



## **BOARD OF DIRECTORS MEETING**

January 13, 2020

5:30 p.m.

Auburn Hills City Hall, Administrative Conference Room • 1827 N. Squirrel 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
- 4) APPROVAL OF MINUTES
  - a) Informational Meeting Minutes – December 9, 2019
  - b) Regular Meeting Minutes – December 9, 2019
- 5) FINANCIAL REPORT
  - a) FY 2019 Adopted Budget and YTD Summary – December 31, 2019
- 6) OLD BUSINESS
- 7) NEW BUSINESS
  - a) Election of Officers
    - i) Chairman
    - ii) Vice-Chairman
  - b) Four Points of Main Street and Committee Responsibilities
- 8) BOARD MEMBER COMMENTS
- 9) DIRECTOR UPDATES
- 10) ADJOURNMENT

**Next meeting is scheduled for March 9, 2020 at 5:30 p.m.**



# CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: JANUARY 6, 2020

AGENDA ITEM NO. .

“Not Yet Approved”

## CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY INFORMATIONAL MEETING

**December 9, 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 5:30 PM.

**ROLL CALL**

Present:	Young, Jernigan, Rasmussen, Volk, Gliniecki, McDaniel (Arrived at 5:32 p.m.), Wise (Arrived at 5:33 p.m.)
Absent:	Spurlin, Travnikar
Also Present:	Brandon Skopek, Director of Authorities
Guests:	Alec Harris, Detroit Riverside Capital

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

Mr. Alec Harris, Detroit Riverside Capital, introduced himself to the Board.

Mr. Skopek stated that Detroit Riverside Capital has purchased the development at 3250 Auburn Road in downtown Auburn Hills from Foremost Development Company.

### **REVIEW OF PROJECTS COMPLETED OVER THE LAST YEAR**

Mr. Skopek reviewed for the Board that Public Act 57 of 2018 requires tax increment financing authorities to hold two informational meetings per calendar year. Informational meetings are for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. The informational meetings are not for the purpose of voting on policy, budgets, or other operational matters.

Mr. Skopek stated that the Board has participated in multiple projects and initiatives throughout 2019 including the sponsorship of the Friday Night Summer Concert Series, conducting a resource team visit with Main Street Oakland County to further the Board's Main Street initiative, hosting the City's first annual SeptemBEERfest, participating in a development incentive for Robertson Brothers' Riverside Townes, partnering with the Tax Increment Finance Authority for downtown marketing, hosting a pop-up Halloween movie night in Riverside Park, and funding irrigation along Parkways Boulevard.

### **FISCAL YEAR 2020 PLANS**

Mr. Skopek stated that 2020 will closely mirror 2019 with the addition of creating and establishing DDA committees to assist with promotions and event planning for downtown and additional downtown events. The Board will meet more frequently in 2020, including some joint meetings with the Tax Increment Finance Authority. Another proposed addition for 2020 is applying for Associate Level status with Main Street Oakland County.

Mr. Volk asked if there was any discussion on improvements for next year's SeptemBEERfest.

Mr. Skopek stated that staff held a wrap-up meeting to discuss the takeaways from the event and some items to look at changing for next year. One of the most notable changes proposed is to expand the alcohol consumption area for the event.

**ADJOURNMENT**

**Moved by Mr. Gliniecki adjourn the DDA Informational Meeting  
Supported by Ms. Jernigan**

**The DDA Informational Meeting adjourned at 5:41 p.m.**

Respectfully submitted,  
Brandon Skopek  
Executive Director



# CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: JANUARY 6, 2020

AGENDA ITEM NO. .

“Not Yet Approved”

## CITY OF AUBURN HILLS DOWNTOWN DEVELOPMENT AUTHORITY MEETING

**December 9, 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 5:41 PM.

**ROLL CALL**

Present:	Young, Jernigan, Rasmussen, Volk, Gliniecki, McDaniel, Wise
Absent:	Travnikar, Spurlin
Also Present:	Brandon Skopek, Director of Authorities
Guests:	Alec Harris, Detroit Riverside Capital

### PERSONS WISHING TO BE HEARD

None.

### APPROVAL OF MINUTES

#### A. Informational Meeting Minutes – August 19, 2019

Moved by Mr. Gliniecki to approve the DDA Informational Meeting Minutes from August 19, 2019 as presented.  
Supported by Mr. Volk.

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

Motion carried

#### B. Regular Meeting Minutes – August 19, 2019

Moved by Mr. Gliniecki to approve the DDA Regular Meeting Minutes from August 19, 2019 as presented.  
Supported by Mr. Volk.

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

Motion carried

### FINANCIAL REPORT

#### A. FY 2019 Adopted Budget and YTD Summary – November 30, 2019

Mr. Skopek reviewed the financial report for period ending July 31, 2019. He stated that the DDA has received approximately 96% of budgeted property tax revenue to date for a total of \$152,141. He stated that approximately 86% of budgeted expenditures have been utilized to date and that the DDA has been reimbursed in full for expenses relating to SeptemBEERfest. The total net position of the DDA is \$302,426.

**Moved by Mr. Volk to receive and file the financial report for period ending November 30, 2019.**

**Supported by Ms. Wise.**

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

**No: None**

**Motion carried**

### **OLD BUSINESS**

None.

### **NEW BUSINESS**

None.

### **CORRESPONDENCE AND PRESENTATIONS**

#### **A. SeptemBEERfest Recap**

Mr. Skopek presented a recap of activities for the SeptemBEERfest event held on September 13, 2019. He stated that the biggest takeaway from staff's perspective is the attendance of the event. The total attendance goal was exceeded and a majority of the attendees were traveling from outside of Auburn Hills. Auburn Hills attendees represented 6% of the total attendees. Staff held a wrap of meeting to discuss the takeaways from the event and to discuss some proposed changes for next year, most notably expanding the alcohol consumption area to include the entire amphitheater in Riverside Park.

Mr. Volk agreed that expanding the alcohol consumption area would add a lot to the event and allow attendees to view the performers on the amphitheater stage.

Mr. Gliniecki noted that the beer distributor ran out of beer toward the end of the event.

Mr. Skopek stated that staff requested product for up to 500 people, but the distributor fell short on the delivery of the product. He added that the product was not paid for in advance and staff was invoiced for the amount that was delivered.

Mr. Volk stated that there may have been drinks that were over poured or additional drink tickets may have been sold, which may have led to the shortage.

Mr. Skopek stated there were very few additional drink tickets sold. He noted that the drink punch cards did not work as well as staff had hoped and there were likely attendees that had more than their allotted amount that came with their ticket purchase.

Ms. Jernigan stated she heard nothing but good things from event attendees.

Mr. Volk added that many of the FCA volunteers were excited to come back for the event next year.

Mr. Volk asked if there was any feedback from the car dealership that had the vehicles on display. He added that they seemed disappointed with the lack of participation in their contest.

Mr. Skopek stated that the dealership was happy to be part of the event. He added that he believes that they would be interested in participating again next year. He would like to request some additional "sporty" vehicles for next year.

Mr. Gliniecki asked if FCA received a final report on what their contribution and sponsorship went toward for the event.

Mr. Skopek stated that City Manager Tanghe was to send out a letter to FCA thanking them for their contribution and sponsorship of the event. Mr. Skopek will follow-up with Mr. Tanghe.

Mr. Harris asked how merchants were involved in the event.

Mr. Skopek stated that staff reached out to merchants about co-advertising their specials for the day of the event in conjunction with advertising for SeptemBEERfest. He added that some merchants participated in dinner and drink specials, and discounts on items during the day of the event.

Ms. Jernigan suggested providing merchants with a physical fact sheet for future events. She noted that many of the merchants may not regularly check email or be able to attend merchant meetings.

Mr. Volk offered his assistance in communicating and meeting with downtown merchants on behalf of the DDA.

Mr. Harris asked what the demographic make-up was for SeptemBEERfest.

Mr. Volk noted that a majority of ticket holders were from outside Auburn Hills. The event marketing drew attendees from throughout the region.

Mr. Skopek stated that a majority of those that attended the event fell within the 35 and under age bracket.

There was no further discussion on the SeptemBEERfest recap.

#### **B. Main Street Oakland County Resource Team Report**

Mr. Skopek reviewed that staff held a Resource Team visit with Main Street Oakland County and a number of other regional experts specializing in the Main Street Four Point Approach. Main Street Oakland County generated a Resource Team Report with findings and recommendations from City staff and the regional experts. Staff and the Resource Team toured downtown and spoke with downtown merchants to gather insight on downtown Auburn Hills. He concluded by stating staff met internally to discuss the final Resource Team Report and identified that a majority of the recommendations outlined in the report are items that have either been completed, or are in the process of being completed by the DDA and the Tax Increment Finance Authority (TIFA), with the exception of creating DDA committees and task forces and more frequent joint meetings with the DDA and TIFA Board.

Mr. Volk noted that the report discussed the need for downtown storefronts to be more attractive and have less tinted windows. He asked if the TIFA Board was exploring options to improve the storefronts downtown.

Mr. Skopek stated that window tint and window coverage is a zoning issue. If the window tint or coverage meets the zoning ordinance, there is not much staff can do to enforce different regulations. He added that the TIFA Board has a site improvement grant that may assist with façade and signage enhancements if requested by merchants.

The Board discussed communicating the recommendations for attractive storefronts to the merchants.

Mayor McDaniel asked Mr. Harris if he had any input on the storefront conversation.

Mr. Harris stated that their development will not have tinted windows. He stated that the development will have attractive storefronts and transparent windows to let passersby see the activity taking place in the tenant spaces. He added that transparent windows are far more attractive.

Mr. Volk asked Mr. Harris how he would feel if select DDA Board members or staff reached out to him with suggestions on how to improve storefronts.

Mr. Harris stated he would welcome the recommendations and suggestions and any supporting data.

Mr. Skopek stated that there are consultants that provide workshops for merchants on how to improve their storefronts. He added that there are funds in the DDA budget for merchant training and he can explore the opportunity to contract with a consultant to host a workshop for downtown merchants.

Mr. Volk recommended seeking buy-in from the merchants before putting on a workshop to ensure they would be in attendance.

Chairman Young recommended the Board form a committee to conduct the ground work on communicating all the suggestions and recommendations discussed.

Ms. Jernigan asked if there was anything that could be done to encourage the business owners along Squirrel Court to improve their rear storefront facades.

Mr. Skopek stated that he had had informal conversations with the building owner about improving the facades and that the TIFA Board has allocated funding in their 2020 budget for façade enhancements along the rear entrances. He added that staff has been collecting RFP examples from other communities that have hired an artist to design murals for building facades.

Mr. Volk stated the intersection at Auburn Road and Adams Road could be improved as well. He noted that this is an entrance to the downtown and should be welcoming and inviting, but is instead occupied by a deteriorating building.

Mayor McDaniel stated that there is little staff and the City can do to improve this area without the buy-in and cooperation from the property owner. There has not been interest from the property owner to improve that corner.

Mr. Volk asked if there were any other takeaways from the Resource Team Report.

Mr. Skopek stated that some of the recommendations he would like to address are the forming of committees and the robust marketing and promotion of downtown. He believes that the DDA is now at the implementation phase as far as marketing and promotions is concerned and would like to engage in more of this with the Board in 2020.

Chairman Young requested that staff send out information to the Board on the Main Street Four Point Approach for the purpose of forming committees.

Mr. Harris asked if there was any particular tenant that was being sought for downtown.

Mr. Volk stated that staff has market data that shows where there are opportunities for select businesses.

Mr. Skopek stated that he will send the marketplace retail report to Mr. Harris. He added that staff has been seeking destination restaurants and breweries for downtown.

There was no further discussion on the Main Street Oakland County Resource Team Report.

#### **BOARD MEMBER COMMENTS**

Mr. Gliniecki asked if there was any movement on the You, Me, and Bubble Tea location in downtown Auburn Hills.

Mr. Skopek stated that staff had recently been in contact with Jay Zheng, owner of Quickly Boba Café in Troy, Michigan. Mr. Zheng has applied for building permits for a tenant buildout at the location and has signed a lease with the property owner. Quickly Boba Café specializes in milk tea, fruit tea, slushies and smoothies. They also serve Taiwanese popcorn chicken, rice bowls, egg puffs, and mohci waffles. They anticipate opening within the first couple weeks of February.

#### **DIRECTOR UPDATES**

None.

#### **ANNOUNCEMENT OF NEXT MEETING**

The next Downtown Development Authority Board of Directors will be Monday, January 13, 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, Rasmussen, Volk, Gliniecki, McDaniel, Wise**

**No: None**

**Motion carried**

**The DDA Board of Directors meeting adjourned at 6:58 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: January 6, 2020

SUBJECT: FY 2019 Amended Budget and YTD Summary – December 31, 2019

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

**DDA STATEMENT OF REVENUES AND EXPENDITURES**

- Approximately 100% of budgeted property tax revenue has been received for the DDA in 2019 for a total of \$159,243
- Approximately 88% of budgeted expenditures were utilized in fiscal year 2019. Major expenditures include the development incentive grant paid out to Robertson Brothers, the Friday Night Concert Series, and SeptemBEERfest.

The net position of the DDA is \$306,929.

**An appropriate motion is:**

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

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

<u>ASSETS</u>	<u>DDA</u>
Cash and Cash Equivalents	309,554
Accounts Receivable	-
<b>Total Assets</b>	<u><u>309,554</u></u>
<b><u>LIABILITIES</u></b>	
Accounts Payable	-
Due to Trust and Agency	-
Due to Taxpayers	2,624
Deferred Revenue	-
<b>Total Liabilities</b>	<u><u>2,624</u></u>
<b><u>NET POSITION</u></b>	
Beginning Net Position 1/1/2019 (Audited)	173,998
Excess of Revenues over Expenditures as of December 31, 2019	<u>132,931</u>
Net investment in capital assets	0
Unrestricted	306,929
<b>Total Net Position</b>	<u><u>306,929</u></u>

**City of Auburn Hills**  
**Statement of Revenues, Expenditures, and Changes in Net Position-DDA**  
**For the Period Ending December 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>REVENUES</b>		<b>Budget</b>	<b>Actual</b>	<b>Budget</b>
20	402.000 Property Taxes	\$ 161,712	\$ 159,442	\$ (2,270)
	418.00 Delinquent Personal Property	-	1	1
	421.000 Tax Chargeback	(2,200)	-	2,200
	422.000 MTT YE Accrual	(200)	(200)	-
	623.000 Event Fees	-	(56)	(56)
	664.000 Interest Revenue	-	1,201	1,201
	675.000 Contributions/Donations	25,000	17,367	(7,633)
	699.252 Transfer from TIFA	160,000	160,000	-
	<b>Total Revenues</b>	<b>344,312</b>	<b>337,755</b>	<b>(6,557)</b>
<b>EXPENDITURES</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	160,000	-
<b>Other Expenses</b>				
85	885.000 Community Relations	48,500	29,909	18,591
85	901.000 Marketing	5,000	-	5,000
85	958.000 Membership Dues	575	575	-
85	960.001 Conferences and Workshops	1,100	280	820
85	998.000 Miscellaneous	-	-	-
	929.000 Irrigation Water & Maintenance	7,000	5,115	1,885
59	927.000 Utilities	-	-	-
73	999.004 Administrative Charges	4,704	4,704	-
88	999.007 Interfund Services	4,242	4,242	0
	<b>Total Expenditures</b>	<b>233,621</b>	<b>204,825</b>	<b>28,796</b>
	Excess of Revenues over Expenditures as of December 31, 2019	110,691	132,931	\$ 22,240
	Beginning Total Net Position (1/1/2019)	173,998	173,998	
	Ending Total Net Position	\$ 284,689	\$ 306,929	



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

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

DATE: January 6, 2020

SUBJECT: Election of Officers

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No additional written material provided.

At this time, the floor will be opened up for the nomination of Chairman and Vice-Chairman of the Board for 2020.



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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: January 6, 2020

SUBJECT: Four Points of Main Street and Committee Responsibilities

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## **INTRODUCTION**

This memo provides a brief overview of the four points of Main Street (Design, Organization, Promotion, and Economic Vitality) and recommended committee responsibilities for each approach.

## **FOUR POINTS OF MAIN STREET**



## **COMMITTEE RESPONSIBILITIES**

### **Promotion Committee**

- Promotes the downtown and what it has to offer to residents, investors, visitors, and consumers through special events, retail events, image campaigns and other marketing efforts.
- This committee is directly responsible for putting on and volunteering for events, and collaborating on marketing campaigns.
  - Examples include new signature and pop-up events, and the creation of rack cards and welcoming guides.

## Four Points of Main Street and Committee Responsibilities

### Organization Committee

- The group implementing the plan and strategy.
- This committee involves getting everyone (merchants, residents, volunteers, etc.) working toward the same goal – promoting downtown Auburn Hills.
  - Examples include recruiting volunteers and public relations.

### Design Committee

- Everything physical about the downtown district.
- This committee is dedicated to keeping downtown Auburn Hills in top physical shape.
  - Examples include collaborating on parking enhancements, streetscape enhancements, window displays, and place making projects.

### Economic Vitality Committee

- Using market data to devise a strategy for the district.
- This committee is focused on the retention of existing businesses and recruiting compatible businesses for downtown.
  - Examples include developing incentives, business recruitment and retention, finding creative uses for existing spaces, and market analysis.

### **STAFF RECOMMENDATION**

Staff recommends placing focus on the Promotion Committee and Organization Committee first and foremost as these two committees will play a large role in the DDA organization moving forward. Much of the design and economic vitality work is currently completed as a collaborative effort between the City Council, City staff, the DDA Board of Directors, and the TIFA Board of Directors. These two committees may be explored at a later date once many of our downtown plans and strategies have been implemented.

Staff will be prepared to lead a discussion with the Board at the January 13 DDA Board meeting.