

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

Wednesday, January 13, 2016, 8:30 am

SPARK East

215 W. Michigan Ave.

Meeting Notes (no quorum)

I. Call to Order: B. Harrington started discussions at 8:53 am.

II. Roll Call:

Adam Gainsley	A	David Kabat	A
Ben Harrington (C)	P	Richard Smith	A
Ruth Ann Jamnick	A		

Others in Attendance: Tim Colbeck, YDDA Director
Jessica French, YDDA Board
Steve Pierce, Wireless Ypsi/HDL.com

III. Approval of Agenda: Tabled due to no quorum.

IV. Approval of December 9, 2015 Minutes: Tabled due to no quorum.

V. Audience Participation:

1. S. Pierce gave an update on the installation of four new wireless access points downtown (S. Huron, N. Huron, N. Adams, and Washington St. parking lots). He also noted that two new cameras were up and running at the N. Adams and N. Huron lots.

He is working with MLive to promote the expansion of Wireless Ypsi in the DDA and our role in assisting this. He stated that he will also contact WEMU, the Echo, Concentrate and other media outlets to share this information. He is also working on improving the Wireless Ypsi splash page that you see when you log onto the internet using Wireless Ypsi so that it acknowledges the DDA's role in providing wireless internet access for the area.

VI. Old Business:

1. YDDA Outreach: T. Colbeck shared a memo outlining three specific items:
 - YDDA board member roles and responsibilities
 - DDA non-specific business cards
 - DDA rack cards

T. Colbeck expressed that with his upcoming departure the DDA board members should become more familiar with their roles and increase their efforts to represent the DDA publicly by assisting with outreach. The members in attendance also briefly

discussed the potential options available for the transition of executive directors.

T. Colbeck shared the quote for non-specific business cards that can be circulated by YDDA board members. He stated that the quote was very reasonable and recommends that if there are interested board members that they should purchase on their own.

The members present stated they are not interested in proceeding with this item.

T. Colbeck shared a draft of a DDA rack card that could be made available for distribution. The committee members stated that there approval of the content of the rack cards, however they do not see the value of pursuing this at this time until there is a consensus on who and how outreach should be done.

2. YDDA Marketing: T. Colbeck shared information from Downtown Kalamazoo Inc. (DKI) on how they produced their infographics sheet that was shared at last month's committee meeting. The members briefly discussed the potential for the DDA to take on a similar project at some point in the future.

VII. New Business

1. Michigan Main Street Presentation: T. Colbeck shared a memo regarding the usefulness of scheduling a presentation in the spring from a representative of the Michigan Main Street program to discuss the value of our continued membership and help determine whether it is appropriate for us.

VIII. Proposed Business: none

IX. Announcements/Comments: none

X. Audience Participation: none

XI. Meeting adjourned at 9:57 am. Next Meeting: February 10, 2016 at SPARK East.