



# CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: JANUARY 6, 2020

AGENDA ITEM NO. .

## CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY MEETING

**December 9, 2019**

**LOCATION:** Auburn Hills City Hall, Administrative Conference Room, 1827 N. Squirrel Road, Auburn Hills, MI 48326

**CALL TO ORDER:** Chairman Young called the meeting to order at 5:41 PM.

**ROLL CALL**

Present:	Young, Jernigan, Rasmussen, Volk, Gliniecki, McDaniel, Wise
Absent:	Travnikar, Spurlin
Also Present:	Brandon Skopek, Director of Authorities
Guests:	Alec Harris, Detroit Riverside Capital

### **PERSONS WISHING TO BE HEARD**

None.

### **APPROVAL OF MINUTES**

#### **A. Informational Meeting Minutes – August 19, 2019**

Moved by Mr. Gliniecki to approve the DDA Informational Meeting Minutes from August 19, 2019 as presented.  
Supported by Mr. Volk.

Yes: Young, Jernigan, Rasmussen, Volk, Gliniecki, McDaniel, Wise  
No: None

Motion carried

#### **B. Regular Meeting Minutes – August 19, 2019**

Moved by Mr. Gliniecki to approve the DDA Regular Meeting Minutes from August 19, 2019 as presented.  
Supported by Mr. Volk.

Yes: Young, Jernigan, Rasmussen, Volk, Gliniecki, McDaniel, Wise  
No: None

Motion carried

### **FINANCIAL REPORT**

#### **A. FY 2019 Adopted Budget and YTD Summary – November 30, 2019**

Mr. Skopek reviewed the financial report for period ending July 31, 2019. He stated that the DDA has received approximately 96% of budgeted property tax revenue to date for a total of \$152,141. He stated that approximately 86% of budgeted expenditures have been utilized to date and that the DDA has been reimbursed in full for expenses relating to SeptemBEERfest. The total net position of the DDA is \$302,426.

Moved by Mr. Volk to receive and file the financial report for period ending November 30, 2019.

**Supported by Ms. Wise.**

**Yes: Young, Jernigan, Rasmussen, Volk, Gliniecki, McDaniel, Wise**

**No: None**

**Motion carried**

**OLD BUSINESS**

None.

**NEW BUSINESS**

None.

**CORRESPONDENCE AND PRESENTATIONS**

**A. SeptemBEERfest Recap**

Mr. Skopek presented a recap of activities for the SeptemBEERfest event held on September 13, 2019. He stated that the biggest takeaway from staff's perspective is the attendance of the event. The total attendance goal was exceeded and a majority of the attendees were traveling from outside of Auburn Hills. Auburn Hills attendees represented 6% of the total attendees. Staff held a wrap of meeting to discuss the takeaways from the event and to discuss some proposed changes for next year, most notably expanding the alcohol consumption area to include the entire amphitheater in Riverside Park.

Mr. Volk agreed that expanding the alcohol consumption area would add a lot to the event and allow attendees to view the performers on the amphitheater stage.

Mr. Gliniecki noted that the beer distributor ran out of beer toward the end of the event.

Mr. Skopek stated that staff requested product for up to 500 people, but the distributor fell short on the delivery of the product. He added that the product was not paid for in advance and staff was invoiced for the amount that was delivered.

Mr. Volk stated that there may have been drinks that were over poured or additional drink tickets may have been sold, which may have led to the shortage.

Mr. Skopek stated there were very few additional drink tickets sold. He noted that the drink punch cards did not work as well as staff had hoped and there were likely attendees that had more than their allotted amount that came with their ticket purchase.

Ms. Jernigan stated she heard nothing but good things from event attendees.

Mr. Volk added that many of the FCA volunteers were excited to come back for the event next year.

Mr. Volk asked if there was any feedback from the car dealership that had the vehicles on display. He added that they seemed disappointed with the lack of participation in their contest.

Mr. Skopek stated that the dealership was happy to be part of the event. He added that he believes that they would be interested in participating again next year. He would like to request some additional "sporty" vehicles for next year.

Mr. Gliniecki asked if FCA received a final report on what their contribution and sponsorship went toward for the event.

Mr. Skopek stated that City Manager Tanghe was to send out a letter to FCA thanking them for their contribution and sponsorship of the event. Mr. Skopek will follow-up with Mr. Tanghe.

Mr. Harris asked how merchants were involved in the event.

Mr. Skopek stated that staff reached out to merchants about co-advertising their specials for the day of the event in conjunction with advertising for SeptemBEERfest. He added that some merchants participated in dinner and drink specials, and discounts on items during the day of the event.

Ms. Jernigan suggested providing merchants with a physical fact sheet for future events. She noted that many of the merchants may not regularly check email or be able to attend merchant meetings.

Mr. Volk offered his assistance in communicating and meeting with downtown merchants on behalf of the DDA.

Mr. Harris asked what the demographic make-up was for SeptemBEERfest.

Mr. Volk noted that a majority of ticket holders were from outside Auburn Hills. The event marketing drew attendees from throughout the region.

Mr. Skopek stated that a majority of those that attended the event fell within the 35 and under age bracket.

There was no further discussion on the SeptemBEERfest recap.

#### **B. Main Street Oakland County Resource Team Report**

Mr. Skopek reviewed that staff held a Resource Team visit with Main Street Oakland County and a number of other regional experts specializing in the Main Street Four Point Approach. Main Street Oakland County generated a Resource Team Report with findings and recommendations from City staff and the regional experts. Staff and the Resource Team toured downtown and spoke with downtown merchants to gather insight on downtown Auburn Hills. He concluded by stating staff met internally to discuss the final Resource Team Report and identified that a majority of the recommendations outlined in the report are items that have either been completed, or are in the process of being completed by the DDA and the Tax Increment Finance Authority (TIFA), with the exception of creating DDA committees and task forces and more frequent joint meetings with the DDA and TIFA Board.

Mr. Volk noted that the report discussed the need for downtown storefronts to be more attractive and have less tinted windows. He asked if the TIFA Board was exploring options to improve the storefronts downtown.

Mr. Skopek stated that window tint and window coverage is a zoning issue. If the window tint or coverage meets the zoning ordinance, there is not much staff can do to enforce different regulations. He added that the TIFA Board has a site improvement grant that may assist with façade and signage enhancements if requested by merchants.

The Board discussed communicating the recommendations for attractive storefronts to the merchants.

Mayor McDaniel asked Mr. Harris if he had any input on the storefront conversation.

Mr. Harris stated that their development will not have tinted windows. He stated that the development will have attractive storefronts and transparent windows to let passersby see the activity taking place in the tenant spaces. He added that transparent windows are far more attractive.

Mr. Volk asked Mr. Harris how he would feel if select DDA Board members or staff reached out to him with suggestions on how to improve storefronts.

Mr. Harris stated he would welcome the recommendations and suggestions and any supporting data.

Mr. Skopek stated that there are consultants that provide workshops for merchants on how to improve their storefronts. He added that there are funds in the DDA budget for merchant training and he can explore the opportunity to contract with a consultant to host a workshop for downtown merchants.

Mr. Volk recommended seeking buy-in from the merchants before putting on a workshop to ensure they would be in attendance.

Chairman Young recommended the Board form a committee to conduct the ground work on communicating all the suggestions and recommendations discussed.

Ms. Jernigan asked if there was anything that could be done to encourage the business owners along Squirrel Court to improve their rear storefront facades.

Mr. Skopek stated that he had had informal conversations with the building owner about improving the facades and that the TIFA Board has allocated funding in their 2020 budget for façade enhancements along the rear entrances. He added that staff has been collecting RFP examples from other communities that have hired an artist to design murals for building facades.

Mr. Volk stated the intersection at Auburn Road and Adams Road could be improved as well. He noted that this is an entrance to the downtown and should be welcoming and inviting, but is instead occupied by a deteriorating building.

Mayor McDaniel stated that there is little staff and the City can do to improve this area without the buy-in and cooperation from the property owner. There has not been interest from the property owner to improve that corner.

Mr. Volk asked if there were any other takeaways from the Resource Team Report.

Mr. Skopek stated that some of the recommendations he would like to address are the forming of committees and the robust marketing and promotion of downtown. He believes that the DDA is now at the implementation phase as far as marketing and promotions is concerned and would like to engage in more of this with the Board in 2020.

Chairman Young requested that staff send out information to the Board on the Main Street Four Point Approach for the purpose of forming committees.

Mr. Harris asked if there was any particular tenant that was being sought for downtown.

Mr. Volk stated that staff has market data that shows where there are opportunities for select businesses.

Mr. Skopek stated that he will send the marketplace retail report to Mr. Harris. He added that staff has been seeking destination restaurants and breweries for downtown.

There was no further discussion on the Main Street Oakland County Resource Team Report.

#### **BOARD MEMBER COMMENTS**

Mr. Gliniecki asked if there was any movement on the You, Me, and Bubble Tea location in downtown Auburn Hills.

Mr. Skopek stated that staff had recently been in contact with Jay Zheng, owner of Quickly Boba Café in Troy, Michigan. Mr. Zheng has applied for building permits for a tenant buildout at the location and has signed a lease with the property owner. Quickly Boba Café specializes in milk tea, fruit tea, slushies and smoothies. They also serve Taiwanese popcorn chicken, rice bowls, egg puffs, and mohci waffles. They anticipate opening within the first couple weeks of February.

#### **DIRECTOR UPDATES**

None.

#### **ANNOUNCEMENT OF NEXT MEETING**

The next Downtown Development Authority Board of Directors will be Monday, January 13, 2020, at 5:30 PM at City Hall in the Administrative Conference Room.

#### **ADJOURNMENT**

**Moved by Mayor McDaniel to adjourn the DDA Board meeting.**

**Supported by Ms. Jernigan**

**Yes: Young, Jernigan, Rasmussen, Volk, Gliniecki, McDaniel, Wise**

**No: None**

**Motion carried**

**The DDA Board of Directors meeting adjourned at 6:58 p.m.**

Respectfully submitted,

Brandon Skopek

Executive Director