

**Ypsilanti Downtown Development Authority
Operations & Finance Committee Meeting**

Wednesday, February 11, 2015, 8:30 am
SPARK East
215 W. Michigan Ave.

Minutes

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

II. Roll Call:

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

*Arrived at 8:44 am.

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

III. Approval of Agenda: K. Hill requested that the selection of a new chair and vice chair be added to the agenda. K. Hill moved to approve the agenda. The motion was supported by R.A. Jamnick and was approved unanimously.

IV. Approval of December 10, 2014 Minutes: 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:

- TIF Tax Base Summaries: T. Colbeck reviewed the TIF Tax Base Summary as submitted to the committee. He explained the breakdown of revenue sources for each TIFA by showing net taxable value, base value, and millage rates.
- Budget Schedule and Format: T. Colbeck submitted a memo outlining the YDDA annual budget preparation and maintenance milestones showing when the budget is created, when it should be reviewed and approved by the board, and when amendments can be made to the budget throughout the year. R.A. Jamnick recommended including this information in the board and committee packets as a reference for members each month and suggested that a column be added to show the status of each task.

- Percentage of Revenues/Expenses by District: The committee reviewed a detailed breakdown prepared by T. Colbeck of what the last two fiscal budgets and current budget would like if expenses were divided based on the current revenue distribution.

T. Colbeck highlighted the changes in total expenditures between the actual budget and the adjusted budget for each district. He recommended updating the division of universal expenditures yearly based on revenues from the previous year, starting in the 2015/16 fiscal year. The committee discussed next steps. T. Colbeck will bring an adjusted budget for the 2015/16 fiscal year to review at the next committee meeting. The committee discussed submitting a resolution to annually review and if necessary adjust the division of universal expenditures based on the previous fiscal year's revenue.

The committee also discussed how staff should report the budget as adjustments or amendments happen throughout the year. R.A. Jamnick suggested that as budget amendments are made throughout the year, staff should include a document showing approved budget amendments in the YDDA Board packets.

2. YDDA Annual Budget Summary Report: T. Colbeck shared the required Annual Budget Summary Reports for each district that must be submitted to the State's Tax Commission each year. He stated that as required the reports were distributed to each of the city's elected officials, mailed to the State of Michigan's Tax Commission, and will be printed in the local newspaper of record which is Washtenaw Now.

The committee briefly discussed what the outstanding bonded indebtedness for the Downtown TIF was for. R.A. Jamnick suggested adding a short explanation of the expenditures and bonding in the report after it is submitted to the state.

3. Depot Town TIF and Development Plan Adoption Schedule: T. Colbeck reviewed the next steps in the Depot Town TIF and Development Plan adoption. He stated that the Public Hearing has been set for March 17th and the first newspaper advertisement for the public hearing was set to run. He is also working to identify individuals from the taxing jurisdictions whose taxes will be captured in the TIF plan. He will be using this information to send public hearing notices and copies of the TIF plan via certified mail as required. T. Colbeck explained that all requirements for the public hearing process are on track with a goal for City Council to vote on the TIF Plan at their April 21st meeting.

VII. New Business:

1. YDDA Work Plan Review: T. Colbeck shared the Ypsilanti DDA Proposed Work Plan with committee members. He explained that the goals and action strategies were identified in a vetted process by YDDA Board members during the Board retreat. He also shared the importance of having a work plan and how each goal fits into the YDDA Vision, Values, and Outcomes. R. A. Jamnick suggested listing which committee is responsible for each goal to help committee participants identify their responsibilities

and priorities.

2. DDA Marketing: T. Colbeck submitted a memo addressing first steps to a comprehensive marketing plan as identified in the YDDA Proposed Work Plan. He shared that he had reached out to colleagues throughout the state to learn about marketing in other communities. T. Colbeck suggested identifying a target audience, which would allow staff to identify marketing opportunities and formulate strategies.

The committee discussed possible target audiences. K. Hill commented that there are Ypsilanti residents who are not familiar with local businesses or events happening in the DDA districts. R.A. Jamnick added that an opportunity for marketing would be presenting information at neighborhood associations and that she would like to include surrounding townships in the target audience. T. Colbeck discussed speaking with local businesses about their successful marketing campaigns. The committee suggested focusing a marketing campaign on Ypsilanti neighborhoods, the area surrounding Ypsilanti, Ypsilanti Township, and surrounding townships.

Staff will begin to look at current best practices in Marketing for the committee to study and guide the DDA as it moves forward.

3. YDDA Committee Structure Policy: T. Colbeck reviewed the current Committee Structure Policy as it has been approved. He stated that there has been an expressed interest from a committee member-at-large on the Economic Restructuring & Design Committee to serve as that committee's chair. The current policy will only allow a non-board member to serve as the vice chair. The committee discussed amending the policy to allow this. The committee and staff also discussed opportunities for the DDA committees to become more open to participation from non-board members.

A. Gainsley moved to submit a resolution to amend the Committee Structure Policy to allow a committee member who is not an YDDA Board member to be elected as chair as long as an YDDA Board member is elected as vice chair. The motion was supported by K. Hill and was passed unanimously.

The committee then discussed selecting a new Operations and Finance chair and vice chair. James Dauphine volunteered and was selected to be chair and Rois Savvides was selected to be vice chair.

VII. Proposed Business:

1. 16 S. Washington and the Condition of the Space Behind the S. side of the 200 W. Michigan Ave. Block: The committee discussed the potential plans for the vacant Charter One Bank property located at 16 S. Washington. T. Colbeck reported that the most recent update he has received on this property is that there has been an offer to purchase by a private developer and that the site is being proposed for a relocation of the Downtown Farmers Market. He stated to the best of his knowledge the proposed purchaser is not a non-profit organization and therefore this would remain a tax paying parcel. K. Hill reported that the bank had recently contacted the city to ask them to make an offer on the property.

K. Hill then discussed his concern that if this property is repurposed for an active public use that the area located behind B-24's, SPARK East, Red Rock, and the Tap Room will see increased visibility and pedestrian traffic. He noted that this area is in significant disrepair and asked the committee members to step outside and look at the space during the meeting. The committee members went outside to look at the area in discussion. K. Hill stated that he believes the DDA should consider repairing/refurbishing this area and asked staff to look into possible funding sources that could be used to repair the alley. He stated that he has had recent conversations with County Commissioner Conan Smith about the area and potential funds that may be available.

The committee discussed the history of the alley, potential effects on the alley from proposed development, and the steps needed to repair the space. K. Hill reminded the committee that the DDA is currently considering an alley repair and resurfacing project in the W. Cross District so there is a precedent to look at this. T. Colbeck reminded the committee that while it is in the purview of the DDA to take on these types of infrastructure improvements, there is a slight difference here in that in W. Cross we are looking at doing repairs in a public alley with the potential to partner with the adjacent property owners for work to be done on private property. In this case all of the property is privately owned and there is not a public ROW. He stated that before we could actually do any improvements in the discussed area we would need to have property easements from all of the affected property owners. T. Colbeck identified two locations in the Downtown where improvements were done on private property as part of public infrastructure projects. R.A. Jamnick suggested that staff research where easements were given on private property to compare.

Staff was directed to contact Commissioner Smith to discuss his thoughts for the property and to investigate opportunities for State funding for this type of project. Staff will bring this back for discussion at the next committee meeting.

VIII. Announcements/Comments:

R. Savvides commented on the great job of the Ypsilanti Police Department have been doing recently. The committee agreed that the public safety partnership between the YPD, EMU Campus Police, and Washtenaw County Sheriff has been a very positive program.

X. Audience Participation: none

XI. Meeting adjourned at 10:50 am. Next Meeting: March 11, 2015 at SPARK East.

**Ypsilanti Downtown Development Authority
Operations & Finance Committee Meeting**

Wednesday, March 11, 2015, 8:30 am

SPARK East

215 W. Michigan Ave.

Minutes

I. Call to Order: T. Colbeck called the meeting to order at 8:37 am.

II. Roll Call:

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

*Arrived at 8:42 am.

Others in Attendance: Tim Colbeck, YDDA Director
Rachelle Enochs, YDDA Staff
Kevin Hill, YDDA Board
Joe Licavoli, SPARK East

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

IV. Approval of February 11, 2015 Minutes: K. Hill moved to approve the agenda as submitted. R.A. Jamnick supported the motion and it passed unanimously.

V. Audience Participation:

- J. Licavoli inquired if there were any plans by the DDA to address the conditions in the rear of SPARK East. T. Colbeck informed him that this will be a discussion item for today's meeting.

VI. Old Business:

1. YDDA Budget Review: T. Colbeck shared the amended 2014/15 and 2015/16 fiscal year budgets. He stated that the amended budgets reflect additions to the current year's budget that have been approved by the YDD board and the 2015-16 budget adjusted all universal expenses using the breakdown of Downtown 69%, Depot Town 26%, and W. Cross 5% that better represents the current revenues by district. He has input these new numbers into the City's accounting system.

The committee reviewed the 2014/15 and 2015/16 budget adjustments. There was discussion on budget line items, budget trends, and the breakdown of expenses. T. Colbeck explained that the committee would need to submit a resolution to the YDDA

to change the percentage breakdown of how expenses are divided between districts based on revenues of the previous year for the 2015/16 fiscal year. He also emphasized that serious budget decisions will need to be made within the next three years to address the rapidly declining fund balance reserves. He recommended combining all capital improvement line items such as façade grant funding, building rehab grant funding, street furnishing program funding, and capital improvement funding into one single line item that would fund all approved capital improvement projects and that it be a capped dollar amount.

R.A. Jamnick and K. Hill believe that the committee should start discussing these decisions as soon as possible and develop a set of recommendations for the YDDA board. A. Gainsley suggested setting a date for the committee to meet and discuss the YDDA budget. Staff will coordinate with the committee to set up a meeting date. The committee agreed to not submit a resolution to change the percentage breakdown for the 2015/2016 fiscal year or officially adopt the amended budgets until after the committee has a chance to meet again to discuss budget recommendations.

2. Depot Town TIF and Development Plan: T. Colbeck will be presenting the Depot Town TIF Plan to City Council on March 17th during a public hearing. T. Colbeck shared that mailings have been sent and posters have been displayed as per legislation requirements. He asked that if board members wanted to show their support they may submit a letter to City Council or attend the public hearing. City Council is scheduled to vote on the Depot Town TIF plan at their April 21st meeting.
3. DDA Marketing: T. Colbeck noted that he would be attending the National Main Street Conference at the end of this month and suggested talking more about marketing at next month's meeting. He will look for specific examples of what other communities' are for marketing practices and share with the committee. T. Colbeck informed the committee of a new start-up called Try2See, which is a mobile app designed to connect businesses with customers. K. Hill asked the cost for a business or entity to join Try2See. Staff will follow-up with the Try2See contact.
4. 201 W. Michigan Ave Rear Pedestrian Walkway Opportunity: T. Colbeck gave a status report. He has been meeting with property owners to gauge their interest in pursuing the project. The property owners who he has spoken with seem interested in the project. When T. Colbeck met with OHM, he asked them for a quote on the cost to complete a study for the proposed pedestrian walkway. R.A. Jamnick asked if it would make sense to inventory all alleyways. K. Hill suggested creating an inventory of places that can be improved and then identify specific improvements. T. Colbeck recommended moving this project to the Economic Restructuring and Design Committee.

VII. New Business:

1. Michigan Main Street Program Agreement: The committee reviewed the Main Street Program Agreement as submitted. T. Colbeck explained that this program agreement is signed every year to maintain our associate level membership in the Michigan Main Street Program. K. Hill asked what the benefit is of being a member of the program.

R.A. Jamnick explained that the Main Street Program is a knowledge and information resource for the YDDA. T. Colbeck shared that there is no membership fee for being an associate member of the Main Street Program. He also discussed the difference between different membership levels and gave examples of successful Main Street Communities. K. Hill motioned to submit a resolution to sign the Michigan Main Street Program Associate Level Membership Agreement. A. Gainsley supported the motion and it passed unanimously.

VII. Proposed Business:

VIII. Announcements/Comments:

X. Audience Participation: none

XI. R.A. Jamnick motioned to adjourn and K.Hill supported the motion. Meeting adjourned at 10:00 am. **Next Meeting: April 8, 2015 at SPARK East.**

**Ypsilanti Downtown Development Authority
Operations & Finance Committee Meeting**

Wednesday, April 8, 2015, 8:30 am

SPARK East

215 W. Michigan Ave.

Minutes

I. Call to Order: R. Savvides called the meeting to order at 8:40 am.

II. Roll Call:

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

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

III. Approval of Agenda: H. Hill moved to approve the agenda as submitted. A. Gainsley supported the motion and it passed unanimously.

IV. Approval of March 11, 2015 Minutes: K. Hill moved to approve the minutes as submitted. A. Gainsley supported the motion and it passed unanimously.

V. Audience Participation: none

VI. Old Business:

1. YDDA Budget Review: Staff and committee members continued to review detailed budget and trends. There was discussion on long-term trends and outcomes, review of budget line items, and discussion on next steps. The committee members present agreed to submit a detailed report to YDDA Board sharing committee goals and discussions on the assessment of our core operating expenses, capping TIF project/capital improvement expenditures tied to the fund balance reserves, and the possibility of combining capital improvement budget line items. Committee members agreed to continue budget discussions at next committee meeting.
2. Depot Town TIF and Development Plan: T. Colbeck shared that the first reading for the ordinance to approve the Depot Town TIF & Development Plan took place at the April 7th City Council meeting. Council Member Murdock has suggested capping current Depot Town TIF revenue at 50% with the difference being redistributed to the participating taxing jurisdictions. City Council approved the ordinance as submitted, but T. Colbeck is expecting amendments to be introduced at the City Council meeting on April 21.

The committee members discussed what other options there may be to create a win-win scenario, sharing the increased tax revenue in cases of significant gains when or if taxable values on properties experience large jumps from property sales or new construction.

3. DDA Marketing [YDDA Work Plan Goal #1 – develop an identity and promote the YDDA Districts through marketing]: T. Colbeck stated staff is doing ongoing research and he will be providing more information at next month's meeting from some of the sessions he participated in at the 2015 National Main Streets Conference.

VII. New Business: none

VIII. Proposed Business:

1. K. Hill reported that there was discussion at the last City Council meeting regarding the potential relocation of the Frog Island Recycling Center. He inquired about how many potential parking spaces would be gained if this proceeds.
2. K. Hill shared that the Non-Motorized Committee has created a bike map and would be coming to the DDA for printing support.
3. K. Hill continued the discussions for finding a solution for the Depot Town TIF Plan suggested amendments.
4. R. Smith recommended offering support for businesses by the DDA providing and/or installing window LED messaging signage.
5. R. Smith proposed looking into developing a mobile app for the city, he will invite a possible partner on developing the app to our next committee meeting.

IX. Announcements/Comments: none

X. Audience Participation: none

XI. A. Gainsley moved to adjourn and K.Hill supported the motion. Meeting adjourned at 10:38 am. **Next Meeting: May 13, 2015 at SPARK East.**

**Ypsilanti Downtown Development Authority
Operations & Finance Committee Meeting**

Wednesday, May 13, 2015, 8:30 am

SPARK East

215 W. Michigan Ave.

Minutes

I. Call to Order: R. Savvides called the meeting to order at 8:35 am.

II. Roll Call:

Kenneth Dobson*	P	David Kabat	P	
Adam Gainsley^	P	Rois Savvides (C)	P	
Ruth Ann Jamnick	P	Richard Smith		A

*arrived at 8:45 am

^departed at 9:26 am

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

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

IV. Approval of April 8, 2015 Minutes: A. Gainsley moved to approve the minutes as submitted. R.A. Jamnick supported the motion and it passed unanimously.

V. Audience Participation: none

VI. Old Business:

1. YDDA Budget Review: T. Colbeck explained that budget amendments for the 2014/15 and 2015/26 fiscal years still need to be formally adopted by the board. He briefly discussed the current proposal being floated by Council Member Murdock that asks the YDDA to rewrite the Depot Town TIF & Development Plan to include capping Depot Town TIF revenue capture of City taxes at 50%. Since formal amendments for the Depot Town TIF & Development Plan are still unknown, T. Colbeck recommended adopting the budget amendments as submitted at this time, that do not reflect any proposed Depot Town TIF capture reductions. Once a plan is approved by City Council, the DDA can update the budget to reflect any changes.

The committee discussed and identified core services and budget priorities.

- **Police Officer Wage:** T. Colbeck explained the change in line item description for police officer wage expense from a wage to a contracted service. R.A. Jamnick recommended changing the line item description or creating a contract with the City for the services provided. A. Gainsley stated his belief that this expense is a

key service.

- Streetscape Maintenance: T. Colbeck stated that the DDA has a streetscape maintenance contract that will end after next fiscal year. R. Savvides and A. Gainsley agreed that the DDA should partner with businesses willing to water planters located outside their businesses to help lower expenses moving forward.
- Pedestrian Trash Collection: T. Colbeck stated his belief that pedestrian trash collection is a core service.
- Waste Management: T. Colbeck explained that dumpster service for the three dumpsters located in Downtown cost around \$22,000 for pick-up service. Maintenance and surveillance has increased the budget line item. The response to pay the voluntary dumpster fees has been lacking and T. Colbeck suggested evaluating other options. The waste management budget has a potential to increase by up to \$6,000 for the next fiscal year if security cameras are installed in the N. Huron and N. Adams parking lots to monitor dumpster enclosures.

R. Savvides asked when the contract ends for dumpster service and how much the DDA would receive if businesses paid the voluntary fees. T. Colbeck explained that the contract ends at the end of next fiscal year and that if all fees were paid they would cover about one-third of waste management expenses. R. Savvides and A. Gainsley agreed that the DDA should set a deadline and if fees are not paid by the deadline the DDA will need to consider ending the dumpster service.

K. Hill cautioned about the consequences of removing dumpster service and suggested creating a letter that can be taken to business owners about this issue. The committee discussed content to include in a letter. A. Gainsley suggested increasing fees to cover 50% of waste management expenses, start a new billing cycle, send out invoices with a due date for payment, and create a letter expressing alternative options if fees are not paid. T. Colbeck spoke about how waste management affects the 2015/16 budget.

- Holiday Lighting & Maintenance: T. Colbeck explained that current holiday lighting inventory is becoming very dated and that finding partners to help fund lighting has been difficult. The committee agreed that this is a core service, but would likely be an item to eliminate if future expenses continue to exceed revenues.

T. Colbeck recommended combining the capital improvement line item and TIF projects line item into one line item for all capital investments excluding the Washtenaw County Building Rehabilitation Grant and setting a cap on how much can be spent a year. He suggested the cap be a percentage of the fund balance reserve. R. Savvides believes funding for the façade grant program should be prioritized and that the interior grants should be eliminated.

T. Colbeck explained the TIF projects line item. The committee discussed the impact of the 701 W. Cross Block Alley Redesign project on the budget. R.A. Jamnick suggested formally asking the City to help fund the project. K. Hill agreed that a monetary cap is needed for capital improvements each year and the committee

suggested that capital expenses should not exceed 10% of the fund balance reserve in any given year.

K. Hill motioned to recommended realigning the percentage break down every year for expenses shared between districts based on the previous year's revenue. R. Savvides supported the motion. K. Hill motioned to recommend combining the TIF projects line items with the capital improvements line item and capping the budget for all capital improvements excluding the Washtenaw County Building Rehabilitation Grant at 10% of fund balance reserve at the start of the fiscal year, the façade grant program would be specifically earmarked from the 10% cap at \$15,000 for the next fiscal year and the remainder of funding would be listed as TIF Projects/Capital Improvements. R. Savvides supported the motion. K. Hill motioned to recommended approval of 2014/15 and 2015/16 budgets as amended. D. Kabat supported the motion. All resolutions were voted on during one vote and passed unanimously.

2. Depot Town TIF and Development Plan Update: T. Colbeck updated committee on the Depot Town TIF and Development Plan approval process. He stated at this time at least two City Council members are firmly behind capping the City's tax contribution to the Depot Town TIF revenue at 50%. K. Hill shared that a city council member wanted to see a detailed list of projects within the plan. T. Colbeck explained to the committee that a prioritized list of projects is in the proposed plan and cautioned against providing very specific project detail because that could constrict what the DDA can or may do in the future. He stated that the plan as submitted is consistent in the amount of detail as the other existing YDDA TIF plans and all standard practices.

T. Colbeck shared with the committee a chart of the current projected TIF capture outlined in the Depot Town TIF & Development plan and the same projected capture with the proposed 50% cap. He reported that he has been informed by the John Barr the City's attorney that he is working out the details of amending our proposed Depot Town TIF and Development Plan to show the reduced capture of City taxes as well as a commitment by the City to pay the last installment of our bond debt payment for the Maple St. Lot project.

New Business

1. DDA Business Benchmark Survey: T. Colbeck shared three examples of business benchmark surveys that staff researched. He asked the committee to look at the survey examples and highlight important questions to include in a benchmark survey for the YDDA and bring back for next month's meeting.
2. DDA Marketing Goals and Strategies: T. Colbeck submitted a summary of specific sessions he attended at the National Main Street Conference that discussed marketing. He also stated that he has had some brief discussions with Michigan Radio regarding a sponsorship opportunity and shared data.

The committee also briefly discussed developing a DDA mobile app. T. Colbeck restated

R. Smith's proposal to work with Ajong Ekokobe to develop something for the DDA. K. Hill stated that he also has been in discussion with a potential partner. Discussion on this item will continue at our next committee meeting.

3. AAATA GoPass! Program: T. Colbeck stated there has been some expressed interest from local business about adopting the AAATA GoPass! Program for Ypsilanti. T. Colbeck suggested the committee identify potential partners and looking into the costs to participate in the program. This will be brought back for future discussion.
4. YDDA By-Laws: Attendance: K. Hill addressed that there have been issues with attendance at both board and committee meetings. He suggested reviewing attendance policy as addressed in the by-laws as well as approved policies. He also discussed possible solutions to encourage better attendance. The committee discussed possible changes to the policies and how to improve attendance including creating a required agreement to participate for board members, new member orientation, committee member alternates, and excused absences. R.A. Jamnick suggested that attendance structures and standards for committee members mirror those for board members.

K. Hill pointed out discrepancies in YDDA by-laws and attendance policy. T. Colbeck clarified the obligation of board members to go through the attendance policy violation process. Committee asked staff to update board members on attendance violation process at next board meeting. R.A. Jamnick suggested creating a special meeting to discuss attendance policy in detail. Staff will seek any attendance guidelines in state legislation for DDAs, ask legal counsel on potential policy changes, and research other DDA attendance policies.

5. Executive Director Evaluation: K. Hill passed out executive director evaluation to YDDA board members present. He asked that they be turned in to him by June 15. He also suggested receiving legal opinion on confidentiality of individual board members input on evaluations.

VII. Proposed Business: none

VIII. Announcements/Comments: none

X. Audience Participation: none

XI. K. Hill motioned to adjourn and K. Dobson supported the motion. Meeting adjourned at 11:10 am. **Next Meeting: June 10, 2015 at SPARK East.**

**Ypsilanti Downtown Development Authority
Operations & Finance Committee Meeting**

Wednesday, June 10, 2015, 8:30 am

SPARK East

215 W. Michigan Ave.

Minutes

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

II. Roll Call:

Kenneth Dobson*	P	David Kabat	A
Adam Gainsley	P	Rois Savvides	A
Ruth Ann Jamnick^	P	Richard Smith	P

*arrived at 8:47 am

^departed at 10:30 am

Others in Attendance: Tim Colbeck, YDDA Director
AJ Ekokobe, 5Linx
Kevin Hill, YDDA Board
Joe Licavoli, SPARK East
Rachelle Montesano, YDDA Staff

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

IV. Approval of May 13, 2015 Minutes: K. Hill moved to approve the minutes as submitted. R.A. Jamnick supported the motion and it passed unanimously.

V. Audience Participation: J. Licavoli welcomed everyone to SPARK East.

VI. Old Business:

1. YDDA Board Member Attendance Policies: T. Colbeck reviewed a memo with the committee, he addressed his ongoing discussions Tammie Tischler, the YDDA's legal counsel, to follow-up about questions regarding proxy voting and excused absences. Per Tammie according to the bylaws, proxy voting is not permitted for board members and it is her belief that this was intended to apply to all YDDA meetings/committees.

K. Hill suggested amending the attendance policy to only count absences toward the 25% if a meeting did not have a quorum. A. Gainsley stated he believes that the attendance policy shouldn't be changed. K. Dobson spoke about the need for the committee attendance policy to be more flexible. R.A. Jamnick mentioned that the mayor should be explaining the expectations to potential board appointees. K. Hill asked staff to provide the number of meetings that did not have a quorum in the last year.

T. Colbeck restated the current attendance policy and attendance policy violation process. The committee members discussed the current attendance policy and bylaws. K. Hill recommended removing language in the Committee Structure Policy that allows the board chair to be excluded from being assigned to a committee and also suggested changing the YDDA bylaws to reflect the attendance policy, including the policy of not requiring the mayor to sit on a standing committee.

T. Colbeck also highlighted a small change in the Board Member Job Description updating the name of the YDDA committees.

K. Hill moved to recommend a resolution to amend the Committee Structure Policy to remove the exclusion of the YDDA Board Chair from committee membership and to change the subheading 'Voting' to 'Attendance' and making the attendance requirement consistent with the YDDA By-Laws. A. Gainsley supported the motion and it passed unanimously.

K. Hill and R.A. Jamnick requested that a review of the By-Laws continue so that the committee can make recommendations to update and make consistent with other policies and practices.

2. YDDA Mobile App Development: T. Colbeck suggested that to proceed with the development of a mobile app we first need to identify the goals we hope to achieve and determine our target audience. A. Gainsley agreed and added that the YDDA needs to determine what type of web presence to have. R. Smith shared that AJ Ekokobe would be attending the meeting at 10:00 AM. The committee decided to continue discussion about developing a mobile app after A. Ekokobe arrived.
3. YDDA Business Benchmark Survey: T. Colbeck shared a proposed survey to be circulated among DDA businesses for a benchmark survey compiled by staff. The committee members discussed what important data should be collected and how the data may be used to develop policies and show growth in the DDA. T. Colbeck requested that for next month's meeting, committee members review and highlight questions they believe are important.

VII. New Business

1. YDDA Activity Planning Tool: Will be brought back to next month's committee meeting.
2. Restatement of Resolution Pledging Tax Increment Revenues for Water Street Development Area: T. Colbeck explained that the Washtenaw County Brownfield Redevelopment Authority is in the process of creating a brownfield TIF district for the Water Street Development Area that will capture local and state school tax revenue that a DDA is unable to capture. To create the TIF district, the Washtenaw County Brownfield Redevelopment Authority needs an executed copy of the previously approved YDDA resolution pledging tax increment revenues from the Water Street

Development Area to the repayment of bond indebtedness and interest.

In May 2006, the YDDA passed a resolution pledging the tax increment revenues for repayment of the bond, but T. Colbeck could not find an executed copy of the resolution nor the minutes stating who voted for the resolution in our electronic or paper files from that time. He explained that the County has requested that we recertify the May 2006 resolution stating the pledge to use the tax increment revenues to repay the bond debt. The Washtenaw County Brownfield Redevelopment Authority needs an executed copy of the resolution to submit to the County and State of Michigan for final approval of the Brownfield TIF.

The committee members discussed the resolution details. R. Smith motioned to recommend a resolution to reaffirm the May 2006 resolution pledging tax increment revenues from the Water Street Development Area to be used for the repayment of bond indebtedness contingent on approval from city and county legal counsel that the new resolution will meet all legal requirements. A. Gainsley supported the motion and it passed unanimously.

VIII. Proposed Business: none

IX. Announcements/Comments: none

X. Audience Participation: A. Ekokobe presented information and ideas for creating a YDDA mobile app. He explained that the app could share general information and help people discover events and businesses in Ypsilanti. He suggested using a mobile app drawer with tabs for each district. Each district would have sub tabs used to share information about the district, businesses located within the district, and any events going on within the district. K. Dobson asked how the mobile app could benefit the DDA. A. Ekokobe believes the biggest impact would be citizen engagement.

T. Colbeck asked what type of maintenance would be involved with the upkeep of a mobile app. A. Ekokobe suggested linking information for the mobile app to the website allowing the mobile app to automatically update with new information when the website is updated. The committee discussed possible uses and partners for the mobile app. Discussion will continue at next month's meeting so that the committee can determine what we would like to represent in the app and who the target audience is.

XI. A. Gainsley moved to adjourn and K. Hill supported the motion. Meeting adjourned at 11:03 am. **Next Meeting: July 8, 2015 at SPARK East.**

**Ypsilanti Downtown Development Authority
Operations & Finance Committee Meeting**

Wednesday, July 8, 2015, 8:30 am

SPARK East

215 W. Michigan Ave.

Minutes

I. Call to Order: T. Colbeck called the meeting to order at 8:40 am.

II. Roll Call:

Kenneth Dobson		A	David Kabat		A
Adam Gainsley	P		Rois Savvides		P
Ruth Ann Jamnick^	P		Richard Smith^		P

^departed at 10:40 am

Others in Attendance: Tim Colbeck, YDDA Director
AJ Ekokobe, 5Linx
Kevin Hill, YDDA Board
Joe Licavoli, SPARK East
Rachelle Montesano, YDDA Staff

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

IV. Approval of June 10, 2015 Minutes: 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 By-Laws and Policies Review: T. Colbeck provided a memo that included a listing of regularly scheduled board and committee meetings that did not make quorum in the 2014/15 fiscal year. T. Colbeck also stated that during the June board meeting, he was directed to research if there is an industry standard of how much of a meeting a member needs to attend to be considered full attendance. He reported based on some online research and input shared from the Michigan Downtown Association that a member must be present for over 1/2 of a meeting to not be counted as an absence. He is recommending that the YDDA set a policy that someone must attend at least 51% of a meeting to qualify as actually attending the meeting.

T. Colbeck also shared some proposed updates to the YDDA Board Member Job Description allowing up to two board members to participate on the RAC Board as a DDA representative in lieu of being appointed to one of the standing committees.

T. Colbeck stated it was his goal of scheduling a DDA board orientation meeting in August for both newly appointed and current board members. K. Hill asked if a time commitment was included in the board member job description and suggested the job description be given to potential board member appointees before they are appointed. T. Colbeck identified where information on time commitment is included in job description and will work with Mayor Edmonds to share information. K. Hill also suggested changing the last bullet point in the job description to read “assigned committee meetings.”

Committee members discussed content of board member binders and website. T. Colbeck provided the current YDDA by laws in the meeting packet and asked members to review and bring back potential changes for the September committee meeting. K. Hill suggested including board members must attend 51% of the meeting for it to qualify towards attendance requirements. R. Savvides suggested including excused and unexcused absences. Committee members discussed attendance information and K. Hill suggested getting legal opinion on video and conference call attendance.

2. YDDA Mobile App Development: T. Colbeck shared quotes for the potential development of a DDA mobile app. He asked that committee members identify goals and who the market is to better understand exactly what the app needs to accomplish. R. Smith said that he thinks the app will help bring EMU students and people living in Ann Arbor to Ypsilanti and that it would help businesses. K. Hill stated that a mobile app could help the lack of knowledge for event, meeting, and business information. A. Ekokobe suggested thinking about what the website can't accomplish that an app could. R. Savvides believes there is not a need for an app if the YDDA website was mobile friendly.

K. Hill suggested looking at successful mobile apps from other communities. R.A. Jamnick suggested finding other funding partners interested in partnering to develop a mobile app. A. Gainsley suggested that A. Ekokobe and R. Smith research other communities' mobile apps and align the project to the YDDA visions, values, and outcomes. The committee agreed to create a formal statement declaring our intention to develop a mobile app to be shared with potential partners.

3. YDDA Business Benchmark Survey: Committee members reviewed the business benchmark survey as submitted. A. Gainsley suggested some items to either eliminate or merge to refine the survey. K. Hill suggested adding a statement at the beginning of survey allowing applicants to turn in incomplete surveys. A. Gainsley also suggested explaining that business contact information will be used to update business directory. Staff will edit the business survey and will send revised a revised copy to committee and board members for review.

VII. New Business

1. YDDA Activity Planning Tool: T. Colbeck briefly explained why we should consider establishing a planning tool. This item will be brought back for further discussion at the next committee meeting.

2. GrantFinder Database Subscription Web Tool: T. Colbeck shared information about a web application database created to help users locate potential grants. He suggested speaking with the City for interest in sharing costs for access to the database. A. Gainsley suggested reaching out to other DDA directors to see if anyone has used GrantFinder to see if the investment was worth it.

VIII. Proposed Business: A. Gainsley suggested creating a policy defining who can be a Facebook administrator for the YDDA Facebook page and who can post on behalf of the YDDA Facebook page.

IX. Announcements/Comments: K. Hill passed out information about First Fridays.

X. Audience Participation: A. Ekokobe presented a demo on a potential DDA mobile app.

XI. Meeting adjourned at 10:53 am. **Next Meeting: September 9, 2015 at SPARK East.**

**Ypsilanti Downtown Development Authority
Operations & Finance Committee Meeting**

Wednesday, September 9, 2015, 8:30 am

SPARK East

215 W. Michigan Ave.

Minutes

I. Call to Order: T. Colbeck called the meeting to order at 8:40 am.

II. Roll Call:

Kenneth Dobson*	P		David Kabat^	P	
Adam Gainsley		A	Rois Savvides		A
Ruth Ann Jamnick	P		Richard Smith		A

*departed at 10:00 am

^arrived at 9:00 am

Others in Attendance: Tim Colbeck, YDDA Director
Jessica French, YDDA Board
Ben Harrington, YDDA Board
Kevin Hill, YDDA Board
Andrew O'Neal, O'Neal Construction

III. Approval of Agenda: K. Hill moved to approve the agenda as submitted. B. Harrington supported the motion and it passed unanimously.

IV. Approval of March 11, 2015 Minutes: R.A. Jamnick moved to approve the minutes as submitted. K. Hill supported the motion and it passed unanimously.

V. Audience Participation: none.

VI. Depot Town TIF/Development Plan Proposals: K. Hill gave a brief status update on the approval process of the plan. He informed the committee of a recent meeting between himself, DDA executive director T. Colbeck, and Ypsilanti councilperson P. Murdoch to discuss his proposed revenue plan for the new TIF/Development Plan. He informed the committee that the DDA ED was directed to prepare a counterproposal set of numbers that would fall between the DDA's current plan and the Murdoch proposal. He stressed the importance of the DDA coming to some sort of compromise or else we risk having the plan indefinitely tabled and expire after December.

T. Colbeck reviewed a power point presentation with the committee that highlighted the plan that was created over the last year and evaluating three different revenue vs. expense scenarios including the plan as approved by the DDA board, the Murdoch proposal, and a possible compromise proposal. He highlighted what the total revenue of each plan would be over the next 25 years and compared with projected on-going operating expenses for the Depot Town district. In each scenario he shared what the projected amount would be for

infrastructure improvements and potential bond payments. He also shared detailed projected revenue-expense reports for a 25 year period for each plan.

The committee engaged in discussion on what is the likelihood for the original plan being passed by city council is and if the DDA board would be willing to consider any alternate proposals. They discussed some of the background on the current situation regarding the attempt to extend the plan and what potential there is to continually table the plan until it expires.

The committee recommended that a special DDA board meeting be scheduled prior to the next regular city council meeting on September 15th. The ED was directed to arrange for a special meeting on Monday, September 14th and to work on three potential alternates including setting a cap on the number of years for the plan at 10, one that caps all annual revenue growth at 2%, and the third option discussed at this meeting.

VII. Old Business:

1. YDDA By-Laws and Policies Review: The review of the by-laws and board member attendance was tabled until next month's committee meeting.

The changes to the Board Member Job Description that would allow for a board member to serve on the Riverside Arts Center (RAC) board in lieu of one of the two standing subcommittees was recommended for approval. K. Hill moved to recommend adoption of the new job description language. The motion was supported by B. Harrington and was passed unanimously.

2. YDDA Mobile App Development: Discussion of this item was tabled until next month's committee meeting.
3. YDDA Business Benchmark Survey: Discussion of this item was tabled until next month's committee meeting.
4. YDDA Activity Planning Tool: Discussion of this item was tabled until next month's committee meeting.

VIII. New Business

1. Depot Town and Downtown TIF Reserve Balance Adjustments: T. Colbeck gave a brief update on a reduction of both the Downtown and Depot Town TIF Fund Balance Reserves due to a refund of improperly collected tax revenues from the local school districts during 1994-97. He stated that these payments will not appear in the annual budget since they were earmarked in 2002, but they will reduce each of the districts fund balance reserves accordingly.
2. YDDA Social Media Policy: Discussion of this item was tabled until next month's committee meeting.

3. Corner Health/Rock the Block Request for Support: T. Colbeck a YDDA Marketing and Promotion Contribution Application submitted from the Corner Health to support their upcoming event. He notified the committee that each district has \$400 earmarked for marketing support in their 2015-16 budget. The DDA has already allocated \$250 for another event Downtown and only has \$150 remaining in the current budget. The committee briefly discussed the DDA's history in regards to supporting promotions.

K. Hill moved to award \$150 to support the Corner Health event. R.A. Jamnick supported the motion and it was approved unanimously.

IX. Proposed Business: none

X. Announcements/Comments: none

X. Audience Participation: none

XI. Meeting adjourned at 10: 35 am. Next Meeting: October 7, 2015 at SPARK East.

**Ypsilanti Downtown Development Authority
Operations & Finance Committee Meeting**

Wednesday, October 7, 2015, 8:30 am

YACVB

106 W. Michigan Ave.

Minutes

I. Call to Order: T. Colbeck called the meeting to order at 8:40 am.

II. Roll Call:

Kenneth Dobson	P	David Kabat	A
Adam Gainsley	P	Richard Smith*	P
Ruth Ann Jamnick	A		

*arrived at 9:17 am

Others in Attendance: Tim Colbeck, YDDA Director

III. Audience Participation: none.

IV. Old Business:

1. YDDA By-Laws and Policies Review: The committee engaged in a discussion on the recent review to make sure that DDA policies are consistent with the by-laws. There was discussion about developing a proxy policy for attendance purposes. We will bring this back in the near future for consideration.
2. YDDA Mobile App Development: T. Colbeck discussed his research and recommendations for a mobile app development at this time. Per his research and discussions with other entities in town, it does not appear to be a cost effective proposition for the DDA right now. He recommends we consider the proposal to work with the existing website to make it more mobile friendly at this time.
3. YDDA Business Benchmark Survey: T. Colbeck discussed the need to finalize a survey and distribute to the business community. The committee members agreed that the survey was too long. T. Colbeck proposed doing a revision to eliminate some items to get the format down to only two pages. He will bring to the next board meeting for review before distributing.
4. YDDA Activity Planning Tool: The committee discussed the ideas behind the creation of an Activity Planning Tool. They would like to see the form reduced to one page only. T. Colbeck will bring back for next month's meeting.

V. Approval of Agenda: A. Gainsley moved to approve the agenda as submitted. R. Smith supported the motion and it was passed unanimously.

VI. Approval of September 9, 2015 Minutes: A. Gainsley moved to approve the minutes as submitted. K. Dobson supported the motion and it was passed unanimously.

VII. Old Business: continued

5. YDDA Social Media Policy: The committee engaged in discussion of the proposed policy. A. Gainsley stated he is interested in developing further so that it includes formats for social media posts and consideration for other platforms. T. Colbeck will work directly with him to develop.

VIII. New Business

1. OPRA Requests:
 - a. 13 N. Washington: T. Colbeck reviewed the proposed OPRA request for 13 N. Washington/Back Office Studio. He reviewed the proposed project, the amount of the investment, and the impact of an OPRA certificate award to the DDA's TIF revenues. He also discussed the previous night's City Council discussions regarding the proposal and the Economic Development Dept. vetting process.
 - b. 15 S. Washington: T. Colbeck reviewed the proposed OPRA request for 15 S. Washington/Smith Furniture Building. He reviewed the proposed project, the amount of the investment, and the impact of an OPRA certificate award to the DDA's TIF revenues. He also discussed the previous night's City Council discussions regarding the proposal and the Economic Development Dept. vetting process.

The committee engaged in further discussion of the merits of both projects and the potential impact of each to the DDA and to the greater downtown community. The committee agreed that the City is doing its due diligence for each applicant and that criteria is in place to ensure that if acceptable progress is not being made on either project in an appropriate time frame the City can rescind the OPRA certificates. K. Dobson moved to recommend the DDA support both OPRA applications. A. Gainsley supported the motion and it was passed unanimously.

IX. Proposed Business: none

X. Announcements/Comments: none

X. Audience Participation: none

XI. Meeting adjourned at 9: 42 am. Next Meeting: November 11, 2015 at SPARK East.

**Ypsilanti Downtown Development Authority
Operations & Finance Committee Meeting**

Wednesday, November 11, 2015, 8:30 am

SPARK East

215 W. Michigan Ave.

Minutes

I. Call to Order: B. Harrington called the meeting to order at 8:36 am.

II. Roll Call:

Kenneth Dobson*	P	Ruth Ann Jamnick	P
Adam Gainsley	P	David Kabat	P
Ben Harrington (C)	P	Richard Smith	P

*left at 9:40 am

Others in Attendance: Tim Colbeck, YDDA Director

III. Approval of Agenda: RA Jamnick moved to approve the agenda as submitted. A. Gainsley supported the motion and it was approved unanimously.

IV. Approval of October 7, 2015 Minutes: A. Gainsley moved to approve the minutes as submitted. D. Kabat supported the motion and it was approved unanimously.

V. Audience Participation: none.

VI. Old Business:

1. YDDA Work Plan Review: T. Colbeck reviewed 2014/15 and 2015/16 DDA work plan with the committee. They discussed two goals that were identified to be designated to this committee, develop identity and promote the YDDA Districts through marketing and promote business development, growth, and recruitment.

B. Harrington asked if the DDA has a marketing plan. T. Colbeck responded that we do not. He reported that there has been some initial work by the committee to identify the marketing message and audience as well as models from other communities. He will bring back this information for next month's meeting to start this discussion back in earnest. The committee engaged in discussion on what potential partners exist and what impact the merger of the YACVB and A2CVB will mean to the Ypsi Real branding campaign.

The committee then discussed in detail the goal to promote business development, growth, and recruitment. T. Colbeck gave a status report on the business survey that just went out to a large number of business owners last week. The committee discussed what the timeline is to start reviewing feedback from the survey. T. Colbeck stated he hopes to have enough responses in the early new year to be able to pull out meaningful

data. He stated that the first round of surveys was emailed as a link to Survey Monkey. The second round will consist of visiting DDA businesses and handing out a paper copy of the survey, which he hopes to start soon.

R. Smith suggested that T. Colbeck design a flyer or information sheet about the DDA that can be distributed to area businesses for display to do more outreach and education on the DDA. He asked for a first draft to be reviewed at next week's DDA board meeting. The committee engaged in discussion on what type of information needs to be shared and how to reach our stakeholders. A. Gainsley recommended that board members also volunteer to represent the organization and help with outreach. R. Smith suggested having business cards printed for board members to hand out.

A. Gainsley also requested that he and T. Colbeck meet in December to discuss developing a Business Support Team program/strategy.

2. By-Laws and Policies Review:

- Proxy Board Members: T. Colbeck shared that he reviewed the proposed idea that board members be allowed to appoint proxies to attend meetings on their behalf with both the City's and our attorneys, both of whom confirmed that this would not be allowed. Our attorney noted that there is a specific Attorney General ruling specifically stating that proxy attendance on government boards and commissions is not allowed. T. Colbeck also noted that they are expressly not allowed in the YDDA by-laws.
- Executive Committee: T. Colbeck reviewed the existing policy to allow for the establishment of an Executive Committee that can meet in between meetings to help with items that need immediate attention. He noted that the DDA by-laws do specifically allow for this as long as they do not make decisions involving significant financial obligations as outlined in the DDA's purchasing and funding policies.

There was discussion among committee members regarding if there would be a need for these meetings need to be recorded with minutes since they would not represent a quorum of DDA board members. T. Colbeck stated he will ask the DDA's attorney for an opinion.

A. Gainsley moved to recommend the DDA board approve the reestablishment of an Executive Committee consisting of the three YDDA board officers. D. Kabat supported the motion and it was approved unanimously.

- ## 3. YDDA Activity Planning Tool: T. Colbeck shared the new edited form that he got down to one sheet. The committee engaged in discussion on the idea behind establishing the use of this tool to help guide board and committee members when they bring an item forward for consideration. The committee agreed that this should be an informal tool used for guidance and not to regulate how and when board members bring items forward. They recommended having this reviewed at the next board meeting for board

buy-in. T. Colbeck stated that he would be the conduit for the tool, but that the YDDA Chair and/or committee chairs should have determination over the review and consideration.

4. Website Upgrade: T. Colbeck shared a proposal from our current website host and developer for an upgrade to our existing website to be more mobile compatible. He stated that this came up as an alternative to investing in the development of a mobile app over the last several months.

B. Harrington asked if there has been any requests, or need demonstrated for this to be done from the public. T. Colbeck answered there has not been. B. Harrington recommended that this be put on hold until after we have done more business stakeholder outreach to judge of this is an item of need. He also asked if we have a method to evaluate our web traffic. T. Colbeck noted that we do have access to Google Analytics, but that we have not done an analysis to date. B. Harrington and T. Colbeck will work together on the analytics in December.

VII. New Business

1. Michigan Main Street Commitment: T. Colbeck addressed the need to pass a resolution for the YDDA to continue as an Associate Level member of the Michigan Main Street (MMS) Program for 2016. He shared last year's resolution with the committee. RA Jannick moved to recommend that the DDA stay an Associate Level member of the MMS program for 2016. D. Kabat supported the motion and it was passed unanimously.
2. Board Retreat Planning: T. Colbeck recommended that we bring this item back for discussion at the December committee meeting. B. Harrington supported this, we will bring back for further review and discussion in December.

VIII. Proposed Business: none

IX. Announcements/Comments: none

X. Audience Participation: none

XI. Meeting adjourned at 10:07 am. Next Meeting: December 9, 2015 at SPARK East.