

DDA Meeting 5-8-14

Meeting called to order at 6:03PM by Chairperson Vandemark

Roll Call – Present: Bowers, Dickinson, Miller, Murphy Alderman, Rauch, Vandemark. Absent: Ayotte, Murphy, Musall. Also in attendance Phil Hathaway, Shirley Riley, Jim Crain

Miller moved, Rauch seconded to approve the agenda with amendment of meeting time added. All Ayes. Carried

Miller moved, Murphy Alderman seconded to approve the minutes of 4-10-14. All Ayes. Carried

Public/Board Comments – Murphy Alderman spoke on county wide initiative for Shiawassee Live Healthy program which is an on-going grant process promoting wellness. There is a Municipal component to submitting grant for safer routes to school looking at trail connections and infrastructure. She and Rob to get more information to provide at next meeting.

Financial Status – No activity since last month. Balance net of revenues/expenditures as of 4/30/14 total \$18,891.75 with no bills. Rauch moved, Dickinson seconded to accept the report pending audit. All Ayes. Carried.

#### Downtown Development Plan

Values Statement. Hathaway led survey analysis of values looking for similarities between completed village values verses personal values.

Downtown Development Project List – Recapped from previous meeting (e.g. traffic evaluation study). Hathaway to bring two examples to next meeting. Next month discussion to discuss marketing study as it relates to business traffic and spending (destination verses spontaneous). Tax Increment Financing used to provide about 80% of revenues to a DDA, now likely closer to 50%, but will be a plan that needs to be considered. A Tax Increment Finance plan must be filed by 12-31-14 to capture any change in property values.

Partnership List – Reviewed list. Discussed roles/relationships (e.g. River walk to identify/clear junk trees as one example). Byron Schools not in plan yet but can provide community education.

Development Plan – Planning activities with partnerships which invite a “want to stop” event. Byron does not have critical mass, more a rural bi-way. Emphasize village character through place making. Hathaway to write development plan with estimated costs.

A Summary of Values from earlier exercise: 1) Sustainability, 2) Honesty/Integrity, 3) Improvement, 4) Responsibility, 5) Teamwork. DDA can write a mission statement based on these findings.

Charettes – Provides design issues and how to get to an agreement by involving community and getting their support. Event would occur over two separate days, three hours each. Could be held evenings/weekends. Gives a cafeteria plan with short bursts of energy focused on specific topics of design. Topics could include light posts, signage, sidewalk patterns, tree placement/grouping, renewable energy use, a public square or market stalls, to name a few. Solutions must be desirable and do-able. Charettes are helpful for problematic developments.

Discussion on where to hold charette. It was decided it should accommodate 25-50 people in two separate session dates. The first session was set for June 28<sup>th</sup> focusing on the streetscape; the second will be July 19<sup>th</sup> and will focus on the river. Both sessions were set for 9-11:30am. Estimated costs for facilitator (\$650), digital art sheets at \$70-80/hr., designs for River and Street (\$650-800) refreshments (\$150), Marketing/Postage (\$150). Estimated total cost \$2000. Teachers could help facilitate event. Possible funding sources discussed. Idea raised that sponsors could be used to help with costs.

Final materials could be used in future meeting/planning events. Steering Committee made up of Executive Committee members could work to create a finished design.

Block 15 – Six bids submitted to Village. Opened and council to approve Monday. Equipment could be in place by Memorial Day. Perrin Construction was low bidder.

Fundraising – Already discussed. Idea of having a public event during demolition raised concern for public safety and would be discouraged by council. May be possible on vacant lot across the street. Vandemark commented on possibility of doing a river regatta event during the weekend of July 11<sup>th</sup>. Could offer a build in advance or a two hour build and go. Road rally before the fireworks was suggested by Miller, or could be modified to a walking rally.

Meeting Date Change – New Clerk not available on second Thursday for DDA meetings. The first Thursday would provide timely information for council. June meeting could be May 29<sup>th</sup> @ 6:00PM then vote at that time for executive committee to okay charette meeting.

Comments – Bowers discussed basic guideline for citizens to submit their thoughts/changes for logo design. Offered suggestion that human resources are a great building tool enabling people to do what they can with what they have. Could put out call to action through school newsletter, newspaper insert, or could ask township for tax list or school for election list.

Meeting adjourned at 8:22PM

---

James Crain – Recording Secretary

Date

Rob Vandemark - Chairman