

**MEETING MINUTES (DRAFT)
KOCHVILLE TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
SEPTEMBER 14, 2012 – 8:30 AM (Township Board Room)**

Board Members Present: Lyle Davis, Jr. (Chairman), Vern Weber (Vice-Chairman), Dave Abbs (Treasurer), Jim Loiacano (Township Supervisor), Tom Basil, Jr., Jon Howell, Dave Maine

Board Members Absent: Scott LaDouce (Secretary), Don Jackson

Others Present: Steve King (Director), Rob Eggers, Kevin Kilby, Dpt. Fausnaugh, Dpt. Wehner, Mike Comstock, Lt. Pfau

I. Opening of Meeting

Lyle Davis opened the meeting with the pledge of allegiance at 8:30 a.m.

II. Approval of Agenda

Mr. Maine asked to add “Branding” as item 8c.

Mr. Loiacano asked to add “Landscaping Contract” as item 8d.

- Moved by Maine, second by Loiacano, to approve the agenda as amended. MOTION CARRIED UNANIMOUSLY.

III. Public Comment - None

IV. Communications / Information

- a. Letter from Michigan Liquor Control Commission dated September 5, 2012
- b. SVSU “Pierce Road Wrap-Up” Breakfast – October 10, 2012 @ 7:30am

V. Reports

- a. Financials

Mr. Abbs reviewed the DDA’s financial statements, which reflected total assets of approximately \$595,000 as of the end of August 2012. The DDA has received one tax check from Kochville Township for summer taxes for about \$157,000.

- b. Police Protection

Deputy Wehner said that law enforcement activities are going well in the district.

Deputy Fausnaugh noted that the officers are varying their hours right now in order to maximize coverage.

VI. Consent Agenda

- a. Meeting Minutes of August 30, 2012
- b. Treasury Report / Payment of the Regular Bills
- c. Next DDA Meeting: Friday, October 12, 2012
- d. Board Member Absences Report

- Moved by Maine, second by Basil, to approve the consent agenda as presented. MOTION CARRIED UNANIMOUSLY.

VII. Projects and Updates

- a. **Kochville Developer’s App - Presentation**

Rob Eggers gave a presentation of the prototype version of the Kochville DDA Developer’s App for Ipad devices. This app will tie together a great deal of development-related data and resources into a single application. The app must be submitted to Apple for approval, and will continue being a work in progress.

- b. **Pierce Road Landscaping/Lighting**

Mr. King said that SVSU is moving forward with landscaping Pierce Road by itself, and is also working with its consultants to design lighting for the road. After the lighting project is designed and bids are received back, the project will be discussed with the DDA and Township as to whether those entities wish to pursue the lighting project.

September 14, 2012

c. Bay Road Sidewalks (Cabela's, Davenport University)

Mr. King said that Davenport University had approached the DDA via an email several months ago about installing sidewalks along the university's portion of Bay Road, as well as installing a bus shelter on Trautner Drive. The DDA has discussed sidewalk connections at several meetings over the past two years, and this is an allowable project per the DDA/TIF plan; however, the DDA needed to conceptually approve the concept before moving forward with developing estimates.

The DDA board consensus was to move forward with developing project ideas and estimates for building sidewalks on the east side of Bay Road between Trautner and Tittabawassee.

VIII. Business

a. Cardinal Square Logo Concepts

Mr. King asked to skip discussion of item 8a and defer it to discussion during 8c, "Branding."

b. GIS Intern Contract – Extension

Mr. King noted to the board that the GIS intern (Grant Murschel) contract would expire at the end of October 5, 2012.

The DDA board decided to wait until its October meeting to consider extending the intern's contract, by which time the Township Board of Trustees will have discussed whether to utilize Mr. Murschel's services.

c. Branding

Mr. Maine said he wants the DDA to work on a comprehensive branding strategy that would incorporate not just marketing aspects, but also physical design aspects, into a simplified approach. He feels the DDA and Cardinal Square identity should be holistic, with elements like the gateway signs, public art, and marketing efforts well coordinated.

Mr. Maine, Mr. Loiacano, and Mr. King will serve as a "Branding Committee" for the DDA to generate ideas.

d. Landscaping (DDA/DPW)

Mr. Loiacano asked the board for feedback regarding the landscaping contract with Kochville Township.

Mr. Weber expressed concern about keeping trash contained and picked up within the DDA district, as this has been a recurring problem for years. Mr. Davis concurred. Mr. Basil asked for better communication between the DDA director, public works, and the Township supervisor.

Mr. Basil asked that the traffic island at Davis and Tittabawassee Roads be cleaned up better.

IX. Board Member Comments

Mr. Davis noted that he had spoken with Mr. Scott Ellsworth of Garber Bay Road, who indicated he was still interested in serving on the DDA board. Mr. LaDouce's term expires on September 24, 2012.

- Moved by Maine, second by Weber, to support the appointment of Scott Ellsworth to the DDA Board. MOTION CARRIED UNANIMOUSLY.

X. Adjournment

The meeting adjourned at 9:57am.

September 14, 2012

Minutes written by Steve King

Lyle Davis, Jr., Chairman

Date

Stephen M. King, Director

Date