



CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: AUGUST 5, 2019

AGENDA ITEM NO. .

CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY SPECIAL MEETING

July 10, 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 5:31 PM.

ROLL CALL

Present:	McDaniel, Travnikar, Wise, Young, Jernigan, Gliniecki (Arrived at 5:35 p.m.), Rasmussen (Arrived at 5:43 p.m.)
Absent:	Spurlin, Volk
Also Present:	Brandon Skopek, Director of Authorities
Guests:	None

PERSONS WISHING TO BE HEARD

None.

NEW BUSINESS

A. Authorize the Application to the Michigan Liquor Control Commission for a Special License

Mr. Skopek reviewed a memo dated July 5, 2019. Staff is recommending that the Downtown Development Authority authorize an application to the Michigan Liquor Control Commission for a special liquor license for the "Septembeerfest" event being held on September 13, 2019. He stated that the event will take place from 5:00 p.m. to 9:00 p.m. and will contain food vendors, craft beer vendors, live music, and yard games for event attendees. The special event license may be issued to a non-profit organization or municipality that is hosting an event that is open to the public where alcohol will be served and funds will be raised, whether by donation, a purchased ticket, or some other consideration. Septembeerfest tickets will be sold in advance of the event, as well as at the door the day of the event. The Downtown Development Authority will serve as the host for the event.

Moved by Mr. McDaniel to adopt the attached resolution authorizing the application for a Special License. Furthermore, authorize the Executive Director to execute all documents related to the application for the Special License. Supported by Ms. Jernigan.

Yes: McDaniel, Travnikar, Wise, Young, Jernigan
No: None

Motion carried

BOARD MEMBER COMMENTS

Chairman Young asked staff to discuss the details of Septembeerfest.

Mr. Gliniecki arrived at 5:35 p.m.

Mr. Skopek stated that staff is working with a beer distributor that has reached out to five Michigan craft breweries to participate in the event. Staff does not know what breweries are participating at this time, but are hoping to have that list within the next week. The event will be a beer tasting event with yard games such as bean toss, ladder golf, and giant Jenga. There will be BBQ food vendors and live blues music. Currently, staff is working with an entertainment company that has tentatively booked two blues bands.

Mr. Gliniecki asked if the Board wanted to consider hosting an Oktoberfest event in October.

Mr. Skopek stated that staff is currently heavily involved in planning Septemberfest and the Journey to Woodstock corporate event being held in August. He stated that staff does not have the capacity at this time to plan another major event with the limited time available to do so; however, staff is currently planning a schedule for 2020 events.

Mr. Gliniecki asked if additional food trucks could be brought in for Septemberfest.

Mr. Skopek stated that there is space for additional food vendors, however, all the food trucks that have been contacted have declined participation in the event due to the length of the event. Some have indicated that they would like to see a two-day event to generate additional traffic.

Chairman Young asked if the downtown merchants would be involved in the event.

Mr. Skopek indicated that he will be holding a merchant meeting to discuss the event in detail with the downtown merchants. Staff is proposing to have giveaways during the event and would like to include the merchants in these giveaways for items such as gift cards or specials.

Mr. McDaniel asked where the food vendors are proposed to be set up for Septemberfest.

Mr. Skopek stated that staff is proposing to close Squirrel Court and is anticipating placing the beer vendors and food vendors in the parking lot for Riverside Park. Specifics are still being discussed.

Mr. McDaniel recommended approaching the downtown restaurants to see if they wanted to place a tent for the event.

Mr. Gliniecki asked what the goal for event attendance was.

Mr. Skopek stated that the goal is 300 attendees. Staff will be able to track attendance through both advanced ticket sales and sales at the door.

Mr. Gliniecki asked how ticket sales are administered.

Mr. Rasmussen arrived at 5:43 p.m.

Mr. Skopek stated that staff is currently working on a plan for the sign up process. Fees are paid in advance and attendees would check in at the registration table at the event. From there, attendees would receive their drink and meal tickets.

Vice Chairman Travnikar asked if additional drink tickets would be available for purchase.

Mr. Skopek stated additional drink tickets would not be available for purchase at this time.

Mr. Gliniecki asked how the meal tickets were being administered.

Mr. Skopek stated that event attendees would be provided a meal ticket and would exchange that ticket for one meal with a vendor. The vendors would be paid per ticket rather than having attendees pay for food separately.

Mr. Gliniecki asked what size the beer servings were.

Mr. Skopek stated that there will be five, five-ounce pours.

Mr. McDaniel recommended allowing additional drink ticket sales or larger serving sizes.

The Board concurred.

Mr. Gliniecki asked how the event was being funded.

Mr. Skopek stated the FCA has donated \$25,000 as the primary sponsor for the event.

Chairman Young suggested that staff reach out to the merchants about their involvement in the event whether that is by direct involvement or through indirect involvement through the use of sales incentives for event attendees after the event.

Mr. McDaniel suggested having a TIPS certified staff member in the beer tasting area to deter overconsumption by attendees.

Mr. Gliniecki asked how many breweries have signed up for the event.

Mr. Skopek stated that the beer distributor has contacted five breweries for the event. The breweries are unknown at this time, but staff should know within the next couple of weeks after their schedules are confirmed.

Mr. Gliniecki asked how the event will be promoted.

Mr. Skopek stated that staff has created a robust marketing campaign which includes press releases, social media outreach, local news outreach, and print materials to be distributed.

Ms. Jernigan asked if there would be ticket sales at the door.

Mr. Skopek stated that there will be tickets available at the door. Prices for tickets sold at the door will be priced higher than those sold in advance.

Mr. Skopek stated he will meet with the internal planning group and discuss the feedback from the Board. Further, he will keep the Board updated as the event planning progresses.

There was no further discussion.

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 Ms. Jernigan

Yes: McDaniel, Travnikar, Wise, Young, Jernigan, Gliniecki, Rasmussen

No: None

Motion carried

The DDA Board of Directors meeting adjourned at 6:18 p.m.

Respectfully submitted,
Brandon Skopek
Executive Director