

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

Wednesday, December 9, 2015, 8:30 am

SPARK East

215 W. Michigan Ave.

Minutes

I. Call to Order: B. Harrington called the meeting to order at 8:38 am.

II. Roll Call:

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

Others in Attendance: Joe Meyers, YDDA Director
RayVon Williams, YDDA Board

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

IV. Approval of November 11, 2015 Minutes: A. Gainsley moved to approve the minutes as submitted. R. Williams supported the motion and it was approved unanimously.

V. Audience Participation: none.

VI. Old Business:

1. YDDA Outreach: T. Colbeck gave a brief update of the DDA business survey process and outreach efforts. He stated that he will be increasing his presence in the business community and has a goal of visiting every business to introduce himself and the DDA to them. He has begun circulating paper copies of the DDA business survey as well as the FAQ sheet. He noted that he would like to create a simple information folder to handout to businesses with key information on the DDA and what we are doing to improve the community. B. Harrington recommended that he bring a sample of materials to be distributed to the next committee meeting and that the committee members consider what pertinent information they would like to see included.

T. Colbeck discussed R. Smith's proposal to purchase individual business cards for DDA board members to distribute when they are representing the DDA in the community. He shared a quote to purchase the cards from United Sonz with the committee members. The committee engaged in discussion on the potential purchase of business cards and whether this would increase board participation in our ongoing outreach efforts. T. Colbeck noted that it would be good if R. Smith available to help explain what is included on the business card quote.

The committee members present stated that they couldn't see where providing business cards to individual board members would increase their participation in outreach efforts. T. Colbeck suggested that he give each board member a number of his business cards to distribute and if they are interested in being directly contacted they can add their contact info to the back of the cards. The committee members agreed that this would be a more acceptable option than to spend DDA funds on the additional expense at this time. The committee members agreed to not recommend moving forward with this suggestion.

2. YDDA Marketing Revisit: T. Colbeck reviewed two previous memos he provided the committee in the last year that discussed Marketing for the DDA. He stated that the top priority is for the DDA to determine who it is marketing to. Once that is determined we can focus on how to effectively do it.

He informed the committee that he recently met with the president and vice president of First Fridays Ypsilanti to discuss what the DDA can do in the next year to help them. He stated that he agreed to work on a survey for them to take to the participating venues to measure the impact of the events. The committee agreed that we should be more involved with First Fridays and that staff should continue to build our relationship.

The committee discussed the CVB status moving forward and the likely need for the DDA to become more active in event marketing. B. Harrington requested that staff identify what opportunities exist in the next year to partner with existing events and organizations to leverage our resources and increase marketing. T. Colbeck stated he will work with YACVB staff to establish a list for next month's committee meeting.

T. Colbeck also shared a detailed informational sheet from Downtown Kalamazoo Inc. that showed a variety of demographic and market related statistics. He stated that something like this would be valuable assess who is visiting our DDA and what they are doing or spending when here. This type of information would be very useful in helping us determine how to allocate resources for marketing in the future. He will contact DKI to see how they put together this information and bring back to the committee.

3. Board Retreat Planning: T. Colbeck shared a summary memo of each of the retreats since 2010, including the discussion topics and who moderated. He addressed that historically we would hold the retreat in October/November, but because of all the meetings needed during the Depot Town TIF renewal it would be better to hold in January/February. He asked the committee members what they feel would be an appropriate topic for the next retreat.

Both A. Gainsley and B. Harrington stated that they would like to see the main focus be on the DDA budget. A. Gainsley suggested that there be a brief section on board roles and responsibilities. He then would like the board to do a high level overview of the budget to look at our strategic reserves and trends for the next several years to help us strategically move forward. B. Harrington stated he would also like us to work on ensuring that our budget is in line with the Vision and Values of the organization.

A. Gainsley suggested that staff could conduct the review of board roles and budget

trends, but he would like us to provide a third party moderator to conduct the evaluation of the budget and its alignment with our vision and values. T. Colbeck stated it was previously suggested to him to see if Diana Wong of Back Office Studio and Sensei Change if she would be interested in leading the retreat. He will reach out to her to see if she is interested or could recommend somebody to do for us. The committee agreed that this recommendation for the board retreat should go to the full board for approval. T. Colbeck stated he will provide a detailed memo in the next board packet for the board to review and share input.

VII. New Business

1. Ypsilanti Area Wayfinding Support: T. Colbeck shared a memo addressing the history behind the Wayfinding program and his participation from the very beginning. He addressed the current status of the program and shared with the committee members a copy of the City's resolution to pledge ongoing maintenance to any wayfinding installed in the city limits and the potential impact to our current fiscal year budget if we recommit to support.

The committee members generally agreed that this is a valid item to support but discussed what would be an appropriated dollar amount. They discussed how DDA money could be specifically earmarked for new parking signage in the DDA districts. R. Williams expressed that with the development of new mobile technology the need for wayfinding signage is less important. T. Colbeck noted that besides providing visitors directions, wayfinding has a secondary benefit of improving the physical environment by providing consistent signage unifying and improving on the built environment. R. Williams reviewed the presentation given to the board at the November meeting to see what the proposed cost associated with the parking signage would be.

The committee discussed the fact that we had previously approved setting aside \$5,000 in the last two fiscal years for wayfinding in the budget. A. Gainsley moved to recommend the board approve awarding \$5,000 for the 2015-16 fiscal year to the YACVB to support the installation of wayfinding. R. Smith supported the motion and it was approved unanimously.

2. Marketing Support Request for Pour Over Ypsi: T. Colbeck shared a request for support from Marissa Kurtzhals of the YACVB for the Ypsilanti Coffee Showcase event. He noted that the Pour Over Ypsi event happened last weekend, however we received the request for support prior to the actual event. He stated that due to when it was received in late November this was the earliest he was able to bring before the committee. He also restated how the approved marketing contribution policy works and how much was set aside in the annual budget.

The committee asked if this would be an ongoing event. T. Colbeck stated that per M. Kurtzhals there will be more events, but he did not know the frequency at this time. The committee agreed that this is a positive event and appropriate for the DDA to support marketing it. R. Williams moved to recommend the board approve a marketing support grant for \$300 to be earmarked for the next Ypsilanti Coffee Showcase event with the understanding that they could not ask for a second grant at that time. A. Gainsley supported the motion and it was passed unanimously.

VIII. Proposed Business:

- R. Smith asked why his proposal to purchase DDA board members business cards was not discussed at today's meeting. T. Colbeck informed him that it was addressed prior to his attendance. He asked for the status of his proposal and was informed that the committee members present declined to advance this to the full board at this time. B. Harrington and A. Gainsley noted that they did not feel that this was a necessary expense to take on right now because they were unsure that it would lead to a tangible improvement of board member participation in community outreach. They believed that our goals could be better met by the board members either distributing the Executive Director's cards to the public or their own business cards.

R. Smith asked if he could bring this back for consideration of the full board at next week's board meeting. T. Colbeck responded that he could request it be added for discussion at the board meeting.

- R. Smith asked T. Colbeck if he had provided a copy of a draft informational flyer for the DDA to distribute around town. T. Colbeck noted that he had included the one-page FAQ sheet as discussed previously in today's meeting packet. R. Smith stated that he was thinking of something more along the lines of a smaller postcard that could be left behind at key places throughout the DDA.

B. Harrington asked R. Smith if this could be brought back for next month's committee meeting. He stated he would be fine with that. T. Colbeck was directed to design a postcard/flyer that could be produced in color with some key items and instructions on how to find out more about the DDA. He will bring a draft to the next committee meeting.

IX. Announcements/Comments: none

X. Audience Participation: none

XI. Meeting adjourned at 10:07 am. Next Meeting: January 9, 2016 at SPARK East.