273	34.17%
/resources	113	14.14%
/bus-dir	104	13.02%
/events	51	6.38%
/about	42	5.26%

# Event Tracking Category:

Downloads + PDF

Jan 21, 2011 - Feb 20, 2011

Comparing to: Site



This action recorded 23 total events via 9 event labels

Events

Total Events	Unique Events	Event Value	Avg. Value	
<b>23</b> % of Site Total: 58.97%	<b>21</b> % of Site Total: 67.74%	<b>0</b> % of Site Total: 0.00%	<b>0.00</b> Site Avg: 0.00 (0.00%)	
Event Label	Total Events	Unique Events	Event Value	Avg. Value
/files/Agenda_2011-01-27_revised.pdf	9	7	0	0.00
/files/SAD_Meeting_Agenda.pdf	5	5	0	0.00
/files/VanDykeVoice_Fall2010.pdf	3	3	0	0.00
/files/DDA_Presentation.pdf	1	1	0	0.00
/files/DPW%2BSAD%2BPacket%2BMarch%2B5%2B09.pdf	1	1	0	0.00
/files/FINAL%2BPLAN%2B2006%2Bwebsite.pdf	1	1	0	0.00
/files/Final%2Bbooklet%2BSept%2B08%2Blow%2Bres.pdf	1	1	0	0.00
/files/VanDykeVoice_June2010.pdf	1	1	0	0.00
/files/van%2Bdyke%2Bstreetscape%2Bconcepts%2B2010.pdf	1	1	0	0.00

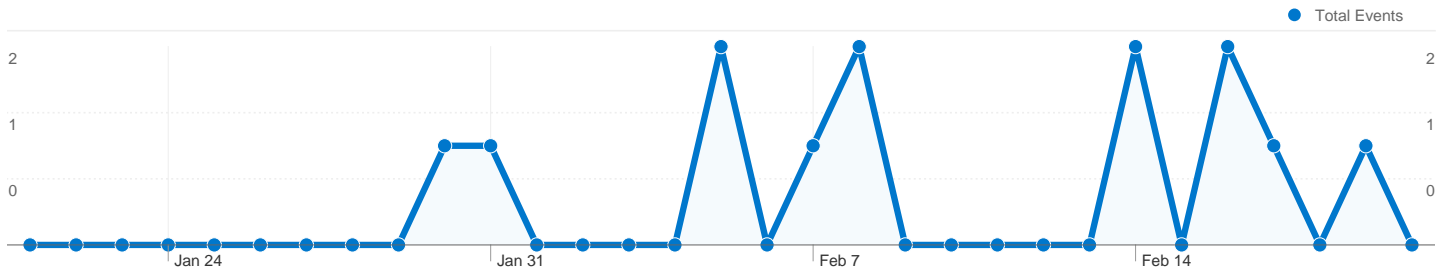
1 - 9 of 9

# Event Tracking Category:

Links + Website

Jan 21, 2011 - Feb 20, 2011

Comparing to: Site



This action recorded 13 total events via 8 event labels

Events

Total Events	Unique Events	Event Value	Avg. Value	
<b>13</b> % of Site Total: 33.33%	<b>13</b> % of Site Total: 41.94%	<b>0</b> % of Site Total: 0.00%	<b>0.00</b> Site Avg: 0.00 (0.00%)	
Event Label	Total Events	Unique Events	Event Value	Avg. Value
/links/the-metropolitan-cafe	4	4	0	0.00
/links/being-salon	2	2	0	0.00
/links/gramer-funeral-home-diener-chapel	2	2	0	0.00
/links/ashbys-sterling-ic	1	1	0	0.00
/links/kees-pets	1	1	0	0.00
/links/kirk-masters-and-sons-jewelers	1	1	0	0.00
/links/nitsches-meats-and-deli	1	1	0	0.00
/links/sams-florist	1	1	0	0.00

1 - 8 of 8