



CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: OCTOBER 5, 2020

AGENDA ITEM NO. .

CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY MEETING

September 21, 2020

LOCATION: Virtual Meeting

CALL TO ORDER: Chairman Young called the meeting to order at 5:40 p.m.

ROLL CALL:

Present:	Young, Volk, Gliniecki, Wise, Casey
Absent:	Jernigan, Rasmussen, McDaniel (Excused)
Also Present:	Brandon Skopek, Director of Authorities; Eveonne Roberts, Downtown Engagement Specialist
Guests:	None

PERSONS WISHING TO BE HEARD

A. Introduction of Cortney Casey

Mr. Skopek introduced Ms. Casey, the newest member of the board. He mentioned that she is a welcomed addition to the Board as she and her husband, Shannon Casey, are downtown business owners of Michigan by the Bottle and managing partners of Blue Skies Brewery.

Ms. Casey stated she is looking forward to working with everyone and explained that she and her husband fell in love with the area so much, they chose to become residents having moved here from Macomb Township in April. Ms. Casey mentioned her professional experience includes social media, marketing, and events and is excited to be part of the evolution of downtown.

B. Introduction of Eveonne Roberts

Mr. Skopek introduced Ms. Roberts as the new Downtown Engagement Specialist. He explained that the position is budgeted from the Tax Increment Finance Authority's budget and its purpose is to assist the Director of Authorities with downtown engagement, event planning, as well as day to day operations. Ms. Roberts started with the city at the end of August after a lengthy wait due to the COVID-19 pandemic shut down.

Ms. Roberts stated she has come to City staff as an Auburn Hills resident who was most recently a stay-at-home Mom/Tax Increment Finance Authority Board Director. She explained her work experience prior had been with McKenna Associates as a Building Department Administrator for the City of Garden City and with the City of Mount Clemens as a Zoning Assistant within their Community Development Department.

APPROVAL OF MINUTES

A. Regular Meeting Minutes – August 10, 2020

Moved by Mr. Volk to approve the DDA Regular Meeting Minutes from August 10, 2020 as presented.

Seconded by Ms. Wise

Yes: Young, Volk, Gliniecki, Wise, Casey

No: None

Motion carried by roll call vote

CORRESPONDENCE AND PRESENTATIONS

None.

FINANCIAL REPORT

A. FY 2019 Adopted Budget and YTD Summary – August 31, 2020

Mr. Skopek reviewed the financial report for period ending August 31, 2020. He stated that the DDA has received approximately 75% of budgeted property tax revenue to date for a total of \$134,560 and 38% of budgeted expenditures have been utilized to date. The total net position of the DDA is approximately \$230,912.

Moved by Mr. Volk to receive and file the financial report for period ending August 31, 2020.

Seconded by Ms. Wise

Yes: Young, Volk, Gliniecki, Wise, Casey

No: None

Motion carried by roll call vote

UNFINISHED BUSINESS

None.

NEW BUSINESS

A. Loan Payments to the Tax Increment Finance Authority (TIFA)

Mr. Skopek reminded the Board of the agreement made with the TIFA Board for a loan in the amount of \$160,000 to be provided to Robertson Brothers Builders as a cash grant incentive for their development within the DDA district. He explained that during a recent review of the payment schedule within the agreement, a discrepancy was found in the payback amount originally approved by the DDA Board in July of 2018. Mr. Skopek noted this updated amount has already been budgeted for in 2020 and the required action would be to accept and approve the updated payback schedule.

Moved by Ms. Wise to accept and approve the updated loan payback schedule for the loan between the Auburn Hills Tax Finance Authority and the Auburn Hills Downtown Development Authority as presented.

Seconded by Mr. Volk

Yes: Young, Volk, Gliniecki, Wise, Casey

No: None

Motion carried by roll call vote

A. Oakland County Main Street Program

Mr. Skopek presented a memo dated September 11, 2020. He noted that although a formal action is not required by the Board to apply for Select community status with the Oakland County Main Street program, the City Council will need to adopt a resolution authorizing the DDA to submit an application as part of the application materials to the County. To show the Board's commitment and engagement in the program, he recommended that the Board move to approve an application and recommend the City Council authorize an application. He added that following this approval and recommendation from the Board, staff will prepare a resolution for the City Council for review and adoption at the September 28 City Council meeting. To conclude, he added that the DDA will need to join the national main street program, which is already a budgeted expense in 2021 and in projections, and that the Board will need to create mission and vision statements to be included in the application materials.

Chairman Young noted that it is good to have a formal motion by the Board to show its commitment to the program and added that he is looking forward to working on mission and vision statements for the DDA.

Moved by Mr. Volk to apply to become a Select level community in the Oakland County Main Street Program. Furthermore, recommend that the City Council authorize an application.

Supported by Ms. Casey

Yes: Young, Volk, Gliniecki, Wise, Casey

No: None

Motion carried by roll call vote

EXECUTIVE DIRECTOR UPDATE

In Your Town Training Grant

Mr. Skopek stated the In Your Town Training grant has been retained and staff plans to move forward with inviting Bob Gibbs to host a Store Front Decoration/Improvement training for merchants in the in post-pandemic business market. He went on to explain that the webinar will cover various marketing and best practice topics in the pandemic/post pandemic market. He added that the amount quoted for the webinar series is \$1,000.00, which is under the amount of the grant. Mr. Skopek mentioned that he hopes to set a date prior to the end of 2020 and all information will be sent to merchants for their participation.

Ms. Casey asked for verification on if the merchant participation would be covered by the grant or if they would have to pay.

Mr. Skopek confirmed the merchant participation is free of charge and all payment to Mr. Gibbs would be covered under the grant.

Mr. Young asked if the webinar would be recorded.

Mr. Skopek stated that Mr. Gibbs requests that such webinars not be recorded but will make himself available to individual merchants for consulting purposes free of charge.

Mr. Volk questioned if the DDA hosting such a webinar could be used to market the city as a location for commercial retailers. Advertising this, he added, could be a way to show the City's dedication to their businesses.

Mr. Skopek affirmed that such marketing could be done and mentioned that Mr. Gibbs also advertises on his own social media accounts whenever he hosts events of this nature.

Upcoming Events

Mr. Skopek relayed all the events in the works currently. He mentioned that the Halloween Movie Night will return this year with the showing of Casper on Friday, October 2 with the hope it becomes an annual event. He stated that staff is still in the early stages of planning an event on Saturday, October 17 geared toward college students, who will be invited downtown sporting their college gear, cider and donuts will be served, and a movie will be shown.

Mr. Volk asked if flyers could be made to be distributed to local retailers.

Mr. Skopek stated he appreciated the suggestion and that promotional materials are scheduled to be discussed later in the week.

Ms. Casey asked if the Tree Lighting Ceremony would still be happening given the state of the pandemic.

Mr. Skopek mentioned it is still the intent to host the event but the specifics surrounding it are still being discussed.

BOARD MEMBER COMMENTS

Mr. Volk requested more information on how it came about that providing billboard space to merchants was allowable given the city's stance in the past that it could not be done.

Mr. Skopek stated that he was unaware of it being an issue in the past could not speak to why it is not one now. He mentioned that the inclusion of the City's logo on all the advertisements may have had something to do with the change.

Mr. Young mentioned that he hopes to discuss the Board's Mission and Vision statements at the next meeting.

ANNOUNCEMENT OF NEXT MEETING

The next Downtown Development Authority Board of Directors meeting will be held on Monday, November 9, 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 Ms. Wise

Yes: Young, Volk, Gliniecki, Wise, Casey

No: None

Motion carried by roll call vote

The DDA Board of Directors meeting adjourned at 6:06 p.m.

Respectfully submitted,
Eveonne Roberts
Downtown Engagement Specialist