



CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: FEBRUARY 3, 2020

AGENDA ITEM NO. .

CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY MEETING

January 13, 2020

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 5:30 PM.

ROLL CALL

Present:	Young, Jernigan, Volk, McDaniel, Wise
Absent:	Travnikar, Spurlin, Rasmussen, Gliniecki
Also Present:	Brandon Skopek, Director of Authorities
Guests:	None

PERSONS WISHING TO BE HEARD

None.

CORRESPONDENCE AND PRESENTATIONS

None.

APPROVAL OF MINUTES

A. Informational Meeting Minutes – December 9, 2019

Moved by Mr. Volk to approve the DDA Informational Meeting Minutes from December 9, 2019 as presented.
Supported by Ms. Wise.

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

Motion carried

B. Regular Meeting Minutes – December 9, 2019

Moved by Mr. Volk to approve the DDA Regular Meeting Minutes from December 9, 2019 as presented.
Supported by Ms. Wise.

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

Motion carried

FINANCIAL REPORT

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

Mr. Skopek reviewed the financial report for period ending December 31, 2019. He stated that the DDA has received approximately 100% of budgeted property tax revenue to date for a total of \$159,243. He stated that approximately 88% of budgeted expenditures were utilized to date. The total net position of the DDA is \$306,929.

Mr. Volk asked if budget projections for the next five years and beyond were reflective of all the new and proposed development.

Mr. Skopek stated that the DDA Tax Increment Financing Plan does account for future development within the DDA district and that those projections are fairly accurate.

Mr. Volk asked if projections were based on steady growth or the rapid amount of development currently seen.

Mr. Skopek stated he will discuss revenue projections with the Finance Department and report back to the Board.

Moved by Ms. Jernigan to receive and file the financial report for period ending December 31, 2019.

Supported by Mr. Volk

Yes: Young, Jernigan, Volk, McDaniel, Wise

No: None

Motion carried

OLD BUSINESS

None.

NEW BUSINESS

A. Election of Officers

Mr. Skopek called for nominations for Chairman of the DDA Board of Directors for 2020. Mr. Young was nominated by Mr. Volk and supported by Mayor McDaniel. Mr. Skopek called roll, there were no objections or further nominations.

Yes: Young, Jernigan, Volk, McDaniel, Wise

No: None

Motion carried by roll call vote

Mr. Skopek called for nominations for Vice-Chairman of the DDA Board of Directors for 2020. Mr. Volk was nominated by Ms. Wise and supported by Ms. Jernigan. Mr. Skopek called roll, there were no objections or further nominations.

Yes: Young, Jernigan, Volk, McDaniel, Wise

No: None

Motion carried by roll call vote

B. Four Points of Main Street and Committee Responsibilities

Mr. Skopek presented a memo dated January 6, 2020. He reviewed the four points of the Main Street Approach and how each of the four points utilize a committee structure to accomplish the tasks outlined in each approach. He then discussed the proposed committee responsibilities and recommended forming a Promotion Committee and an Organization Committee. He noted that a Design Committee and an Economic Vitality Committee may be explored at a later date and are not currently needed as a majority of the responsibilities under these committees are completed collaboratively between the City Council, City staff, the DDA Board of Directors and the TIFA Board of Directors.

The Board discussed the different responsibilities of the Promotion Committee and the Organization Committee.

Chairman Young recommended appointing a Chairman and Vice-Chairman to the committees.

Ms. Jernigan will serve as the Chairman of the Organization Committee with Mr. Volk serving as the Vice-Chairman.

Ms. Wise will serve as the Chairman of the Promotion Committee with Mr. Volk serving as the Vice-Chairman.

Mr. Skopek stated that committees will report to the DDA Board as a whole and staff will work with the committees on work plans and strategies. He added that committees could be comprised of resident and merchant volunteers, as well as, other City Boards and Commissions.

Chairman Young suggested reaching out to the TIFA Board about members serving on the committees.

There was no further discussion on the agenda item.

BOARD MEMBER COMMENTS

None.

DIRECTOR UPDATES

Mr. Skopek stated that staff held the first Summerfest planning meeting to discuss event logistics and activities. He noted that one activity discussed was a bar crawl event in conjunction with Summerfest to encourage event attendees to patronize downtown. Although there are no definitive plans at this time, staff is seeking the DDA Board's input on their sponsorship of a bar crawl activity. If there is interest, staff will proceed with research and planning.

The Board discussed different components of the activity. The consensus of the Board was for staff to proceed with research and planning for a bar crawl event.

Staff will proceed with research of event logistics and report back to the Board with a definitive plan.

Mr. Skopek stated that the bands for the Friday Night Summer Concert Series have come in under budget. Approximately \$16,000 is proposed to be expended on the Friday Night Summer Concert Series, which has a budget of \$20,000. Staff discussed utilizing the remaining funds to host a children's music series during the week in order to bring patrons downtown during the weekdays around lunch time. Staff sought feedback from the Board before proceeding.

The Board discussed the children's concert series and noted that it is worth trying out and pursuing.

Staff will bring a recommendation to the Board at the March DDA meeting.

Mr. Skopek discussed utilizing the additional \$5,000 budgeted for events in 2020 for a summer movie series. He stated that the pop-up movie night last October was a success and staff is proposing to schedule four movie nights in August for Wednesday evenings.

The consensus of the Board was for staff to proceed with planning for a downtown movie series.

Mr. Skopek passed out the Downtown Dining Guide that the TIFA Board created for marketing downtown Auburn Hills. He noted that the dining guides have been placed in all the hotels located within City limits and within a three-mile radius of downtown.

ANNOUNCEMENT OF NEXT MEETING

The next Downtown Development Authority Board of Directors will be Monday, March 9, 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, Volk, McDaniel, Wise

No: None

Motion carried

The DDA Board of Directors meeting adjourned at 6:35 p.m.

Respectfully submitted,
Brandon Skopek
Executive Director