

**Van Buren Charter Township  
Downtown Development Authority  
Tuesday, February 24, 2015 – 5:30 pm**

Vice Chairman Atchinson called the meeting to order at 5:30 p.m.

**ROLL CALL:** Members present: Vice Chair Atchinson, Secretary Zoller, Director Baskin, Director Bird, Director Brown, Director Laginess, Director Miller, DDA Executive Director Ireland and Assistant Executive Director / Recording Secretary Lothringer. Members Absent / Excused: Director Betchel, Director Blank, Director Foster and Supervisor Combs. Others in attendance: Wade Trim Engineer Dave Nummer and an audience of one (1).

**APPROVAL OF AMENDED AGENDA:** Laginess moved, seconded by Bird to approve the amended agenda as presented [Add NB#2 participation in trade show and NB#3 advertise in "dBusiness Magazine"]. Motion carried

**APPROVAL OF MINUTES:** Laginess moved, seconded by Miller to approve the DDA Meeting Minutes of Tuesday, January 27, 2015 as presented. Motion carried

**REPORTS:** DDA Executive Director Ireland reported on the status of the Belleville Road/I-94 North Service Road sidewalks, walkability audit, electrical upgrades at the monument, Belleville/Ecorse Road intersection landscaping, rights-of-way acquisition, replacement of the black signal heads along Belleville Road to yellow with back plates (Wayne County cost), the emergency sirens are proceeding and the Finance Sub Committee's initial meeting. With the recent acquisition of 10101 and 10151 Belleville Road the subcommittee met. Executive Director Ireland requested that McKenna Associates submit a proposal with a detailed scope for the property's future use.

Executive Director Ireland shared correspondence from Wayne County about the proposed Regional Detention Pond project. The new Wayne County administration is evaluating all Wayne County operations and budgets. Executive Director Ireland will remain in contact with Wayne County for the appropriate time to begin discussion on this proposed project. Since this project has been put on hold by Wayne County, Wade Trim requested that the DDA Board consider approval of payment for the additional work that has been done for the DDA beyond the initial scope.

Laginess moved, seconded by Miller to approve payment of \$10,995.25 to Wade Trim to pay for the additional work on the proposed Regional Detention Pond to be expensed from line item # 247-000-820-000 (Engineering) and place the project on hold until such time as we are able to meet with Wayne County. Motion carried

Assistant Director Lothringer reported on the status of the results of a recent press release. Received publication hits from Observer and Eccentric Hometown and dBusiness Magazine. A social media "widget" has been added to the right hand side of the website home page to encourage visitors to go to the Facebook and Linked In pages. Working on additional website changes to include a link near the top of the homepage for newsletter/e-Blast subscription sign up, the addition of current year agendas and minutes with a link to the township site for archives and include the most recent audit/budget/required state report. Assistant Director also provided an overview of a **2015 Marketing Strategy:**

- Development of a newsletter

- Monthly DDA News e-Blasts
- Business of the Month e-Blast
- Publicity Releases
- Publication advertisements
- Trade show participation
- Social media ramp up the encourages interaction and engages fans/followers

**UNFINISHED BUSINESS:** None.

**NEW BUSINESS:**

Miller moved, seconded by Zoller to approve the request as outlined in Assistant Director Lothringer's proposal to approve purchase a Canon digital camera and accessory package in an amount not to exceed \$750 to be expensed from line item #247-000-740-000 (Operating Supplies.) Motion carried

Laginess moved, seconded by Baskin to approve the request as outlined in Assistant Director Lothringer's proposal to participate in the Franchise Trade Show at the Suburban Collection Showplace with booth space in an amount of \$1,295 to be expensed from line item #247-000-822-000 (Public Relations) on October 30 & 31, 2015 and place a full page ad in the corresponding Show Guide in an amount of \$1,000 to be expensed from line item #247-000-900-000 (Printing and Publishing.) Motion carried

Laginess moved, seconded by Miller to approve the request as outlined in Assistant Director Lothringer's proposal to place 4 (four) 1/3 page ads to be located in either the upper or lower corner in dBusiness Magazine beginning with the May/June 2015 issue at a cost of \$1,764 for each publication for a total of \$7,060 and to approve a transfer from Marketing Retention and Recruitment Fund Balance to line item #247-000-900-000 (Printing and Publishing) for the expenditure. Motion carried

**COMMUNICATIONS:** None

**CLOSED SESSION:** None

**NON AGENDA ITEMS:** Director Ireland announced that she and Assistant Director Lothringer would be attending the Michigan Downtown Association (MDA) – Annual Lansing Day. Assistant Director Lothringer showed a print copy of the "Welcome" e-Blast that is scheduled to launch. This first edition would allow for the clean-up of the subscription database that had been generated through the DDA website. It was requested that Director Ireland make an inquiry with Wayne County regarding the possibility of having a right turn only lane instituted at Ecorse Rd. and Belleville Rd.

**ADJOURNMENT:** Motion Miller, support Baskin. Meeting adjourned at 6:12 p.m.

Respectfully submitted,

Lisa M. Lothringer  
Assistant Executive Director / Recording Secretary