

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

October 30, 2008

Chairman Jay Howie called the meeting to order at 5:00 p.m.

Members present included John Dolan, Jay Howie, Mark Mitra, Troy Powe, Brian Wallace and Lannie Young.

Members absent Ron Hausmann and Tim Miner.

Also present Chris Doozan, Interim DDA Director and Township Planner, Michelle Aniol, McKenna Associates, Courtney P. Miller, McKenna Associates, Stefan Kogler, See, Say & Do.

Three (3) guests were also in attendance.

Public Discussion, non-agenda items. No items.

Approval of the Agenda. Lannie Young made a motion to approve the agenda as presented. Troy Powe seconded the motion. Motion approved unanimously.

Proposal from McKenna Associates to develop a Vision Plan for New Hudson/Lyon Center. Courtney P. Miller of McKenna Associates was asked to give a quick run down of what the DDA will be receiving when approving this proposal.

Ms. Miller responded that the main part of the proposal is the Vision Plan, which includes a Regional Market Study, a Multi Based Design Charrette and the Vision Plan itself. She explained that this would be a four to five month process that involves data collection, a Market Study update and a multi day Charrette. Press releases and flyers will be prepared and members of the McKenna staff will be present at the two-day Charrette.

Ms. Miller stated that the cost of the will be \$79,000.00. In addition there would be a fee of \$3,500.00 to adopt this Vision Plan into the Master Plan along with a fee of \$3,800.00 for the Global Market Strategy. For any additional Public Meetings at the request of the DDA there will be a charge of \$350.00 per meeting.

Ms. Miller with the assistance of Stefan Kogler explained how the McKenna proposal and the proposal presented by Mr. Kogler would be integrated.

Discussion took place regarding a future Economic Development Director. This person would promote Lyon Township to businesses both globally and domestically.

Proposal from See, Say, and Do (Stefan Kogler) to develop a branding campaign for New Hudson/Lyon Township. Stefan Kogler reviewed his original proposal and explained the three parts which are Strategic Positioning, Brand Identity, and a Communication Plan. Mr. Kogler presented the DDA with information introducing the team members that will be working with him.

Discussion continued regarding the proposals from both McKenna and Stefan Kogler and how they will be integrated.

Lannie Young made a motion to approve the services of McKenna Associates as presented in the professional services agreement in the amount of \$79,000.00, plus \$3,500 for Master Plan adoption, \$3,800 for Global Market Strategy, and \$350 per meeting for extra meetings. Troy Powe seconded the motion.

Roll call: Six (6) yes votes Two (2) members absent

Brian Wallace made a motion to approve the contract presented by See, Say and Do in the amount of \$76,000.00 with the additional amount of \$3,000.00 per month for the Agency of Record. John Dolan seconded the motion.

Roll call: Five (5) yes votes. One (1) No (Mark Mitra) Two (2) members absent

Budget Amendment. Lannie Young presented as copy of the DDA budget on screen. He explained that by law if more money is spent before the end of the year than has been projected a budget amendment is required. Mr. Young reviewed the budget as of the current date with an explanation of it for the DDA. He explained that at the end of the year if the budget is not met a letter to the state will be required. In conclusion Mr. Young requested a motion to amend the 2008 DDA Budget.

Troy Powe made a motion to adopt the budget presented as the 2008 Amended Budget Number One. John Dolan seconded the motion. Motion approved.

Troy Powe made a motion to adjourn. Brian Wallace seconded the motion. Motion approved. Meeting adjourned at 6:03 p.m.

Respectfully submitted,

**Rose Case
Recording Secretary**

**Chris Doozan
Interim DDA Director**