



CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: MAY 6, 2019

AGENDA ITEM NO. .

CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY MEETING

April 15, 2019

LOCATION: Auburn Hills University Center, Room 1, 3350 Auburn Road, Auburn Hills, MI 48326

CALL TO ORDER: Chairman Young called the meeting to order at 5:34 PM.

ROLL CALL

Present:	Travnikar, Rasmussen, Young, Gliniecki, Jernigan, Spurlin
Absent:	Volk, McDaniel (Noted a delayed flight), Wise
Also Present:	Brandon Skopek, Director of Authorities
Guests:	Patrick Hassett, TIFA Chairman; Steven Goodhall, TIFA Secretary

PERSONS WISHING TO BE HEARD

Chairman Young welcomed new DDA Board member, Ryan Rasmussen.

Mr. Rasmussen introduced himself to the Board and gave the Board a brief history on his work experience.

CORRESPONDENCE & PRESENTATIONS

None.

APPROVAL OF MINUTES

A. Regular Meeting Minutes – February 18, 2019

Moved by Mr. Travnikar to approve the DDA Minutes from February 18, 2019 as presented.

Supported by Mr. Gliniecki.

Yes: Travnikar, Rasmussen, Young, Gliniecki, Jernigan

No: None

Motion carried

FINANCIAL REPORT

A. FY 2019 Adopted Budget and YTD Summary – March 31, 2019

Mr. Skopek reviewed the financial report for period ending March 31, 2019. He stated that the DDA has received approximately 71% of budgeted property tax revenue to date for a total of \$89,611. He stated that less than 1% of expenditures have been utilized to date, but that expenditures will increase as funds are expended for the summer concert series and other downtown events throughout the year. He reminded the Board that per the resolution passed by the DDA Board in July 2018, the Auburn Hills Tax Increment Finance Authority will transfer \$160,000 to the DDA in April 2019 for the grant awarded to the Robertson Brothers development on Squirrel Court. The net position of the DDA continues to increase due to conservative spending in the previous two years, bringing the net position of the DDA to \$264,091.

There was no further discussion on the financial report.

**Moved by Ms. Jernigan to receive and file the financial report for period ending March 31, 2019.
Supported by Mr. Travnikar.**

**Yes: Travnikar, Rasmussen, Young, Gliniecki, Jernigan
No: None**

Motion carried

OLD BUSINESS

None.

NEW BUSINESS

A. Direct Marketing Campaign for Downtown Restaurants

Mr. Skopek presented a memo dated April 10, 2019 and stated that the Tax Increment Finance Authority (TIFA) has been collaborating on a direct marketing campaign for the downtown restaurants. The objective of the campaign is to attract the Sunday – Thursday hotel visitors to downtown restaurants through the use of print materials placed in hotel lobbies throughout the City and a web presence to be accessed through a QR code placed on the print materials. Staff will be soliciting quotes from marketing/advertising agencies for the creation and replenishment of these print materials in hotel lobbies, and for the creation of a landing page for downtown restaurants. Staff will also be researching the costs to provide these services in house. The TIFA Board has requested staff to approach the DDA Board of Directors about participation in the campaign as the two Boards share district boundaries. The TIFA Board is seeking input from the DDA Board as well as a funding contribution not-to-exceed \$200. At this time, costs, design, and length of the campaign have not yet been determined. He concluded by stating Chairman Hassett of the TIFA Board of Directors in attendance to answer any questions the DDA Board may have.

Mr. Hassett stated that the intent of the campaign is to navigate hotel visitors within a few miles of downtown to downtown restaurants. The TIFA Board is seeking participation from the DDA from both a design aspect and a financial aspect. The DDA Board's participation justifies the promotion of strictly downtown on behalf of the TIFA.

Chairman Young asked what would be listed on the print materials.

Mr. Hassett stated that all downtown restaurants would be listed on the materials.

Mr. Travnikar asked if it would be possible to place the print materials in the rooms in addition to the lobbies.

Mr. Hassett stated the TIFA Board would rather place the materials strictly in lobbies to save on cost.

Mr. Gliniecki stated he was in support of the initiative. He asked if the restaurants could be listed on the print materials and not rely on a QR code to direct users.

Mr. Spurlin arrived at 5:41 p.m.

Mr. Hassett stated that there will be information on the print materials and the QR code serves as an addition to the materials. The web presence would provide restaurant details and location information.

Ms. Jernigan stated that the Chamber of Commerce is collaborating with the City on creating maps of Auburn Hills that identifies select businesses throughout the City. She suggested including the downtown restaurant information generated from this campaign on the maps being created. The Chamber will be distributing the maps.

Mr. Hassett stated the TIFA Board would like to directly focus on downtown and advertising in the hotels within a few mile radius of downtown.

Mr. Skopek stated that there is funding within the DDA's marketing budget should they wish to proceed with participation in this campaign.

Moved by Mr. Travnikar to participate in the Tax Increment Finance Authority's direct marketing campaign for downtown restaurants at a cost not-to-exceed \$200.

Supported by Mr. Spurlin.

Yes: Travnikar, Rasmussen, Young, Gliniecki, Jernigan, Spurlin

No: None

Motion carried

BOARD MEMBER COMMENTS

None.

DIRECTOR UPDATES

Mr. Skopek updated the Board that Lorenzo Lizarralde, owner of Chateau Aeronautique Winery and Blue Skies Brewery, has received City Council approval for an application to the Michigan Liquor Control Commission for a small wine maker and micro brewer license, and on-premises tasting room permit to be located at 3358 Auburn Road for Blue Skies Brewery. Blue Skies Brewery proposes to open a second location in downtown Auburn Hills and will have 16 taps of Blue Skies beer, cider, and Chateau Aeronautique wine. Blue Skies Brewery is looking at a targeted opening date of late 2019/early 2020. The proposed brewery would be managed by the owners of Michigan By The Bottle.

Mr. Gliniecki asked for an update on the timing for the development of Fountain Circle of Auburn Hills.

Mr. Skopek stated that the developer has initiated site work and proposes to begin construction on the roadway and utilities late summer/early fall.

Mr. Spurlin asked when Primary Place Townhomes proposes to start construction.

Mr. Skopek stated that he spoke with the developer last week and they are working on finalizing their construction loan. The site has been cleared and is ready for vertical construction.

ANNOUNCEMENT OF NEXT MEETING

The next Downtown Development Authority Board of Directors will be Monday, August 19, 2019, at 5:30 PM at City Hall in the Administrative Conference Room.

ADJOURNMENT

Moved by Mr. Travnikar to adjourn the DDA Board meeting.

Supported by Mr. Spurlin

Yes: Travnikar, Rasmussen, Young, Gliniecki, Jernigan, Spurlin

No: None

Motion carried

The DDA Board of Directors meeting adjourned at 5:54 p.m.

Respectfully submitted,
Brandon Skopek
Executive Director