



CITY OF AUBURN HILLS CITY COUNCIL AGENDA

MEETING DATE: MAY 17, 2021

AGENDA ITEM NO. .

CITY OF AUBURN HILLS JOINT MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY AND THE TAX INCREMENT FINANCE AUTHORITY

April 13, 2021

LOCATION: Virtual

DDA: Chairman Young (Rochester Hills), Vice Chairman Volk (Auburn Hills), Mayor McDaniel (Troy), Gliniecki (Auburn Hills), Wise (Auburn Hills), Jernigan (Clarkston), Rasmussen (Rochester Hills), Casey (Auburn Hills), Wayne (Auburn Hills)

TIFA: Chairman Kneffel (Auburn Hills), Vice Chairman Klemanski (Auburn Hills), Secretary Goodhall (Auburn Hills), Price (Auburn Hills), Moniz (Auburn Hills), Hawkins (Pontiac)

STAFF: Brandon Skopek, Assistant to the City Manager; Stephanie Carroll, Economic Development Manager; Eveonne Roberts, Downtown Engagement Specialist

GUESTS: None

1. Call to Order

Mr. Skopek called the meeting to order at 5:47 p.m.

2. Persons Wishing to be Heard

None.

3. Welcome and introduction by Brandon Skopek, Assistant to the City Manager, TIFA Executive Director

Mr. Skopek thanked everyone for attending the joint meeting this evening to collaborate and brainstorm on goals and objectives of downtown Auburn Hills. He stated that staff will be presenting on current projects from each Board.

4. Downtown Development Authority Current Projects/Initiatives – Stephanie Carroll, Economic Development Manager, DDA Executive Director

Ms. Carroll reviewed the projects the DDA partook in in 2020.

- Friday Night Concert Series
- Hosted a Children’s Concert Series on Wednesday afternoons in July
- Hosted Movies in the Park in the month of August
- Assisted with the distribution of re-opening kits for downtown businesses
- Created promotional billboards in collaboration with the City’s Community Relations Department to drive traffic downtown
- Collaborated with the City’s Community Relations Department for a “Discover Downtown” video series
- Provide irrigation for planted areas along Parkways Boulevard

Ms. Carroll then discussed the planned projects for the DDA in 2021.

- Frequently planned downtown events
- Hold second annual SeptemBEERfest
- Friday Night Summer Concert Series

- Create a brand marketing campaign for downtown
- Apply for Select Level status with Main Street Oakland County
- Provide irrigation for planted areas along Parkways Boulevard
- DIA Inside|Out Program
- Continue to focus on Recovery Work Plan Initiatives that include promotion and economic vitality

5. Tax Increment Finance Authority Current Projects/Initiatives – Brandon Skopek, Assistant to the City Manager, TIFA Executive Director

Mr. Skopek reviewed the projects the TIFA partook in in 2020.

TIF District A

- Completed the installation of the new Riverside Park play structure and pavilion
- Completed the interior demolition of 3346 Auburn Road
- Executed a purchase agreement for the sale of 27 S. Squirrel Road in downtown
- Installed the pop-up Public Square
- Acquired outdoor café furniture for the pop-up Public Square and granted furniture to downtown merchants
- Acquired and installed seating at the splash pad plaza
- Completed the Riverside Park light pole painting project
- Maintenance and landscaping services

TIF District B

- Maintenance and landscaping services

TIF District D

- Installed new tennis courts on the Municipal Campus
- Completed the demolition of the Seyburn Mansion
- Began construction on a new storage building on the Municipal Campus
- Maintenance and landscaping services

Mr. Skopek then discussed the planned projects for the TIFA in 2021.

TIF District A

- Installation of the Public Square
- Installation of a new gazebo in Riverside Park
- Building upgrades to the DEN to prepare for a tenant buildout
- Squirrel Court building façade enhancements
- Completion of the downtown pedestrian alleyway
- Creation of a downtown public art initiative
- Pathway maintenance and landscaping services
- Maintenance and landscaping services

TIF District B

- Completion of a watermain connection under M-59
- Maintenance and landscaping services

TIF District D

- Community Center kitchen renovation project
- Construction of a new pavilion on the Municipal Campus
- Installation of a digital message sign on the Municipal Campus
- Maintenance and landscaping services

6. 2021 Downtown Event Calendar – Eveonne Roberts, Downtown Engagement Specialist

Ms. Roberts gave a brief review of all the events currently being planned for 2021.

- DIA Inside|Out – May – November
- Reels by the Riverside (Outdoor Movie Series) – Second Saturday of each month from June - September

- Friday Night Concert Series – Weekly throughout July and August
- Children’s Concert Series – Wednesday afternoons in July
- SeptemBEERfest – September 17
- Annual Halloween Movie Night – October 1
- Spooktacular – October 30
- Tree Lighting Ceremony – December 3

Mr. Hawkins inquired about the current gathering guidelines for pandemic safety and how staff factors those into event planning.

Ms. Roberts explained that all safety guidelines are considered in event planning and execution. She stated that given how quickly such guidelines tend to change, staff pivots event protocols on a case by case basis.

7. Board Member Comments

Mr. Volk expressed that he would love to continue to work together to facilitate growth in our Downtown.

8. Adjournment

The meeting adjourned at 7:00 p.m.

Respectfully submitted,

Eveonne Roberts
Downtown Engagement Specialist