

NOTICE

DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

The Shelby Township DDA will meet on Thursday, September 27, 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

Old Business

- Liquor License Update
- Update on Banners and Christmas Decorations

Consultants

- Update on Economic Development

New Business

Committee Reports

Design
Promotion
Organization
Economic Restructuring

- Treasurer
 - Treasurer's Report
 - Finalize 2013 Budget
- Public Comment
- Approve August Meeting Minutes
- Chair Person Comments
- Correspondence

Future Agenda Items –

- 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 – August 23, 2012 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 7:05 p.m.

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

Members Absent – Excused: Ms. Rabaut Miller

Also Present: Mr. Matika, Mr. Cook

Approval of Agenda: Motion by Mr. Fanelli to approve Agenda as presented, with two corrections: 1) move Committee Reports before New Business and 2) move Treasurer's report from New Business to an item under Treasurer's Report. Also one addition: approve minutes from March and April. Motion was supported by Mr. Swartz to approve Agenda with stated corrections. Motion carried.

OLD BUSINESS: Liquor License Update: Mr. Stathakis stated that the new assessor, Mr. Matt Schmidt, will work with Mr. Rob Huth on September 4th to finish new applications and prepare an analysis of the investment in the DDA for new development over the last three years. Application format will be one of the first assignments of the new assessor. They will have something to report for the next meeting.

Shopping Center Convention Report: Mrs. Filar talked about the layout of the convention that included bankers, brokers, developers, large chains, financiers and everyone with an interest in commercial and retail developments. She attended a leasing session which had a book of businesses that included areas of where they are looking to locate, and demographics of what they are looking for in choosing their locations. The area of "Cities of the World" had a great display and many of the cities work in cooperation with their Chambers and recruit for their cities. Mrs. Filar mentioned that she has noticed that the more you participate in a trade show, the better placement you receive at these shows. People representing the Cities were Elected Officials, Planning Departments, Economic Development Personnel and Chamber Members. One session that she attended talked about optimizing performance and drawing attention to your community. It was suggested going into shopping centers and working with store owners to create an event in the center, i.e. wine tasting or a sidewalk sale paid for by the center, with the intent of attracting new business to the center.

In a separate event, Mrs. Filar had a chance meeting with Mr. Tom Costello, who owns property on Hall Road. They talked about economic development. A few weeks later, the township

received a call from KUKA Robotics, a tenant of Mr. D'Agostini, about an open house they were hosting. Kuka asked if the Township would get involved. A team of Mr. D'Agostini, Mr. Costello, Mr. Flynn, Mr. Wynn and Mrs. Filar was put together and they came up with a brochure and coupons for KUKA. These coupons were also left at the Hampton Inn hotel. Mrs. Filar suggested leaving coupon books at local hotels as a great way to advertise DDA businesses. Mrs. Filar suggested that the Township and DDA come together to share the cost of an economic development person who could proactively work to bring new business into Shelby Township. Mr. D'Agostini talked about Speculative Building Status and tax abatement. Tax abatements were designed to create incentives for industrial users who qualify under the Internal Revenue SIC codes. He also talked about the benefits of a Light Industrial developer to obtain speculative building status. Mrs. Filar noted that Shelby Township doesn't have light industrial in the DDA district, mostly commercial. She suggested that they look at someone for economic development from the township side who could work on light industrial and commercial. Mr. Stathakis mentioned that the consultant Mrs. Filar suggested could be split between the DDA, Planning, and Building because all would benefit. It was discussed that in order for an Economic Development person to be effective, it would be beneficial for the Township and the DDA to have some incentives to offer new business. Mr. Wynn will look into the options we have for contracting with an Economic Development Person.

CONSULTANTS: No consultants were in attendance.

Sewer: Sewer work will commence the second week in September. The Contract was let. The pipe will be in the ground before winter.

COMMITTEE REPORTS:

Design – Since the light posts purchased have poles, it was suggested by Mr. Fanelli that we purchase a banner for every season, or an idea could be to advertise an event, i.e. the Art Fair. Mr. Finelli suggested that the Promotions Committee Chair Mrs. Kiel research banners. It was discussed that a lift truck would be needed either from Parks & Recreation or DPW to do the installation of the banners which would be four times per year. It was suggested that the first banner would be for Christmas and would be put up the day after Thanksgiving. Discussion continued regarding the possibility of lighting the posts at Christmas along Jack Millard Blvd. Several options were discussed. Mrs. Kiel is going to look into the cost of banners and decorations for the light posts.

Promotion – Mrs. Kiel had nothing to report.

Organization – Nothing to report.

Economic Restructuring – Nothing to report.

NEW BUSINESS: There was no new business to discuss.

Treasurer's Report – Budget for 2013

Mr. Swartz stated that there has not been much activity in the accounts, except for general journal entries for office space equipment rent, general fund adjustment. Currently, spending is

at \$5,353 for the year 2012. Revenue information for the year should be available at the next meeting. The committee needs to come up with a budget for 2013, however we are not projected to have any revenue for next year, due to a decline in real estate value. However, in developing a budget, we will have reserves available to spend. In addition, there may have been some settlements from the money we have accrued to pay reimbursements. Mr. Swartz will have more information at the next meeting. Discussion continued regarding budget numbers for 2013. Final budgeting is due in November. Mr. Stathakis suggested that Mr. Swartz meet with Mr. Matt Schmidt, Ms. Karen McClure and Ms. Kathleen Moore to finalize. The surplus was \$261,530 going into this year. The surplus going into 2013 should be at least \$200,000 because we will not spend all the money we budget for in 2012.

2012 Adjustments to be made as follows: Organization Committee down to \$5,000. Economic Restructuring down to \$1,000. Design down to \$54,000. Promotion stays the same. Motion by Mrs. Filar to amend the budget for 2012 as discussed, supported by Mr. English. Motion carried. Budget is adjusted.

Discussion regarding 2013 budget was as follows: Revenue – \$700.00 (Interest Income) Expenses: Organization - \$4,000. Design Committee - \$50,000. Economic Restructure - \$30,000. Promotion - \$2,500. Township Services - \$1,000. Office Space/Equip. – \$1,008.

Second motion by Mrs. Filar to approve the 2013 budget as discussed, supported by Mrs. Kiel. Motion carried. The 2013 budget is established.

Public Comment –No comment.

Approve March Meeting Minutes – Motion by Mr. English to approve March minutes, supported by Mr. Finelli. Motion carried.

Approve April Meeting Minutes –Motion by Mr. Fanelli to approve the April minutes as amended, supported by Mr. English. Motion carried.

Chair Person Comments – No comments.

Correspondence – No correspondence.

Additional Comments: It was suggested that Parks & Recreation include a blurb in their brochure about the Township putting up banners and decorating the township grounds and the Van Dyke demonstration area.

Future Agenda Item:

- Report on liquor licenses (investment amount last 3 years) – Mr. Stathakis.
- Price on banners and Christmas lights – Mrs. Kiel.
- Update on economic development – Mr. Wynn.

Adjournment: Motion by Mr. English, supported by Mrs. Kiel, to adjourn. Meeting adjourned at 9:07 p.m.