

NOTICE

DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

The Shelby Township DDA will meet on Thursday, February 23, 2012 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:

Call To Order/Roll Call

Approve Agenda

Consultants

- Glenn Wynn - Marketing Initiatives

Old Business

- Update from Mr. Stathakis on DDA Liquor License

New Business

Committee Reports

Design
Promotion
Organization
Economic Restructuring

- Treasurer
 - Treasurer's Report
- Public Comment
- Approve Meeting Minutes
- Chair Person Comments
- Correspondence

Future Agenda Items –

- March 22, 2012: Ted Schoehnerr - Bonding SAD; Mr. Marsh & Mr. Rubino invited by Mr. Fanelli
- May 22, 2012: Discuss 2013 Goals and 5 year plan

- 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 26, 2012 at 7:00 p.m.

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

Call to Order: Mrs. Filar called the meeting to order at 7:05 p.m.

Roll Call: Mrs. Filar proceeded with roll call.

Members Present: Mr. English, Mr. Fanelli, Mrs. Filar, Mr. Hellebuyck, Mrs. Kiel, Ms. Rabaut Miller, Mr. D'Agostini, Mr. Stathakis

Members Absent (excused): Mr. Swartz

Also Present: Mr. Glenn Wynn, Planning & Zoning Director, Mr. Craig Cowper, Mr. Russ Matika, Mr. Clarence Cook, Mr. John Arthurs and Mr. Werner

Approval of Agenda: Motion by Mr. Fanelli, supported by Mrs. Kiel to approve agenda as presented. Motion carried.

Consultant Update/SAD: Mr. Hellebuyck introduced Mr. Arthurs, Grubb & Ellis. Mr. Arthurs briefed Members concerning his leasing/selling experience specializing in industrial building; commercial and office, and vacant land. Mr. Arthurs stated that the industrial market within Shelby Township, and throughout Macomb, Oakland County, and the metro Detroit area, has picked up. Low sale prices - 50-75% and low leasing prices -60-80% were discussed. Mr. Arthurs said overall industrial real estate prices have accelerated.

Mr. Arthurs provided input on the office and commercial market scenario and said an increase is expected. He suggested the DDA to email existing commercial brokers to determine availability of property in the Van Dyke corridor, and to be provided with monthly updates and contact information. Mr. Hellebuyck asked about availability of a "multi-list" for commercial and/or industrial property. Mr. Arthurs said a lot of the time the property is sold by the owner, and this is the type of property brokers need to be aware of.

Mr. Hellebuyck asked about demographic requirements. Mr. Arthurs confirmed that brokers have access to this data. Ms. Rabaut Miller mentioned DDA welcome packet. Mrs. Filar referenced the new "Co-Star" software real estate program recently initiated by the Township to assist in identifying vacant properties. She asked Mr. Arthurs about property marketing options. Mr. Arthurs said he would keep abreast of vacancies and report on a monthly basis. Mr. Arthurs expressed his opinion of Co-Star capabilities and drawbacks. Members discussed vacant properties that may be missed. Mrs. Kiel asked Mr. Arthurs what type of methodology he implemented to match prospective buyers with available property. Mr. Arthurs described methods used in searching for potentials, and also said he would personally look for properties, if need be.

Members were advised that location usually sells itself (Burger King – 23 & Schoenherr), and noted several determining factors. Marketing of properties and promotion of the DDA District were discussed as venues to encourage potential buyers. Conversation ensued regarding a “vision” and/or developing a “nucleus” for the DDA.

Mrs. Filar referenced the need for marketing strategies and the compilation of a package and/or message to promote the benefits of the DDA, noting this would be a cohesive future plan. Mr. Hellebuyck said the marketing aspect could be implemented now. Members conferred regarding various marketing venues. Mr. Stathakis pointed out the need to work with Macomb County Planning & Economic Development (Jim Ahee). Members agreed that developing marketing materials, along with information on vacant properties that included the name and phone number of the landlord would be a beneficial way to work with the Real Estate brokers in the area and would be a proactive way of marking DDA vacant properties.

Mr. Stathakis informed Members that per Assessing Department projections, in 2012, there will be 50+ new businesses moving into the Township. An increase in manufacturing was also slated as a positive sign. Members spoke on the State of Michigan’s proposed elimination of the manufacturing personal property tax, and the capability of the State to subsidize said loss.

Old Business – SAD Update: Mr. Hellebuyck said all is proceeding. He was advised by DPW Director, Mr. Schoenherr, that a schedule is being prepared indicating timeline plans. The design work should be ready for bid in March, with April or May set for a public hearing. Mr. Fanelli discussed the remaining variables including R.O.W. acquisition; SAD finance options bonds; Township vs County bonds; tap fees, etc. Members agreed to set a meeting with DPW to review all aspects of the SAD process. Mr. Stathakis referenced reserves in relation to long-term debt. Advantage of selling bonds was discussed. Mrs. Filar assured that this matter would be brought up with Mr. Schoenherr to determine DPW’s plans regarding implementation of funding. Members agreed to invite Mr. Schoenherr to the March DDA meeting. Ms. Rabaut Miller stressed the need to remain vigilant in proceeding with the SAD.

New Business – Focus for 2012: Mr. Hellebuyck said for the past 3-4 years the DDA has focused on brick & mortar and sewers. Thus far the following has occurred (a) sewer project is completed from a DDA viewpoint; and, (b) regarding brick & mortar, the DDA lacks funds. Mr. Hellebuyck said the DDA does not want to borrow money on future revenues. He believes it is a good time to put plans in place to determine the next “brick & mortar project(s)” or work on marketing. Instead of spending money, Members need to focus on promoting the DDA.

Mr. Stathakis referenced the lighting project for Van Dyke noting the timing is right to coincide with the Van Dyke widening. Seed money in the amount of \$47,000 for the SAD was discussed. Ms. Rabaut Miller asked for clarification of the 2012 budget in relation to the sign project(s) for Van Dyke. Mr. Hellebuyck referred to the needs and wants of each committee relative to what the DDA is able to accomplish, noting the absence of funds to replenish what is spent. He said Mrs. Kiel had suggested setting aside percentages of funds based upon committee projects to avoid duplication of efforts.

Mrs. Filar pointed out the lack of cohesiveness despite accomplishments. She said when the DDA proceeded with the SAD, each committee had a budget, and each agreed to work toward one goal. Mr. Hellebuyck reiterated how the sewer project had moved forward, and said the DDA needs to focus on what the next goal(s) may be in relation to available funds. Members conferred regarding establishing a new goal for the DDA. Mr. Stathakis stressed the “window of opportunity” is available

now. Mr. Fanelli spoke on restoration efforts which will hopefully be completed without Design Committee funds.

Mrs. Kiel noted Van Dyke between 24 & 25 Mile and concerns due to undeveloped property. Mr. Fanelli said Mr. Wynn, Planning Director, would be the driving force for development of Van Dyke between 24 & 25 Mile Road, as Mr. Wynn reviews plans as they are generated from the developers. Mr. Fanelli said the DDA needs to be careful not to invest money in existing areas, but instead use funds for enhancements. He referenced the Township being a "Tree City" and said funds could be used to purchase trees to enhance property approaches, sidewalks, and parking lot areas. Mr. Fanelli confirmed the need to coordinate efforts with the Township Engineer and DPW Director prior to the bid process for the sewer project.

Mr. Stathakis advised that Mr. Wynn is working with a consultant to develop a brochure depicting Shelby Township as a positive place for businesses. Mr. Stathakis agreed to ask Mr. Wynn to discuss this topic at the next DDA meeting.

Ms. Rabaut Miller said the DDA goals and objectives need to be revisited. Members discussed the need for a 5 Year Plan. Mrs. Filar said she would add this to a future Agenda (May or June).

New Business - Election of Officers: Motion by Mrs. Kiel, supported by Mr. Stathakis to appoint Mr. Hellebuyck to serve as DDA Chairperson. Motion carried. Mr. Hellebuyck accepted position of DDA Chairperson.

Motion by Ms. Rabaut Miller, supported by Mr. Fanelli to appoint Mrs. Filar to serve as DDA Secretary. **Motion carried.**

Motion by Mrs. Filar, supported by Mrs. Kiel to appoint Mr. Swartz to serve as DDA Treasurer. **Motion carried.**

Committee Report - Design: Mr. Fanelli said August is the "lowest water month", making this the target month to begin the sewer project. Mr. D'Agostini asked the location of the sanitary sewer project (east or west) side of Van Dyke. Mr. Fanelli said disruption to landscaping will occur on both sides. Location of "leads" is determining factor in landscaping restoration. Members were in agreement to sponsor an "informational meeting" for affected property owners

Committee Report - Promotion: No report at this time.

Committee Report – Organization: Ms. Rabaut Miller reported the next newsletter date of March-April to provide an update on DDA efforts between 22 & 23 Mile on Van Dyke.

Committee Report – Economic Restructuring: No report at this time.

Treasurer's Report: Not available at this time.

Public Comment: Mr. Cook asked what the best installation procedure is for the lighting project. Members discussed DTE options, including the possibility of "burying" utility lines.

Approve Meeting Minutes: Motion by Mr. English, supported by Mr. Fanelli to approve minutes as presented. **Motion carried.**

Chair Person Comments: Mr. Hellebuyck extended a welcome to Mr. D'Agostini.

Correspondence: None presented.

Future Agenda Items: Mrs. Filar advised Mr. Monchak will provide liquor license update in person, or prepare a report for Members. Mr. Wynn will be asked to invite marketing individual to next meeting. Mr. Fanelli to invite Mr. Rubino and Mr. Marsh to March DDA meeting. The May Agenda to include discussion of 2013 goals.

Members discussed available SAD funding options for businesses to access. Mr. Stathakis said the Township will review resources. Mr. Fanelli noted prior offer from the Macomb County Department of Public Works for assistance.

Adjournment: Meeting adjourned at 8:40 p.m.

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