



## **BOARD OF DIRECTORS MEETING**

April 15, 2019

5:30 P.M.

Auburn Hills University Center, Room 1 • 3350 Auburn Road, Auburn Hills, MI 48326  
Minutes of the DDA Board Meeting will be on file in the City Clerk's Office • 248-370-9402

### MEETING CALLED TO ORDER

- 1) ROLL CALL
- 2) PERSONS WISHING TO BE HEARD
- 3) CORRESPONDENCE & PRESENTATIONS
  - a) None
- 4) APPROVAL OF MINUTES
  - a) Regular Meeting Minutes – February 18, 2019
- 5) FINANCIAL REPORT
  - a) FY 2019 Adopted Budget and YTD Summary – March 31, 2019
- 6) OLD BUSINESS
  - a) None
- 7) NEW BUSINESS
  - a) Direct Marketing Campaign for Downtown Restaurants
- 8) BOARD MEMBER COMMENTS
- 9) DIRECTOR UPDATES
- 10) ADJOURNMENT

**Next meeting is scheduled for August 19, 2019 at 5:30 p.m.**



# CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: MARCH 11, 2019

AGENDA ITEM NO. .

“Not Yet Approved”

## CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY MEETING

**February 18, 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 5:33 PM.

**ROLL CALL**

Present:	McDaniel, Travnikar, Wise, Young, Gliniecki, Jernigan
Absent:	Spurlin, Volk
Also Present:	Brandon Skopek, Director of Authorities
Guests:	John Bry, Principal Planner and Program Coordinator, Main Street Oakland County; Annaka Norris, Associate Planner, Main Street Oakland County

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

None.

### **CORRESPONDENCE & PRESENTATIONS**

#### **A. Main Street Oakland County – Main Street 101**

Mr. Bry introduced himself and Ms. Norris and provided an overview of their positions with Oakland County. Mr. Bry provided the Board with a refresher presentation on the Oakland County Main Street initiative and discussed the Board’s different roles and responsibilities as a DDA and a recognized Main Street community.

Ms. Jernigan asked about the different grant opportunities administered by Oakland County for Main Street Oakland County communities.

Mr. Bry discussed a number of micro-grant opportunities available to small businesses and Main Street Oakland County communities. Oakland County will be sending out the grant applications next week.

Mr. Travnikar asked what next steps are for the downtown and the Main Street program.

Mr. Skopek stated that he has worked with Mr. Bry to develop a benchmark plan for the DDA Board to assist with achieving Select Level community status with Main Street Oakland County. The benchmark plan has ten steps, all of which have benchmarks connected to them. He stated the DDA is currently on step two of the benchmark plan and the next step is for staff to meet with the county resource team and discuss the history and future outlook of the DDA.

Ms. Jernigan asked how long it traditionally takes for communities to work through the benchmark plan.

Mr. Bry stated that it will likely take one-to-two years to work through the ten step outline provided for the Auburn Hills DDA. The hope is that working through the benchmark plan, the Board will be able to see successes along the way.

Ms. Norris added that there is flexibility in the plan to meet the needs of the organization.

Chairman Young asked if the Tax Increment Finance Authority should be involved in the process given the two Boards share boundaries and some responsibilities.

Mr. Skopek stated that Auburn Hills is unique in its organizational structure by having a DDA and TIFA that share boundaries, and also having a Planning Commission and City Council that greatly assisted in driving the design and vision of downtown. It is beneficial to keep all the boards and commissions informed and working cohesively.

Mayor McDaniel stated that he believes it would be beneficial for the DDA to take the lead on many of the aspects of downtown and have the other boards and commissions support the initiatives of the DDA since many of these other boards and commissions have a much broader focus.

The Board thanked Mr. Bry and Ms. Norris for their presentation.

The Board discussed different marketing and promotion initiatives to assist in leveraging the existing assets downtown.

**B. 2018 Downtown Development Authority Annual Report**

Mr. Skopek presented the Auburn Hills Downtown Development Authority 2018 Annual Report. He noted that this report was submitted to City Council along with all other departments of the City at the beginning of February. The report highlights the DDA's history, a summary of 2018 accomplishments, and a future outlook for the DDA Board.

**APPROVAL OF MINUTES**

**A. Regular Meeting Minutes – November 19, 2018**

**Moved by Mr. Travnikar to approve the DDA Minutes from November 19, 2018 as presented.  
Support by Ms. Wise.**

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

**Motion carried**

**FINANCIAL REPORT**

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

Mr. Skopek reviewed the financial report for period ending January 31, 2019. He stated that the DDA has received approximately 33% of budgeted property tax revenue to date for a total of \$41,858. 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 further stated 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.

There was no further discussion on the financial report.

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

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

**Motion carried**

**OLD BUSINESS**

None.

**NEW BUSINESS**

**A. Election of Officers**

Mr. Skopek called for nominations for 2019 Chairperson for the DDA Board of Directors. Mr. Young was nominated by Mr. McDaniel and supported by Ms. Jernigan. Mr. Skopek called roll, there were no objections or further nominations.

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

**Motion carried**

Mr. Skopek called for nominations for 2019 Vice Chairperson for the DDA Board of Directors. Mr. Travnikar was nominated by Ms. Wise and supported by Ms. Jernigan. Mr. Skopek called roll, there were no objections or further nominations.

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

**Motion carried**

**B. 2019 Special Events**

Mr. Skopek presented a memo dated February 11, 2019 and stated that there was a realized savings of \$8,100 in the summer concert series budget after bands have been booked for the summer. Mr. Skopek is seeking approval to utilize the remaining funds from the summer concert series budget for pop-up events to be held throughout 2019 to attract more patrons to downtown.

Mr. Young asked if these events were specific to the new amphitheater.

Mr. Skopek stated that events could be held at the amphitheater, but that he would also like to plan pop-up events that will get people to walk around and explore downtown. He provided an example of an art event that could be spread throughout downtown.

Mr. Young stated that there could be an opportunity to partner with the school district and Oakland University's art program if this was an event that wanted to be pursued further.

Mr. Gliniecki stated that he would like to see more events held during the week to try and retain the large workforce population in the City and attract them to downtown. He suggested adding a few more concert series dates during weekdays.

Mr. Skopek stated he would check-in with the Recreation Department to see if they have explored having concert series events on weekdays.

**Moved by Ms. Jernigan to approve utilizing the remaining funds from the summer concert series event budget for pop-up events to be held downtown in 2019 and for the Executive Director to update the Board of event budgets as necessary. Supported by Ms. Wise.**

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

**Motion carried**

**BOARD MEMBER COMMENTS**

None.

**DIRECTOR UPDATES**

None.

**ANNOUNCEMENT OF NEXT MEETING** – The next Downtown Development Authority Board of Directors will be Monday, April 15, 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, Gliniecki, Jernigan**

**No: None**

**Motion carried**

**The DDA Board of Directors meeting adjourned at 7:07 p.m.**

Respectfully submitted,  
Brandon Skopek  
Executive Director



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TO: Chairman Young and Members of the DDA Board of Directors

FROM: Brandon Skopek, Director of Authorities, DDA Executive Director

DATE: April 9, 2019

SUBJECT: FY 2019 Adopted Budget and YTD Summary – March 31, 2019

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Attached for your review are the DDA financial statements for the period ending March 31, 2019.

**DDA STATEMENT OF REVENUES AND EXPENDITURES**

- Approximately 71% of budgeted property tax revenue has been received for the DDA in 2019 for a total of \$89,611.
- Less than 1% of budgeted expenditures have been utilized to date. Expenditures will increase as funds are expended for the summer concert series and other downtown events.
- Per the resolution passed by the DDA Board of Directors in July 2018, the Tax Increment Finance Authority will transfer \$160,000 to the DDA in April 2019 for the site improvement grant awarded for the Robertson Brothers development on Squirrel Court. The grant will be paid out by the DDA upon completion of the rough-in of the first entire section of units being constructed.

The net position continues to increase due to conservative spending in the previous two years, bringing the net position of the DDA to \$264,091.

**ADDITIONAL NOTES**

The financial statements will be presented for approval at the Board meeting on Monday, April 15, 2019. You are welcome to contact myself or Finance Director Michelle Schulz prior to the meeting to discuss particular budget line items, budget capital items or any of the documents mentioned in this memo.

**An appropriate motion is:**

**Move to receive and file the Financial Report for Period Ending March 31, 2019.**

**City of Auburn Hills  
DDA Statement of Net Position  
For the Period Ending March 31, 2019**

<u>ASSETS</u>	<u>DDA</u>
Cash and Cash Equivalents	264,091
Taxes Receivable	-
<b>Total Assets</b>	<u><u>264,091</u></u>
<b><u>LIABILITIES</u></b>	
Accounts Payable	-
Due to Trust and Agency	-
Due to Taxpayers	2,499
Deferred Revenue	-
<b>Total Liabilities</b>	<u><u>2,499</u></u>
<b><u>NET POSITION</u></b>	
Beginning Net Position 1/1/2019 (Un-Audited)	82,992
Excess of Revenues over Expenditures as of March 31, 2019	<u>87,736</u>
Net investment in capital assets	0
Unrestricted	261,592
<b>Total Net Position</b>	<u><u>261,592</u></u>
Total Liabilities and Total Net Position	<u><u>264,091</u></u>

**City of Auburn Hills**  
**Statement of Revenues, Expenditures, and Changes in Net Position-DDA**  
**For the Period Ending March 31, 2019**

<b>Fund 248-728</b>		<b>Amended</b>	<b>Year-</b>	<b>Fav / (Unfav)</b>
		<b>Annual</b>	<b>To-Date</b>	<b>Budget</b>
<b><u>REVENUES</u></b>		<b><u>Budget</u></b>	<b><u>Actual</u></b>	<b><u>Budget</u></b>
20	402.000 Property Taxes	\$ 126,193	\$ 89,611	\$ (36,582)
	421.000 Tax Chargeback	(2,200)	-	2,200
	422.000 MTT YE Accrual	(200)	-	200
	699.252 Transfer from TIF - B	160,000	-	(160,000)
	<b>Total Revenues</b>	<b>283,793</b>	<b>89,611</b>	<b>(36,582)</b>
<b><u>EXPENDITURES</u></b>				
55	729.000 Supplies	1,500	-	1,500
76	817.000 Consultant Services	1,000	-	1,000
	967.100 Site Improvement Grants	160,000	-	-
<b><u>Other Expenses</u></b>				
85	885.000 Community Relations	23,500	-	23,500
85	901.000 Marketing	5,000	-	5,000
85	958.000 Membership Dues	550	125	425
85	960.001 Conferences and Workshops	-	-	-
85	998.000 Miscellaneous	-	-	-
	929.000 Irrigation Water & Maintenance	500	57	443
59	927.000 Utilities	5,000	-	5,000
73	999.004 Administrative Charges	4,401	1,100	3,301
88	999.007 Interfund Services	2,371	593	1,778
	<b>Total Expenditures</b>	<b>203,822</b>	<b>1,875</b>	<b>201,947</b>
Excess of Revenues over Expenditures as of March 31, 2019		79,971	87,736	\$ 165,365
Beginning Total Net Position (1/1/2018)		82,992	82,992	
Ending Total Net Position		\$ 162,963	\$ 170,728	





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TO: Chairman Young and Members of the DDA Board of Directors

FROM: Brandon Skopek, Director of Authorities, DDA Executive Director

DATE: April 10, 2019

SUBJECT: Direct Marketing Campaign for Downtown Restaurants

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### **Introduction and History**

The Tax Increment Finance Authority (TIFA) has been collaborating on a direct marketing campaign for downtown restaurants. The objective of this 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.

The TIFA Board has directed staff to solicit 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 cost to provide these materials in house and the ability to create a landing page on the City’s website that would be easy to navigate.

The TIFA Board has requested that staff approach the Downtown Development Authority Board about participation in the campaign as the two Boards share district boundaries downtown. 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. Chairman Hassett of the TIFA Board will be in attendance at the April 15 DDA meeting to answer any questions that the DDA Board may have.

### **Staff Recommendation**

There is value in this direct marketing campaign to attract hotel visitors to downtown restaurants. There are funds available in the DDA’s marketing budget should the Board wish to pursue this campaign with the TIFA Board. Staff recommends DDA participation in the direct marketing campaign.

**A motion, if so desired, will be determined by the Board following discussion of the direct marketing campaign.**