

**City of Ypsilanti
Downtown Development Authority**

**Operations and Finance Committee Meeting
Wednesday, February 12, 2014 – 8:30 a.m.
Ypsilanti Area Convention and Visitors Bureau
106 W. Michigan Ave.**

Minutes

I. Call to Order: L. Greden called meeting to order at 8:35 am.

II. Roll Call

Amanda Edmonds	A	David Kabat	A
Ruth Ann Jamnick	P	Leigh Greden	P

Others in Attendance:

Tim Colbeck, YDDA Director
Andrew Hellenga, YDDA Staff
Kevin Hill, YDDA Board
Tyler Weston, Thompson Block Partners

III. Approval of Agenda: K. Hill moved to approve agenda as submitted. R.A. Jamnick supported and the motion passed unanimously.

IV. Approval of Minutes: – Wednesday, January 15, 2014: K. Hill moved to approve the minutes as submitted. R.A. Jamnick supported and the motion passed unanimously.

V. Old Business:

- Depot Town TIF and Development Plan Bids: T. Colbeck provided an update on the follow up questions from last month’s meeting regarding the final two proposed consultants.

L. Greden asked staff if they have a preferred recommendation for the consultant selection. Based on the additional information that was gathered staff recommends the selection of Beckett & Raeder to prepare the plan. T. Colbeck stated that they have shown considerable experience in writing TIF/Development Plans and have the ability to not only prepare the plan but see it through the approval process. He confirmed with several references that they would be able to deliver the product on time and on budget. He also stated that their bid was the least expensive of the two remaining.

R.A. Jamnick moved to recommend the YDDA Board award Beckett & Raeder the contract to prepare the Depot Town TIF and Development Plan Update. K. Hill supported the motion and it was approved unanimously.

- Streetscape Maintenance Services RFP Update: T. Colbeck reported that a pre-bid meeting was held on Friday, February 7th and there were approximately seven companies represented. The sealed bids are due this Friday, February 14th, at 2:00 pm. There will be a public bid opening immediately following that deadline. He will provide a summary of the bids to be considered for approval at the March Board meeting.

K. Hill briefly reported that the DAY has begun speaking with Downtown businesses and property owners on the potential of individuals adopting planters for watering.

VII. New Business:

- 400 N. River/ Thompson Block OPRA Application: T. Colbeck discussed the resolution of support that the DDA passed in October for the projects PUD status. In that resolution the board specifically addressed the YDDA's support for an expected OPRA designation request by the Thompson Block LLC.

The committee reviewed the newly provided information and discussed the necessity of passing a new resolution. The committee engaged in discussion with T. Weston regarding the financial information he provided to support the OPRA request. The committee requested that the applicant provide a detailed list of proposed funding sources for the project. T. Weston stated he would provide this for review. T. Colbeck stated that he would confer with T. Gillotti if the new resolution is necessary.

K. Hill moved to recommend the YDDA Board approve a resolution of support for the OPRA application of Thompson Block project contingent upon the opinion/request by City staff. The motion was supported by R.A. Jamnick and it was approved unanimously.

- Request for Bonus for Staff Support: A. Hellenga excused himself from the meeting for this discussion.

T. Colbeck reported to the committee that A. Hellenga recently had his one year anniversary as the Community Development Coordinator for the DDA. He stated that he has given him his annual review and is requesting the committee support giving a one-time bonus to A. Hellenga of \$750.

The committee agreed that this is in the purview of the Executive Director to award staff a one-time bonus based on an annual review and that the dollar amount requested was an acceptable amount. However since this was not accounted for in the annual budget, that there should be a board resolution for the increase in the budget.

R.A. Jamnick moved to recommend the board approve a one-time bonus for the Community Development Coordinator. The motion was supported by K. Hill and passed unanimously.

A. Hellenga returned to the meeting.

- 2008 Downtown Blueprint Revisit/Review: T. Colbeck shared a detailed review of the status of the 2008 Downtown Blueprint. He stated that this plan was meant to be a five year plan that went through 2013. At this time it would be relevant to examine the goals and recommended courses of action to see what has been done and what is still relevant at this time. Staff provided a document listing each specific item in the 2008 document and what the DDA has done to accomplish those tasks.

The committee engaged in a discussion on the validity of long-term plans and their roles for the DDA and how they tie into the ongoing Visioning Process. The committee members requested that the document be shared with the full Board for review. The committee is requesting that all board members review this document and provide feedback on what they believe should continue to be a priority for the DDA. The committee will begin to look at all current/existing plans of the DDA's to help form one strategic plan that is consistent with the YDDA's Vision Statement. This will then be brought back to the Operations & Finance Committee to refine at next month's meeting.

- Proposed Facebook Practices: T. Colbeck discussed the need to implement guidelines for the DDA's Social Media outreach/efforts. He shared the official State of Michigan guidelines that are in place to protect Freedom of Speech while protecting the right of the social media administrator to remove user generated content that is in violation of said guidelines. He recommends that the DDA adopt the State of Michigan guidelines for the DDA.

K. Hill recommends that the YDDA Board adopt the State of Michigan Social Media Community Guidelines as presented. R.A. Jamnick supported the motion and it was approved unanimously.

- Setting a Minimum Fund Balance/ Floor: The committee reviewed the current policy for setting a restricted fund balance reserve annually. There was discussion that it should be pegged to the annual revenue and not the starting fund balance each year. There was also discussion as to what would be the proper percentage rate to set. R.A. Jamnick stated that she will research the State of Michigan's policy and report back. The committee agreed to bring this item back for the next meeting for further discussion.

VIII. Proposed Business: None

IX. Announcements/Comments:

- K. Hill reported that there has been positive feedback coming from business/property owners regarding the Downtown Dumpster Enclosure Community Buy-in and the ongoing operations of the enclosures.
- K. Hill reported that a property owner has installed a security camera at overlooking the intersection of Washington and Michigan Avenue. The cost of the camera was \$200. He will share additional information on this to staff for further consideration as we move forward with the surveillance program.

X. Audience Participation: None

XI. Adjourn- Motion to adjourn made by K. Hill, supported by R.A. Jamnick, it was approved unanimously. Meeting adjourned at 9:44 am – **Next meeting March 12, 2014 at Spark East, 215 W. Michigan Ave.**

**City of Ypsilanti
Downtown Development Authority**

**Operations and Finance Committee Meeting
Wednesday, March 12, 2014 – 8:30 a.m.
Ypsilanti Area Convention and Visitors Bureau
106 West Michigan Avenue, Ypsilanti**

Minutes

I. Call to Order: L. Greden called meeting to order at 8:59 am.

II. Roll Call

Amanda Edmonds	A	David Kabat	A
Ruth Ann Jamnick	A	Leigh Greden	P

Others in Attendance: Tim Colbeck, YDDA Director
James Dauphine, YDDA Board
Andrew Hellenga, YDDA Staff
Kevin Hill, YDDA Board
Pete Murdock, City Council

III. Approval of Agenda: L. Greden requested that the agenda be amended, moving the Budget Review and AAATA Transit Millage to the top. K Hill moved to approve amended agenda. The motion was supported by J. Dauphine and approved unanimously.

IV. Approval of Minutes: – Wednesday, February 12, 2013: K. Hill moved to approve the minutes as submitted. L. Greden supported the motion and it passed unanimously.

V. New Business:

- YDDA Budget Review:
 - 2013-2014 Budget Adjustments
 - 2014-2015 and 2015-2016 Projected Budget

The committee reviewed and discussed the presented budgets and requested several modifications to the 2015-16 projected budget.

K. Hill discussed the issue of the standard district distribution of expenses and how it does not accurately depict the distribution of services for the Streetscape Maintenance and Pedestrian Trash Can line items of the budget. He stated that the services provided for each item by district do not equal the budget allotments of 70% Downtown, 16% Depot Town, and 14% W. Cross. He requested that

staff prepare a memo for the board meeting breaking down the costs for each of these if distributed by actual service delivered. He also requested that the memo include specific language from the DDA enabling legislation that addresses the distribution of TIF funds to another/separate TIF district.

J. Dauphine moved to accept the proposed budgets as amended and recommend the YDDA Board approve. K. Hill supported the motion and it was approved unanimously.

- AAATA Transit Millage: T. Colbeck reviewed a memo with the committee regarding the proposed AAATA Transit Millage and its potential impact to the YDDA budget. He shared recent discussions with Susan Pollay of the A2DDA regarding this subject. The committee engaged in discussion on how to treat any potential revenue from a new transit millage. The committee agreed that any potential TIF capture should be earmarked specifically to support transportation related programs and projects.

The committee briefly discussed potential uses for any TIF capture funds. K. Hill moved to recommend the YDDA board adopt a resolution requiring any potential new revenue be specifically earmarked for transportation projects, facilities, and programs. The motion was supported by J. Dauphine and was approved unanimously.

- Michigan Main Street Training: T. Colbeck informed Committee of upcoming training dates.

VII. Old Business:

- Depot Town TIF and Development Plan Status: T. Colbeck is scheduled to meet with the consultant next week to formulate a timeline and strategy.
- DDA Plan Review Subcommittee: No report was given.
- Minimum Fund Balance/ Floor: Following up in discussion from last month's committee meeting, staff presented several policies for setting a minimum fund balance reserve. T. Colbeck shared the City's existing policy and recommended that the DDA adopt the same.

K. Hill moved to recommend the YDDA Board adopt the City's Minimum Reserve Fund Balance Policy. The motion was supported by J. Dauphine and was approved unanimously.

VIII. Proposed Business: None

IX. Announcements/Comments: None

X. Audience Participation: None

XI. Adjourn- Motion to adjourn made by K. Hill, supported by J. Dauphine and approved unanimously. The meeting was adjourned at 10:00 am – **Next meeting April 9, 2014 at Spark East, 215 W. Michigan Ave.**

**City of Ypsilanti
Downtown Development Authority**

**Operations and Finance Committee Meeting
Wednesday, May 14, 2014 – 8:30 a.m.
SPARK East
215 W. Michigan Ave.**

Minutes

I. Call to Order: L. Greden called meeting to order at 8:35 am.

II. Roll Call

James Dauphine	P	David Kabat	P
Adam Gainsley	A	Rois Savvides	A
Leigh Greden (C)	P	Richard Smith	A
Ruth Ann Jamnick	A		

Others in Attendance: Tim Colbeck, YDDA Director
Kevin Hill, YDDA Board

III. Approval of Agenda: K. Hill requested that the agenda be amended, moving Proposed Business and New Business ahead of Old Business. K. Hill moved to accept the agenda as amended. The motion was supported by J. Dauphine and was approved unanimously.

IV. Approval of Minutes: – Wednesday, March 12, 2014: K. Hill moved to approve the minutes as submitted. D. Kabat supported the motion and it passed unanimously.

V. Audience Participation - none

VI. Proposed Business:

1. Request for Support of Michigan Marriage Equality: L. Greden gave a brief history of the request for the YDDA to be added to a list of government units, non-profits, and businesses that have had their names added to the Amicus Brief to be filed in the DeBoer v. Snyder appeal.

L. Greden read a proposed resolution of support for the Amicus Brief. The committee discussed the proposed resolution and made a couple of minor changes to it.

K. Hill moved to support the resolution of support. D. Kabat supported and the motion passed unanimously.

VII. New Business:

1. **YDDA Staffing:** T. Colbeck shared a brief memo outlining three options to consider for the current YDDA staffing needs. The options included were to maintain the current staffing levels in the budget, reduce staffing to a part-time support staff, or eliminate support staff.

The committee discussed the options and came to a consensus that reducing support staff to a part-time position will provide a significant decrease to the overall budget by eliminating the need to provide full-time benefits, while still providing an effective level of staffing for the organization to achieve its goals. L. Greden recommended in lieu of providing benefits to raise the pay rate from \$13 per hour to \$14 per hour. This would help with the recruiting of candidates for the position while still offering a significant savings to the YDDA's annual budget.

K. Hill moved that the YDDA support staff position be changed to a part-time position, not to exceed 24 hours a week, and to increase the hourly wage to \$14. The motion was supported by D. Kabat and passed unanimously.

2. **YDDA Area Guide Updates:** T. Colbeck gave a brief update on recent discussions with C. Laughren of the YACVB on updating the old YDDA Area Guides. He asked the committee to determine if this is a priority to update the old guides.

The committee discussed several options to consider including investing more in creating a web based/interactive map and guide. The committee directed the ED to continue discussions with the YACVB and look at a variety of format options.

3. **Budget Review:**
 - **Dumpster Operations and Billing:** T. Colbeck shared the approved dumpster billing rates for the downtown dumpster enclosure partnership program. The committee briefly discussed and authorized staff to proceed with billing all of the users in the next month.
 - **Possible Reallocation of Façade and Building Rehab Funds:** T. Colbeck shared the discussion from the last Economic Restructuring & Design Committee meeting regarding reallocating unencumbered funds from the YDDA Façade Grant Program to be used for items such as additional street furnishings, vacant window displays, and/or blight removal.

The committee discussed how to ensure that only TIF funds would be redirected and not any restricted grant revenue. This will go back to the Economic Restructuring & Design Committee for further planning.

VIII. Old Business:

1. Depot Town TIF and Development Plan: T. Colbeck gave a status report on the ongoing process. He stated the recent Community Workshop was successful.
2. Michigan Main Street Update: T. Colbeck reminded the committee of the ongoing Main Street training schedule.
3. TIF Legislation Update: T. Colbeck shared an update report on the proposed changes to the TIF enabling legislation.

IX. Announcements/Comments: None

X. Audience Participation: None

XI. Adjourn- meeting adjourned at 9:50 am – **Next meeting June 11, 2014 at Spark East, 215 W. Michigan Ave.**

**City of Ypsilanti
Downtown Development Authority**

**Operations and Finance Committee Meeting
Wednesday, June 11, 2014 – 8:30 a.m.
SPARK East
215 W. Michigan Ave.**

Minutes

- I. Call to Order:** T. Colbeck called meeting to order at 8:39 am.
- II. Roll Call**
- | | | | |
|------------------|---|---------------|---|
| James Dauphine | P | David Kabat | P |
| Adam Gainsley | A | Rois Savvides | A |
| Leigh Greden (C) | P | Richard Smith | P |
| Ruth Ann Jamnick | P | | |
- Others in Attendance:** Tim Colbeck, YDDA Director
Kyle DeBord, SPARK
Matt Durr, MLive
Krystal Elliott, Ypsi Courier
Kevin Hill, YDDA Board
Pete Murdock, City Council
Corinne Sikorski, FOYF
- III. Approval of Agenda:** R.A. Jamnick moved to accept the agenda as submitted. The motion was supported by D. Kabat and was approved unanimously.
- IV. Approval of Minutes: – Wednesday, May 14, 2014:** R.A. Jamnick moved to approve the minutes as submitted. K. Hill supported the motion and it passed unanimously.
- V. Audience Participation** - none
- VI. Old Business:**
1. Depot Town TIF and Development Plan Update: T. Colbeck gave a brief status report on the ongoing TIF/Development plan process. He shared an updated schedule prepared by the DDA’s consultants with the committee.
 2. YDDA Budget Review:
 - o Dumpster Bills: T. Colbeck shared a sample invoice for the private dumpster participation program. The committee shared input. T. Colbeck reported these will begin to circulate to the public shortly.
 - o Reallocation of Funds: T. Colbeck gave a report on the potential reassignment of the Façade Grant Program budget line item to include other opportunities. He showed that in the last two fiscal years the DDA has allocated less than half of the available façade

grant funds to applicants. He recommends relabeling the line item Capital Improvements so that it gives more options to the DDA on how the funds are allocated.

R. Smith suggested that the DDA look at purchasing electronic message signs that business could apply for from the DDA. T. Colbeck said this will be assigned to the Economic Restructuring & Design Committee to evaluate.

K. Hill expressed an interest in having funds be used for small grants for internal building improvements also. This will also be assigned to ER-Design for further evaluation.

R.A. Jamnick stated that for appropriate bookkeeping, we should make sure that we have an accurate title for the budget line item being considered.

VII. New Business:

1. National Main Street Conference Report: T. Colbeck shared a summary memo of the sessions he attended at the National Main Street Conference. He stated the conference was very strong this year and that there are a number of things the YDDA could potentially institute. He briefly discussed a session on Board Recruitment and for the committee or YDDA board considering establishing a nominating committee.

VIII. Proposed Business:

1. Extended/Increased Financial Support for the Ypsilanti Freighthouse: P. Murdock restated the recent history and status of the Freighthouse restoration project. The committee members were given a formal request, and updated business and strategic plans for the Friends of the Ypsilanti Freighthouse (FOYF) from C. Sikorski.

L. Greden reviewed the new request letter with the committee and discussed the need to show sustainability plan from the FOYF for the restoration and ongoing operation of the Freighthouse.

C. Sikorski stated that the FOYF is in the process of creating a new business plan. It is their goal to maintain the Freighthouse as a Social Enterprise which will become self-sustaining through its operations.

K. Hill asked for an updated operational support plan to show the plans for maintenance and staffing. R. Smith asked what will be done to ensure all inspections are met and a certificate of occupancy is received.

P. Murdock stated that the City will oversee all construction at the facility. The FOYF board will manage the operations and staffing.

L. Greden addressed the ELG's commitment to support the proposed plan.

K. Hill asked staff to provide what affect the potential financial support would have to the current Depot Town TIF Reserve Fund Balance. T. Colbeck will forward this information to the committee members.

L. Greden suggested that the FOYF adjust the request to the DDA from \$40,000 to \$35,000. The committee discussed what contingencies the DDA would like to place on the potential award of a grant to support this ask including provision of the business plan being completed and reviewed by the Operations and Finance Committee.

K. Hill asked if there has been any consideration on the City's behalf to sell the property. D. Kabat asked if there has been a study on the demand for the planned use of the Freighthouse.

C. Sikorski stated that there has not been a formal market study done. However the YACVB has expressed a demand for or lack of appropriate event space of this size in the community.

T. Colbeck stated that there may be some restrictions on some of the State grants already received for this project that could impact the City's ability to sell the property. K. Hill requested that staff clarify what if any restrictions are currently in place.

R.A. Jamnick recommended that the DDA add a contingency to any potential grant awarded to the FOYF that would pay the DDA back its grant through the sale proceeds of the property were sold to a private, for-profit developer.

R.A. Jamnick inquired about the long term plans for a commuter rail stop in Depot Town. P. Murdock reported that while it is not likely that Ypsilanti will be a stop for the Wolverine fast transit train from Detroit to Chicago, it is still planned for a stop on the test Ann Arbor to Detroit commuter rail line, planned for sometime in 2016.

R.A. Jamnick moved to recommend the YDDA agree to provide \$35,000 in matching grant support to the FOYF for the completion of proposed improvements to the Freighthouse. The YDDA grant shall be contingent upon the completion of a new and detailed business plan from the FOYF for the ongoing operations of the facility. It shall also state that if the City sells the Freighthouse to a private/for-profit developer the City will pay the YDDA back its grant through funds raised by the sale. L. Greden supported the motion as submitted.

A roll call vote was taken for the motion; Ayes: D. Kabat, R.A. Jamnick, R. Smith, J. Dauphine, and L. Greden. Nays: K. Hill

The motion passed by a 5-1 vote.

2. SPARK Business Training/Classes: T. Colbeck shared an opportunity brought to him from K. DeBord of SPARK to help create and promote a program to help small businesses increase their online presence and sales. The committee agreed that there would be a demand for such training and authorized T. Colbeck to work with SPARK to coordinate.
3. DDA Business Open House: Discussion on this item was tabled for next month's committee meeting.
4. Ypsilanti Heritage Festival Support: T. Colbeck discussed a recent meeting with A. Clock the Director of the Ypsilanti Heritage Festival. He discussed some items he is working with the Heritage Fest on to help them this year. One item that he asked the committee to consider was allowing the Heritage Festival the exclusive right to use the Maple St. parking lot during the festival. He stated the City allows festivals and events the use of municipal lots during events for a fee of \$250 each day. He suggested that allowing the festival the use of the lot for no fee would be the YDDA's donation/support for the festival.

He reminded that committee that we have allowed similar agreements with third parties to use the lot last year. He also stated that as with last year the use of the lot would be contingent on ensuring that the Depot Town Farmers Market vendors and visitors would be able to use the lot at no cost during their regular hours of operation.

The committee stated their support for this proposal and directed him to contact the Heritage Festival to see if they are interested. If so he will prepare a formal resolution for the board to consider the agreement.

5. Creation of a W. Cross Business Association: T. Colbeck briefly discussed the opportunity to help establish a W. Cross business association similar to DAY or Depot Town Merchants. The committee agreed that there is a great opportunity to help guide the area businesses. T. Colbeck will discuss further with some of the key business owners to see if there is a strong interest will offer his support to help develop a framework.

IX. Announcements/Comments:

- J. Dauphine announced the upcoming "Live in Living Color" concert scheduled for Friday, June 20th on Washington St. in the Downtown.

X. Audience Participation:

- P. Murdock thanked the YDDA for its continued support of the Freighthouse.
- P. Murdock thanked L. Greden for his years of service to EMU and the Ypsilanti community.

XI. Adjourn- meeting adjourned at 9:55 am – **Next meeting July 9, 2014 at SPARK East, 215 W. Michigan Ave.**

**City of Ypsilanti
Downtown Development Authority**

**Operations and Finance Committee Meeting
Wednesday, July 9, 2014 – 8:30 a.m.
SPARK East
215 W. Michigan Ave.**

Minutes

- I. Call to Order:** T. Colbeck called meeting to order at 8:40 am.
- II. Roll Call**
- | | | | |
|------------------|---|---------------|---|
| James Dauphine | P | David Kabat | P |
| Adam Gainsley | A | Rois Savvides | A |
| Leigh Greden (C) | A | Richard Smith | A |
| Ruth Ann Jamnick | P | | |
- Others in Attendance:** Tim Colbeck, YDDA Director
Kevin Hill, YDDA Board
- III. Approval of Agenda:** R.A. Jamnick moved to accept the agenda as submitted. The motion was supported by J. Dauphine and was approved unanimously.
- IV. Approval of Minutes: – June 11, 2014:** R.A. Jamnick moved to approve the minutes as submitted. K. Hill supported the motion and it passed unanimously.
- V. Audience Participation** - none
- VI. Old Business:**
1. Depot Town TIF and Development Plan Update: T. Colbeck gave a brief status report on the ongoing TIF/Development plan process. He stated that the consultant has created a preliminary project priority list and online survey for the YDDA board to complete. There will be a working session for the YDDA board at the July 17th board meeting.
 2. YDDA Budget Review: T. Colbeck shared the YDDA’s approved budget to the committee for review.
 - o Dumpster Bills: T. Colbeck stated that the first round of invoices will be in the mail no later than early next week.
 - o Reallocation of Funds: T. Colbeck shared a memo outlining expenses in the last two fiscal years that could be categorized as “Capital Improvements”. He outlined the benefits of re-designating the budget line item “Façade Grant” to “Capital Improvements” to allow additional flexibility with potential projects and clearer budget reporting.

The committee supported this change in the budget line item description. It will not require any changes to current expenses as approved by the YDDA Board.

The committee engaged in a detailed discussion of how the YDDA budget is presented to the board, committees, and public. R.A. Jamnick stressed the importance and consistency of preparing a regular budget report using the State's standard Chart of Accounts system.

The committee agreed to form a subcommittee dedicated to budget reporting that will meet in August to review current practices and the State's requirements to report in September.

3. Ypsilanti Freighthouse Support Update: T. Colbeck gave a brief update of the discussion from the June YDDA Board meeting. He stated that he has not received any additional information from the FOYF at this time. The committee requested that he follow up with the FOYF for a status update and share with the committee. The committee also suggest that he attend a FOYF board meeting in the near future to help them move forward and provide the detailed information the DDA board is looking for to further consideration for support.
4. SPARK Business Training/Classes – Increasing Online Sales & Presence: T. Colbeck gave a brief status report. He stated that he is continuing to work with K. DeBord of SPARK to coordinate. They have tentatively set a time frame for late August to host the training.

VII. New Business:

1. Maple St. Lot Use During Festivals: T. Colbeck shared memo outlining the most recent consideration to allow a third party to use the Maple St. Lot during some of the big summer festivals. He also touched upon resolutions that were passed last summer allowing the Depot Town Merchants to use the lot as a fundraiser during the Brewers Guild Festival.

He stated that he recently met with A. Clock of the Ypsilanti Heritage Festival to discuss opportunities to work together. A. Clock reported that he needed to find available parking to be dedicated to the festival's vendors. T. Colbeck suggested that the DDA consider making an in-kind donation of the use of the Maple St. Lot to support the festival. The committee discussed the proposal and what stipulations and requirements would need to be met to allow the Heritage Festival exclusive rights to the lot during the festival.

K. Hill moved to recommend a resolution designating the Maple St. Lot be reserved for the Ypsilanti Heritage Festival during the festival of the same name. The use of the lot would be treated as an in-kind donation from the DDA to the festival. The lot would have to have an appropriate amount of parking remain open for use during the Saturday Depot Town Farmers Market and the DDA

should be added as an additionally insured on the Heritage Festivals liability insurance. The motion was seconded by D. Kabat and was passed unanimously.

T. Colbeck then reviewed a request for the use of the lot by the Depot Town Merchants during the Brewers Guild Festival. He stated that after last year's agreement staff was requested to make sure that any policy towards the use of the Maple St. Lot be consistent with the City's event policies regarding the use of the Frog Island or other municipal lots. He reported that current policy allows for an event to reserve exclusive use of a municipal lot with a \$250 per day fee. He has recommended that the committee consider using the same policy to be consistent with the City of Ypsilanti. K. Hill moved to recommend a resolution designating the Maple St. Lot be reserved for the Depot Town Merchants to use as a fundraiser during the Brewers Guild Festival. The DDA will charge a fee of \$250 per day of use as is consistent with the City's event policies. The lot would have to have an appropriate amount of parking remain open for use during the Saturday Depot Town Farmers Market and the DDA should be added as an additionally insured on the Heritage Festivals liability insurance. The motion was supported by D. Kabat and was passed unanimously.

2. DDA Open House: The committee requested this be brought back to a later meeting.

VIII. Proposed Business:

1. Holiday Lighting: T. Colbeck shared a summary memo outlining the DDA's recent expenses for Holiday Lighting and Décor. The committee supported the possible funding of additional expenses this year through the Capital Improvements line item if necessary.

T. Colbeck stated that he would research some current/best practices in other communities to raise outside funds to support holiday lighting and bring back to the September committee meeting.

2. Board/Committee Recruitment: T. Colbeck briefly discussed a session he attended at the National Main Streets Conference on board recruitment. The committee requested that this be brought back for a more detailed discussion at a later date.
3. EMU Campus/Community Block Party: T. Colbeck gave a report on a recent meeting he attended with representatives of the EMU Student Government to establish a campus and community block party in late August or early September. He stated that the Student Government is looking to fully fund the event but would like the City's and DDA's help in promoting to area residents and the business community as an opportunity to increase/improve the campus-town relationship. He will continue to report on this as it proceeds.
4. Creation of a W. Cross St. Business Association: K. Hill reported that the DAY is currently working with some of the stakeholders in the W. Cross district to help establish or merge a business association.

5. YDDA Meeting Schedule: T. Colbeck shared the remaining meeting schedule for 2014. He reminded the committee that the YDDA board has passed a resolution designating August as a recess month for all standing DDA meetings. He stated that the YDDA Chair suggested a possible reconsideration of this to schedule a board meeting in August. The committee discussed and recommended that the month of August be maintained as a recent month.

IX. Announcements/Comments: none

X. Audience Participation: none

XI. Adjourn- meeting adjourned at 10:35 am – **Next meeting September 10, 2014 at SPARK East, 215 W. Michigan Ave.**

**City of Ypsilanti
Downtown Development Authority**

**Operations and Finance Committee Meeting
Wednesday, October 8, 2014 – 8:30 a.m.
SPARK East
215 W. Michigan Ave.**

Minutes

I. Call to Order: T. Colbeck called meeting to order at 8:38 am.

II. Roll Call

James Dauphine	A	David Kabat	P
Adam Gainsley	A	Rois Savvides	P
Ruth Ann Jamnick	P	Richard Smith*	P

*arrived 9:05 am

Others in Attendance: Tim Colbeck, YDDA Director
Rachelle Enochs, YDDA Staff
Kevin Hill, YDDA Board
Megan Johnson, Vivid Imaging Studio

III. Approval of Agenda: R.A. Jamnick moved to accept the agenda as submitted. The motion was supported by D. Kabat and was approved unanimously.

IV. Approval of Minutes: – July 9, 2014: R.A. Jamnick moved to approve the minutes as submitted. K. Hill supported the motion and it passed unanimously.

V. Audience Participation - none

VI. Old Business:

1. YDDA Budget Review:

- Budget Trends & Operating Expenses vs. Capital/Infrastructure Expenses: T. Colbeck gave a report showing the YDDA's revenues vs. expenses from the 2010/11 fiscal year through the projected 2017/18 fiscal year. He prepared several graphs to represent the revenues vs. all operating and ongoing/committed expenses only and also revenue vs. all expenses, operating and capital/infrastructure included, for the DDA as a whole and each separate TIF. He also provided a list of potential new DDA projects/programs that are not currently in the budget. The list provided an estimated cost for each and what revenue source the funds to pay for them would likely come from.

He also provided graphs that track the usage of fund balance reserves in the same time period for the DDA and each separate district. The committee

discussed the continuing trend for the DDA to use fund balance reserves for annual expenses and what would be considered acceptable use of the reserves. The committee suggested that this information be provided at each committee and board meeting when considering taking on new projects and programs to look at the long term budget impact.

R.A. Jamnick stated she would assist with preparing a document showing how the Headlee Amendment cap on the increase of properties taxable values has affected us over the time that it has been passed.

T. Colbeck also briefly addressed the ongoing concern about introduced changes to the TIF enabling legislation. He stated the most recent version includes a cap on TIF capture which could reduce our annual revenues considerably.

2. Board/Committee Recruitment: T. Colbeck discussed the need to create a board and committee recruitment strategy. He shared a presentation that he sat in from the National Main Streets Conference on the topic.

The committee discussed ongoing issues with board and committee participation. T. Colbeck recommended that after the YDDA annual meeting the board should consider creating a small board recruitment committee to work on a strategy to build the strength of the board and its committees.

He also shared a copy of a board member survey and matrix that the YDDA board did a few years back. The committee recommended that a new board survey be conducted as a first step in the process of developing a board recruitment plan.

VII. New Business:

1. Creation of a Promotions/Marketing Fund: At the September YDDA Board meeting K. Hill requested that the Operations & Finance Committee look at creating a dedicated promotions and marketing fund for the YDDA. T. Colbeck shared a brief memo outlining creation of a dedicated fund and provided our current External Funding and Contribution Policy for review.

He stated that per the existing policy, the YDDA could provide marketing and promotion support for events being held in the DDA. The committee discussed the history of this policy. It was determined that any new allocation would be used for promotion/marketing and not direct grants to events. It would be used for advertising, printing, or other support. The budget item would also be used for YDDA produced marketing materials and opportunities.

K. Hill stated that he and J. Dauphine are working on creating a set of guidelines for how the funds could be used and will bring to the next committee meeting for consideration to move a formal recommendation to the YDDA board.

2. Small Business Saturday Promotion: T. Colbeck reported that he recently has met with Malissa Eckley of 11 W. Salon to discuss creating a Small Business Saturday event for the DDA on the Saturday following Thanksgiving. The Small Business Saturday Program was created by American Express to be an annual event that encourages people to shop local and support independently owned stores and restaurants.

He stated that he has offered to assist with outreach to local businesses to help recruit participants. He also stated that M. Eckley may need assistance with covering the costs of printed materials. She currently has a quote for posters and from Standard Printing for materials ranging from \$174 to \$327. The committee recommended that he use the YDDA's existing External Funding and Contribution Policy for consideration of this expense.

3. YDDA Annual Report: At the September YDDA board meeting K. Hill inquired on the status of the YDDA preparing an annual financial report for the State and general public. This report is required per the DDA enabling legislation. T. Colbeck reported that the DDA had been considering the City's annual audit that includes the DDA to cover this requirement. He stated that he did communicate with some of his colleagues throughout the State and confirmed that we do still need to file a separate report.

He stated that he will work with the City's Fiscal Services Department to create a DDA specific report once the City's annual audit is completed and will follow up with all necessary requirements.

4. YDDA Bylaws and Policy Review: At the September YDDA board meeting K. Hill stated that there are some inconsistencies with the existing YDDA bylaws language and actual practices. He specifically cited his concern with the requirement under Article V, Section 1 of the YDDA Bylaws that states that "an annual meeting shall be held in September of calendar year."

T. Colbeck provided the committee a copy of both the YDDA Bylaws and External Funding and Contribution Policy for review. The committee members discussed the need for the YDDA board to schedule an annual meeting for October because the organization is out of compliance with its bylaws. They discussed how the meeting was postponed after the September YDDA board meeting. They committee members agreed to formally recommend that the YDDA Board hold its annual meeting immediately following the October board meeting.

T. Colbeck requested that the committee review the Bylaws and External Funding policy and return any recommended language changes to him to share at the November committee meeting.

5. Adopt a Block Program: R. Enochs provided some basic information on the potential creation of an Adopt a Block Program for the DDA. T. Colbeck stated staff has begun looking at creating a volunteer program to solicit help with the

annual streetscape maintenance and dumpster service programs. This type of program could potentially reduce some of the YDDA expenses for flower watering and maintenance and dumpster clean outs.

R. Enochs will continue to research existing programs and define a scope of work to bring back to the committee in November.

VIII. Proposed Business: none

IX. Announcements/Comments: none

X. Audience Participation:

- R. Smith introduced M. Johnson of Vivid Imaging Studio to the committee. She has an expertise in marketing and would be interested in assisting the DDA with the creation of a promotions/marketing program.

XI. Adjourn- meeting adjourned at 10:45 am – **Next meeting November 12, 2014 at SPARK East, 215 W. Michigan Ave.**

**City of Ypsilanti
Downtown Development Authority**

**Operations and Finance Committee Meeting
Wednesday, November 12, 2014 – 8:30 a.m.
SPARK East
215 W. Michigan Ave.**

Minutes

I. Call to Order: T. Colbeck called meeting to order at 8:39 am.

II. Roll Call

James Dauphine	P	David Kabat	A
Adam Gainsley	P	Rois Savvides	P
Ruth Ann Jamnick	P	Richard Smith*	P

*arrived 9:05 am

Others in Attendance: Tim Colbeck, YDDA Director
Rachelle Enochs, YDDA Staff
Kevin Hill, YDDA Board
Pete Murdock, City Council

III. Approval of Agenda: R.A. Jamnick moved to accept the agenda as submitted. The motion was supported by A. Gainsley and was approved unanimously.

IV. Approval of Minutes: – October 8, 2014: R.A. Jamnick moved to approve the minutes as submitted. K. Hill supported the motion and it passed unanimously.

V. Audience Participation - none

VI. Old Business:

1. YDDA Budget Review:

- Budget Trends & Operating Expenses vs. Capital/Infrastructure Expenses:
T. Colbeck shared the updated charts showing the YDDA’s revenues vs. expenses from the 2010/11 fiscal year through the projected 2017/18 fiscal year. He prepared several graphs to represent the revenues vs. all operating and ongoing/committed expenses only and also revenue vs. all expenses, operating and capital/infrastructure included, for the DDA as a whole and each separate TIF.

He edited the graphs that track the usage of fund balance reserves in the same time period for the DDA and each separate district to now include a line to show the “restricted” fund balance reserves as they relate to the overall fund balance.

K. Hill requested that the budget trends be made a topic of conversation for the next YDDA board meeting. T. Colbeck stated that he prepared the report to hopefully encourage a deeper budget discussion by the YDDA board and will make sure it is on the agenda for the November board meeting.

R.A. Jamnick requested that the committee dedicate the bulk of its next meeting for a deep dive into the YDDA budget for each of the individual districts. T. Colbeck stated he will provide each member with the detailed revenue-expense report that he runs using the standard municipal accounting system for a line by line review. R.A. Jamnick also reminded the committee that it is important that each committee and board member become familiar with the revenue and expense report as prepared using the standard municipal accounting.

R. Savvides inquired about how expenses are allocated by district. T. Colbeck stated that since the merger of the two DDA's the DDA has used a standard division of shared expenses of 70% Downtown, 16% Depot Town, and 14% W. Cross TIF's based on the projected revenues. R. Savvides stated that the breakdown of expenses to revenue is no longer accurate based on the current and projected revenues for the W. Cross St. district, which is considerable lower than 14% now. T. Colbeck stated that it was an accurate measure at the time of the DDA merger in 2009 but has never been reevaluated. R. Savvides asked if the breakdown percentage was a hard number or was it meant to be flexible from year to year based on actual revenue numbers? T. Colbeck stated that he has seen no record codifying this but it has been his understanding that it was a hard number based on the first combined budget after the merger of the DDA's.

T. Colbeck stated that he will prepare a detailed report for the next committee meeting that will show the breakdown of each district's revenue as a percentage of the total from 2010-11 through 2017/18.

J. Dauphine requested that T. Colbeck be more vocal with the board to guide fiscal policies and how they review financial reports.

2. Promotions/Marketing Fund Policy: T. Colbeck and R. Enochs shared a first draft of a Marketing External Funding and Contribution Policy with the committee. The policy was based on the DDA's existing policies and input from K. Hill and J. Dauphine. The committee engaged in discussion of the policies and how they would be applied.

The committee reviewed the policy and made some recommended changes. K. Hill asked that there be language added stating that requests for less than \$100 be left to the discretion of the Executive Director which would be consistent with the DDA purchasing policy. R. Savvides wants there to be language to make sure that the funding is not for single businesses but for area wide events and marketing. R.A. Jamnick requested that an actual form be created for applicants

to submit. J. Dauphine asked how much funding would be set aside for the fund? T. Colbeck stated that the initial conversations were that there would be \$2,500 set aside in the budget.

3. Adopt-a-Block Program: T. Colbeck briefly reported on the staff's research to create a program for volunteers to commit to flower bed watering and trash pick-up throughout the DDA districts. He stated this would be an opportunity to increase volunteer support and decrease some of the DDA's maintenance expenses. He will bring back to the next committee meeting for a deeper discussion and review.
4. YDDA Bylaws and Policy Review: T. Colbeck provided the committee with a copy of the DDA bylaws and external funding policy for review. K. Hill had previously requested that there be a review of the bylaws and policies to make sure that they are consistent with the DDA's actions. At the October committee meeting T. Colbeck requested the committee members review the bylaws and policy and bring back any potential corrections or changes.

K. Hill stated that the DDA needs to be more consistent in using the existing bylaws and policies to govern our actions. He stressed in particular the attendance requirements in the bylaws and funding request of \$10,000 or more.

VII. New Business: none

VIII. Proposed Business: none

IX. Announcements/Comments: none

X. Audience Participation: none

XI. Adjourn- meeting adjourned at 10:30 am – **Next meeting December 10, 2014 at SPARK East, 215 W. Michigan Ave.**

**City of Ypsilanti
Downtown Development Authority**

**Operations and Finance Committee Meeting
Wednesday, December 10, 2014 – 8:30 a.m.
SPARK East
215 W. Michigan Ave.**

Minutes

I. Call to Order: T. Colbeck called meeting to order at 8:33 am.

II. Roll Call

James Dauphine	A	David Kabat	P
Adam Gainsley	A	Rois Savvides	P
Ruth Ann Jamnick	P	Richard Smith	A

Others in Attendance: Tim Colbeck, YDDA Director
Rachelle Enochs, YDDA Staff
Kevin Hill, YDDA Board

III. Approval of Agenda: K. Hill moved to accept the agenda as submitted. The motion was supported by R.A. Jamnick and was approved unanimously.

IV. Approval of Minutes: – November 12, 2014: R.A. Jamnick moved to approve the minutes as submitted. K. Hill supported the motion and it passed unanimously.

V. Audience Participation - none

VI. Old Business:

1. YDDA Budget Review:

- Review of Detailed Revenue & Expense Report: T. Colbeck reviewed a copy of the November 2014 YDDA Revenue & Expense Report as it is presented using the standard municipal accounting system. He walked the committee members through the report to understand how things are displayed and the standard line items. He also discussed the process on the City's end on when he can make edits and additions to the annual budget.

The committee would like staff to share this report with the full board so that every board member can begin to familiarize themselves with it. R.A. Jamnick requested that staff create a document that shows how the budget is created, when it should be reviewed and approved by the board, how to amend a budget, and how to track when revenue is made available.

- Percentage of Revenues by District: T. Colbeck submitted a memo to show some of the basic history of how the combined DDA established its standard division of universal costs by district of 70% Downtown, 16% Depot Town,

and 14% W. Cross. He stated that at the time of the board merger, this was an accurate measure of how all of the DDA's combined revenues broke down. He gave a brief explanation of how each district's TIF revenue is assessed based on the district's Taxable Value and their base year for the TIF. He stated that looking at each TIF, the later the base year the less our capture and revenue.

T. Colbeck then shared series of graphs and pie charts that tracked the revenues by district to show how the percentage of revenue has drastically changed since 2009. Based on the current fiscal year's breakdown, all shared expenses would be broken down as 69% Downtown, 26% Depot Town, and 5% W. Cross.

The committee engaged in detailed discussion of what this means to each district's TIF revenue and reserves. They discussed how shared expenses are divided among the districts. T. Colbeck stated that the Board has already begun to assess and reassign how some of the budget expense line items should be divided based on measurable units such as with the Pedestrian Trash Collection and Streetscape Maintenance items. These have an easily quantifiable product (such as # of cans serviced). He stated that it becomes more difficult to assess items such as with staffing or the Downtown Police Officer to quantify how much work was done in a given year by district.

The committee discussed the long term plan of reassessing how shared expenses are divided moving forward with the 2015-16 fiscal year. T. Colbeck recommended that during each year's budget planning, the DDA should take the previous year's breakdown of revenue by district and use that to determine the shared expenses by district.

There was considerable discussion on redistributing the expense items starting immediately based on the revenue breakdown. R. Savvides asked if the expenses could be redistributed based on the actual revenue numbers for the previous years. R.A. Jamnick stated that the DDA could not redistribute the previous year's expenses. R.A. Jamnick recommended that the committee should review more detailed information before making a recommendation to the board. She requested that staff prepared a detailed breakdown of the revenue and expenses for each district for the last two fiscal years to show what the DDA has done and what the budgets would have looked like if the expenses were divided in a more equitable manner based on the actual revenue numbers.

R. Savvides and K. Hill requested that the DDA District Police Officer expense be reallocated for this year. It was suggested that this could be a first step in distributing expenses on a more fair allocation. K. Hill moved to request the YDDA Board to adjust the Downtown Police Officer budget line item expense to be distributed by the following percentages, Downtown 69%, Depot Town 26%, and W. Cross 5%. D. Kabat supported the motion and it was approved unanimously.

2. Promotions/Marketing Fund Policy: T. Colbeck shared a new draft of the Marketing External Funding and Contribution Policy with the committee reflecting the changes outlined at last month's committee meeting. Staff also added an application to the policy to make it easier for community members to request funding from the DDA.

K. Hill moved to recommend the board approve the policy as submitted. R. Savvides supported the motion and it was approved unanimously.

3. Adopt-a-Block Program: R. Enochs prepared guidelines and an application for individuals and groups to assist the DDA with regular maintenance items. The program would be based on the City of Ypsilanti's existing Adopt-a-Park program. The committee agreed that this would be a good program for the DDA to gather support for ongoing maintenance programs from the DDA stakeholders and an opportunity to reduce some the recurring maintenance expenses.

K. Hill moved to recommend the Board adopt the program guidelines and application as submitted. D. Kabat supported the motion and passed unanimously.

VII. New Business: none

VIII. Proposed Business:

- T. Colbeck stated that the City of Ypsilanti's Planning Department asked for the DDA to provide a letter of support for a Statewide Partnership Grant Application being submitted to MSHDA to do a housing market analysis for Ypsilanti. The committee agreed to support and directed T. Colbeck to submit a letter of support.

IX. Announcements/Comments:

- K. Hill announced that the DAY is putting on the Annual Holiday Dinner on December 18th at St. Luke's Episcopal Church. He stated that they are still looking for volunteers

X. Audience Participation: none

XI. Adjourn- meeting adjourned at 10:30 am – **Next meeting TBD**