



# CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: APRIL 6, 2020

AGENDA ITEM NO. .

## CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY MEETING

**March 9, 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 5:32 PM.

**ROLL CALL**

Present:	Young, Volk, McDaniel, Rasmussen, Gliniecki
Absent:	Jernigan, Wise
Also Present:	Brandon Skopek, Director of Authorities; Sage Hegdal, Recreation Director
Guests:	Michael Wayne, Detroit Riverside Capital; Alec Harris, Detroit Riverside Capital

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

None.

### **APPROVAL OF MINUTES**

#### **A. Regular Meeting Minutes – January 13, 2020**

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

Seconded by Mr. Rasmussen

Yes: Young, Volk, McDaniel, Rasmussen, Gliniecki

No: None

**Motion carried**

### **CORRESPONDENCE AND PRESENTATIONS**

#### **A. 2019 DDA Annual Report**

Mr. Skopek presented the Auburn Hills Downtown Development Authority 2019 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 provides a summary of 2019 accomplishments and a future outlook for the DDA Board.

### **FINANCIAL REPORT**

#### **A. FY 2019 Adopted Budget and YTD Summary – February 29, 2020**

Mr. Skopek reviewed the financial report for period ending February 29, 2020. He stated that the DDA has received approximately 32% of budgeted property tax revenue to date for a total of \$56,815 and 19% of budgeted expenditures have been utilized to date. The total net position of the DDA is \$337,419.

Moved by Mr. Gliniecki to receive and file the financial report for period ending February 29, 2020.

Seconded by Mayor McDaniel

**Yes: Young, Volk, McDaniel, Rasmussen, Gliniecki**  
**No: None**

**Motion carried**

**UNFINISHED BUSINESS**

None.

**NEW BUSINESS**

**A. Children's Music Series**

Mr. Skopek presented a memo dated February 28, 2020. He noted that the total costs for the summer concert series came to \$16,500, which is \$3,500 below the \$20,000 budget. Staff is seeking approval to utilize the remaining funds to host a children's music series on Wednesday afternoons in July. He noted that he and the Recreation Director, Sage Hegdal, have been collaborating on a few events and projects to bring to the downtown and this series would serve as a good pilot in an attempt to host more regularly programmed events downtown.

Ms. Hegdal noted that the concerts would begin at 11:00 a.m. and run until noon. This will drive traffic downtown for lunch, but also ensures that the concerts do not interfere with the splash pad which opens at noon. She added that she has seen other communities host successful children's concerts during this timeframe.

Vice Chairman Volk asked if there was a budget for marketing the event.

Mr. Skopek noted that there are funds available in the budget for event marketing and promotion.

**Moved by Mr. Volk to approve utilizing the remaining funds from the Summer Concert Series event budget for a Children's Music Series.**

**Seconded by Mr. Rasmussen**

**Yes: Young, Volk, McDaniel, Rasmussen, Gliniecki**  
**No: None**

**Motion carried**

**B. Movies in the Park**

Mr. Skopek presented a memo dated March 2, 2020. He reviewed that in October 2019 the DDA hosted a pop-up movie night in the Knight Amphitheater in Riverside Park, which proved to be successful with a large turnout. Based on the success of that event, staff is recommending hosting a downtown movie series this summer. Staff proposes to utilize in-house equipment for the movie nights to reduce costs; however, movie licensing will need to be sought, as well as the purchase of miscellaneous event supplies. Staff is seeking approval for event funding in the not-to-exceed amount of \$2,500.

Ms. Hegdal stated that the Recreation Department has budgeted funds for the purchase of the movie equipment, which includes a DVD player, a screen, and audio equipment. She noted that she is slightly concerned that the budget may be insufficient for high quality equipment, but it is enough to purchase the equipment for this year as a pilot. If the series proves to be successful, higher quality equipment could be sought.

Vice Chairman Volk noted that he has high quality audio equipment that could be utilized should staff need it.

Mayor McDaniel noted that the Drama Director at Avondale High School would be a good contact for high quality audio equipment as well.

Chairman Young asked what time the movies were proposed to begin.

Mr. Skopek stated that the movies would begin at sunset.

**Moved by Mr. Rasmussen to approve the Downtown Auburn Hills Movies in the Park event series with event funding not-to-exceed \$2,500.**

**Seconded by Mr. Volk**

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

**No: None**

**Motion carried**

### **C. In Your Town Training**

Mr. Skopek presented a memo dated February 28, 2020. He noted that DDA was awarded a grant from Main Street Oakland County to be used toward an "In Your Town Training" workshop. The funding can be used toward a training/workshop the DDA would like to host that is related to the organization's downtown efforts. Some examples include social media training, market analysis training, and marketing training. He noted that the DDA Board has discussed hosting a storefront design workshop for downtown merchants, which would also qualify for the grant. Staff is seeking direction from the Board on the type of training to host for the downtown merchants. The training will need to be completed by September 30, 2020.

The Board discussed the different training opportunities that could be made available to the merchants.

**Moved by Mr. Volk to utilize the \$1,500 In Your Town Training grant from Main Street Oakland County to host a storefront design workshop for downtown businesses.**

**Seconded by Mr. Rasmussen**

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

**No: None**

**Motion carried**

### **D. Committee Research Findings**

Mr. Skopek gave a brief presentation on findings from research conducted on the Main Street committee structure and committee projects as found in regional downtowns. The full presentation is attached.

The Board discussed inviting real estate brokers downtown to become familiar with the offerings of downtown Auburn Hills.

### **EXECUTIVE DIRECTOR UPDATE**

Mr. Skopek updated the Board that Main Street Oakland County has encouraged the Auburn Hills DDA Board to apply for Associate Level status with Main Street based on the amount of work completed over the last year and the steps the Board is currently taking to advance in the program. Further, Main Street Oakland County has encouraged the Auburn Hills DDA Board to submit a nomination form for the "Program on the Rise" award for this year's Main Street awards ceremony. He will work to complete both the Associate Level application form and nomination form.

### **BOARD MEMBER COMMENTS**

Mr. Alec Harris of Detroit Riverside Capital asked if the Board has ever considered hosting a fair with amusement rides in downtown Auburn Hills.

Mr. Michael Wayne of Detroit Riverside Capital noted that an amusement fair could bring in over 20,000 people to downtown Auburn Hills over a weekend.

Mayor McDaniel asked if Detroit Riverside Capital had worked with any parties in the past to host a fair. He inquired about the budget.

Mr. Wayne noted that companies like Midway Amusement typically cover the costs of an event, but request support from municipalities for public safety.

Vice Chairman Volk stated that he had worked with Birmingham Rotary in the past about bringing a similar fair to Birmingham. He noted that these events are fully funded by the amusement company and that he has conducted a large amount of research and is happy to share with the Board.

The Board discussed different components associated with hosting a fair in downtown Auburn Hills.

Vice Chairman Volk will share his research with Detroit Riverside Capital.

**ANNOUNCEMENT OF NEXT MEETING**

The next Downtown Development Authority Board of Directors meeting will be held on Monday, May 11, 2020, at 5:30 PM at City Hall in the Administrative Conference Room.

**ADJOURNMENT**

**Moved by Mr. Volk to adjourn the DDA Board meeting.**

**Seconded by Mayor McDaniel**

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

**No: None**

**Motion carried**

**The DDA Board of Directors meeting adjourned at 6:50 p.m.**

Respectfully submitted,  
Brandon Skopek  
Executive Director