

**CHARTER TOWNSHIP OF LYON
DOWNTOWN DEVELOPMENT AUTHORITY (DDA)**

December 9, 2008

Chairman Jay Howie called the meeting to order at 7:00 p.m.

Members present included Jay Howie, Tim Miner, Mark Mitra, Tamra Ward, Troy Powe, and Lannie Young.

Member Brian Wallace was absent.

Also present Chris Doozan, Interim DDA Director and Township Planner, Matt Quinn, Township Attorney, Jim Sharpe, Township Engineer, Courtney P. Miller, McKenna Associates, Stefan Kogler, See, Say & Do.

Public Discussion – non agenda items. Tim Miner expressed his gratitude to all who contributed and made the presentation of Thanksgiving turkeys to the Active Faith families.

Approval of the Agenda. Tamra Ward made a motion to approve the agenda as amended. Tim Miner seconded the motion. Motion approved unanimously.

Approval of Prior Meeting Minutes: *Wednesday November 12, 2008 meeting.* Tamra Ward made a motion to approve the meeting minutes of November 12, 2008. Tim Miner seconded the motion. Motion approved unanimously.

Vision Plan Public Relations Overview: Present Draft Public Relations Campaign including draft Press Release, Outreach Posters, Media Briefs, Stakeholder Invitations, etc.

Courtney Miller of McKenna Associates presented the DDA members with packets containing preliminary draft information regarding the Charrette and requested they review it and present feedback. Ms. Miller brought the DDA up to date on what is going on behind the scenes at the present time. She went on to explain how important it is to be proactive about spreading the word because February when the Charrette is to take place is not that far away.

Discussion continued regarding the two-day Charrette schedule and also what process will be used to pre-register certain participants. The importance of having individuals available to greet those attending the Charrette was expressed.

Ms. Miller explained the importance of personal contact such as invitations and phone calls as well as media exposure.

Jay Howie asked for clarification as to who would be providing food since dinner is scheduled for both evenings. The consensus seemed to be that it would be the Township's responsibility and area business would be approached for assistance with refreshments.

Lannie Young reminded the DDA members that it is important they provide Ms. Miller with the names of individuals that should be placed on the invitation list as soon as possible.

Specific Creative and Tactical Pieces for the Charrette. Stefan Kogler presented a packet to the members of the DDA and stated that it is necessary to start to build the momentum regarding the Charrette now.

Mr. Kogler explained the conversation starts now in order to get the residents and the key stakeholders involved and educated in the Charrette before it actually takes place in February.

He stated that in the field they are creating a Community Engagement Map and explained the purpose of this tool and how it gets the dynamic going.

An example of a Charrette Blog that Mr. Kogler created was presented and the DDA was encouraged to participate in it now.

Mr. Kogler explained that all the major universities in our area have an Urban & Community Planning Department, an Economic Planning Department and a number of them are performing their own charrettes right now. If you look into what they are doing it will give an example of how things are articulated in some of their charrettes.

He presented examples of information that would go out to every major organization within the universities and requested approval to follow through with this.

Discussion continued regarding the blog and also the communication that will go out pertaining to the Charrette and also the importance of getting it on the website as soon as possible.

The idea of getting the high school broadcast production department involved in creating a video promoting the Charrette to be aired on the high school channel, the Township website and U Tube was presented along with examples by Mr. Kogler.

He also presented an example of a live read radio script containing information about the Charrette that hopefully the local stations will use to promote the event.

Mr. Kogler requested the DDA members to review the material he has presented to them this evening and get their comments and suggestions back to him as soon as possible. He also emphasized the importance of the Blog and the DDA members using it.

West Grand River Roundabout – Update. Jim Sharpe reported that the construction is wrapped up for the year and the light poles are still on order and hopefully they will be installed the first of the New Year. Once the light poles are up the construction barrels will be removed.

He continued that he contacted the RCOC about the chevron signs and they were not very happy about removing them. It will take some effort from the Township to get the signs removed and the decision is to wait until spring.

Discussion regarding the type of lighting and the fact that the DDA will be paying for the lighting took place.

Mr. Sharpe stated that the contract will remain open through the winter and all issues will be resolved and completed in the spring.

Roundabout at Grand River and Northeast Ring Road Update. Jim Sharpe reported that the preliminary plans have been submitted to the RCOC and all comments were to be back last week. He stated that the comments are not in as of today, hopefully they will be in and compiled within the next several days and a review letter will be sent out to us. A meeting will then be scheduled for those involved in the roundabout project.

Mr. Sharpe presented the two critical stages of the roundabout and noted that the way it is being constructed traffic on Grand River will be able to be maintained as it exists today. A full closure of Grand River will not be necessary.

Mr. Sharpe also reported that the construction of the ring road will be going on while the south half of the roundabout is being built and when the north half is being built the roundabout will be finished and it will all be tied in together.

Updates on appraisals and land purchases. Matt Quinn reported that there is no change from last month and that Andy Reed has been out taking pictures and the final appraisals should be in next month.

Approval of budget. Lannie Young presented a copy of the budget to the DDA members and explained that the Township Board approved the budget contingent on the approval by the DDA.

He reviewed several budget items and explained that most of the items had already been discussed when the budget amendments were approved.

Tim Miner made a motion to approve the proposed final adopted Lyon Township DDA Budget for 2009 as written. Troy Powe seconded the motion.

Roll call: Six (6) yes votes. Motion approved unanimously by members in attendance.

Payment of bills. No bills presented.

Announcements. No announcements.

Professional Membership Organizations. Chris Doozan presented a memorandum with attachments explaining three professional organizations that are being recommended to the DDA to consider joining.

Mr. Doozan stated that the three organizations are the **Michigan Downtown Association (MDA)**, the **International Downtown Association (IDA)**, and the **Michigan Economic Developers Association (MEDA)**.

He explained that all three provide workshops, conferences, newsletters, networking opportunities, education, etc.. All related to the type of things the DDA is involved in.

After some discussion it was decided that the DDA would join the three organizations recommended.

Lannie Young made a motion that the Lyon Township DDA become a member of MDA at the cost of \$100.00 per year. Mark Mitra seconded the motion.

Roll call: Six (6) yes votes. Motion approved unanimously by members in attendance.

Lannie Young made a motion that the Lyon Township DDA become a member of IDA at the cost of \$300.00 per year. Tim Miner seconded the motion.

Roll call: Six (6) yes votes. Motion approved unanimously by members in attendance.

Tamra Ward made a motion that DDA Chairman Jay Howie become a member of MEDA at the cost of \$235.00 per year. Troy Powe seconded the motion.

Roll call: Six (6) yes votes. Motion approved unanimously by members in attendance.

Lannie Young made a motion that Lyon Township DDA Director Chris Doozan become a member of MEDA at the cost of \$235.00 per year. Tim Miner seconded the motion.

Roll call: Six (6) yes votes. Motion approved unanimously by members in attendance.

Mark Mitra made a motion to adjourn. Tim Miner seconded the motion. Motion unanimously approved. Meeting adjourned at 9:18 p.m.

Respectfully submitted

Rose Case
Recording Secretary

Chris Doozan
DDA Director