

NOTICE

DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

The Shelby Township DDA will meet on Thursday, October 27, 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) Simon Mauro, Developer
- 4) Old Business
 - Mr. Hellebuyck - SAD Update and letter to Assessing and Board
- 5) New Business
 - Discuss how to incorporate information on SAD with the presentation
 - Mr. Fanelli and Mr. Wynn Share ideas on DDA funding for business landscape projects
- 6) Committee Reports
 - Design
 - Promotion
 - Organization
 - Economic Restructuring
- 7) Treasurer
 - Treasurer's Report
- 8) Public Comment
- 9) Approve Meeting Minutes
- 10) Chair Person Comments
- 11) Correspondence
- 12) Future Agenda Items – Next Meeting November – To be determined
- 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 – September 22, 2011 at 7:00 p.m.

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

Call to Order: Mrs. Kiel called the meeting to order at 7:02 p.m.

Roll Call: Mrs. Filar proceeded with roll call.

Members Present: Mrs. Kiel, Mr. Swartz, Mrs. Filar, Jeff English, and Mrs. Rabaut Miller

Members Absent (excused): Mr. Hellebuyck, Mr. Fanelli, and Mr. Stathakis

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

Approval of Agenda: The members agreed to postpone items #4 – “S.A.D. letter to Assessing and Board”; 5b – “Discuss how to incorporate information on S.A.D. with this presentation”; and 5c – “Mr. Fanelli and Mr. Wynn share ideas of DDA funding for business landscape projects”. The members added item 7c – “2012 Budget – Discussion and Vote”.

Motion by Mrs. Rabaut Miller supported by Mr. Swartz to approve the agenda as amended. **Motion carried.**

Consultants Report: None

Old Business – Mr. Hellebuyck – S.A.D. letter to Assessing and Board: postponed

New Business – Review Glen Wynn’s Draft Board Presentation on DDA’s

Design and Sign Projects: Mr. Wynn showed his draft presentation he prepared for the Township Board as an overview of what the DDA has accomplished since its inception and a current update on their projects. The members discussed a few items they will change and/or add. They decided to have a map showing the S.A.D. project, highlight the next steps in the S.A.D., mention the future lighting project, and point out the communication methods they use (webpage, newsletter, welcome packages, etc.).

There was discussion about how to encourage businesses to come to Shelby Township. Mr. Swartz mentioned the importance of knowing the demographics of Shelby. Mr. Wynn suggested inviting a commercial real estate person to a DDA meeting. Mrs. Filar suggested inviting Simon Mauro to the next meeting. He is a Developer in Shelby and has attempted in the past to attract large Corporate chains to Shelby.

New Business – Discuss how to incorporate information on S.A.D. with this presentation: postponed

New Business – Mr. Fanelli and Mr. Wynn share ideas on DDA funding for business landscape projects: postponed

Committee Report – Design: no report

Committee Report – Promotion: Ms. Kiel met with a few outside people that may possibly have interest in joining the Promotion Committee. Also, they want to send an email to the DDA businesses to encourage a Christmas tree display along Van Dyke (at the businesses’ cost). The members talked about the business meeting that took place and said it was worth doing annually but they should send a separate letter directly inviting the businesses.

Committee Report – Organization: Ms. Rabaut Miller said there were a few businesses that signed up on the DDA website and the newsletter was sent out. She said the welcome booklets were given out at the business meeting and to the Township Board members along with department heads. There was discussion about having a “spotlight” area in the PRM newsletter that might highlight any new businesses in the DDA. Ms. Rabaut Miller said they will order promotional items: recyclable bags with a DDA logo and heavy cardboard coasters.

Committee Report – Economic Restructuring: no report

Treasurer – Treasurer’s Report: Mr. Swartz said there was no activity for the month of August. He listed the expenses for the current month: Design Committee - \$12,119.25; Minutes - \$84.64; and Chippewa Consulting - \$840.00. The total expenses were \$13,043.89. Mr. Swartz believes this completes the invoices for the Design Committee.

Treasurer – Discuss Cost Allocation: Mr. Swartz detailed his suggestions for the amendments for the 2011 budget to balance it. In summary, they reduced the Organization budget by \$5,000; reduced the Promotions budget by \$6,000; and reduced the Economic Restructuring budget by \$8,000. They increased the Design budget by \$15,000. Mr. Swartz said the projected surplus at the end of 2011, if the changes discussed are made, will be approximately \$254,000.

Motion by Mrs. Rabaut Miller supported by Mr. English to approve the amendments to the 2011 Budget as discussed at this meeting. **Motion carried.**

Treasurer – 2012 Budget Discussion and Vote: Mr. Swartz detailed the projections for revenues and expenses for 2012. The revenues totaled \$63,400 and the expenses totaled approximately \$22,316 from current operating funds. Ms. Filar said they should not use surplus funds for operating expenses.

Motion by Mrs. Rabaut Miller supported by Mr. English to amend the previous motion to reflect the \$293 interest to the tax roll adjustment. **Motion carried.**

The members continued reviewing each line item under expenses. They decided to put \$4,000 in Economic Restructuring and \$4,000 in Design.

Ms. Kiel listed the final decisions for line items: Office Supplies - \$500; Organizational Committee - \$9,000; Economic Restructuring Committee - \$4,000; Design Committee - \$4,000; Promotion Committee- \$2,500; Engineering - \$1,500; and Legal Fees - \$1,000. Other line items were eliminated or put into committee budgets.

They discussed budgeting surplus monies for future projects. Ms. Filar suggested placing \$150,000 in Design Committee for projects such as lighting and possibly grant money for helping businesses improve their properties. Ms. Swartz confirmed the budget for the Design Committee will be a total of \$154,000. The members said yes.

The budget meeting will be Wednesday, October 12, 2011 at 10:00 a.m. The committee members are requested to attend to help answer questions.

MOTION by Ms. Filar supported by Jeff English to approve the 2012 Budget as discussed, including monies used from the surplus for projects. **Motion carried.**

Public Comment: Ms. Kiel said they need to follow up on liquor licenses. The members then discussed questions they have for the commercial brokers/developers that they are inviting to the next meeting. Ms. Kiel mentioned arranging liaisons with other committees in the Township such as the Beautification Committee and Sidewalk Committee.

Approve Meeting Minutes: Motion by Mr. English supported by Ms. Rabaut Miller to approve the minutes as written. **Motion carried.**

Chair Person Comments: none

Correspondence: none

Future Agenda Items – Next Meeting – October 27, 2011: Ms. Filar will invite Simone Mauro to the next meeting, the agenda items from this meeting will be moved to the next agenda, liquor license update and the S.A.D. update.

Adjournment: Ms. Kiel adjourned the meeting by consent motion. It is 9:23 p.m.

pm