



**CANTON TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of the November 17, 2021 Meeting**

This meeting was held via videoconference due to Covid-19.
The meeting was called to order at 8:01 A.M. by Chair Person, Bart Patterson.

- Present:** Andy Hargreaves, Anne Marie Graham-Hudak, Bart Patterson, Laura Giove, Mark Waldbauer, Richard Zuniga, Sandeep Narang, Steve Brock, Wedad Suleiman, Seth Kleinglass
- Absent:** Dianne Cojei, Kurt Olson
- Staff:** Amy Hamilton, Kerri Romanko
- Guests:** Deb Janice-Canton Township Finance Division, Kim Rivera-New Moon Visions, Jade Smith-Canton Township MSD Director

ACCEPTANCE OF AGENDA

MOTION: by Laura Giove, supported by Richard Zuniga, to accept the agenda as presented.

AYES: All present

APPROVAL OF THE OCTOBER 20, 2021 MINUTES

MOTION: by Mark Waldbauer, supported by Laura Giove, to approve the October 20, 2021 meeting minutes.

AYES: All present

CITIZENS' NON-AGENDA ITEMS

NONE

PAYMENT OF BILLS

Bart Patterson reviewed the DTE bills and wanted to know if all of the service charges and miscellaneous fees would continue when we get the new lighting system. Kerri Romanko reminded the board that the DTE bills are for irrigation, not lighting and will remain the same for now. When the new system goes in, the bills may be lower because some of the DDA street lights are currently connected to irrigation meters. Bart Patterson then asked about the "Transitional Recovery Mechanism Surcharge" and a charge for "System to Serve Former City of Detroit Public Lighting Department." Bart said that the bill was noted that this charge is affective for three months at approximately \$1.17 each month. Amy Hamilton said we will look into it and email an explanation to the board members.

In regards to the bill from Great Lakes Power and Lighting, Bart Patterson wanted to know if every pole and light repair and/or replacement was tracked. He wondered if certain light poles had repeated problems that we could possibly trace back to a transformer or something else that could be causing a light to repeatedly go out. Bart said nearly 70% of what the DDA spends on repairs is bulb replacement. He also wanted to know if we track which lights have already been converted to LED lamps. Amy Hamilton said Great Lakes Power and Lighting keeps good records and we can follow up with them about it.

Mark Waldbauer said that LED lamps burn for about 30,000 hours as opposed to regular bulbs which only last 3,000-5,000 hours. The DDA has over six-hundred lights that need to be replaced regularly. Mark said, everything mentioned aside, we are still saving money because we didn't give the system to DTE and when we convert to LED we will save even more.

MOTION: by Wedad Suleiman, supported by Mark Waldbauer, to accept payment of bills.

AYES: All present

CONSIDER ADOPTION OF THE 2022 DDA BUDGET

Amy Hamilton said, at the end of each year the township adopts the overall budget. The DDA needs to adopt their 2022 budget so the board can give it formal approval at the next Township Board Meeting.

Amy reminded the board that a couple of years ago we discovered that we were mistakenly capturing a portion of a Public Safety millage, this meant the DDA would have an unexpected reduction of funds in the middle of that fiscal year. She continued to say, at that time the Township Board decided to give the DDA \$400,000 from the general fund to keep it whole for the remainder of the year. Amy said it was thought to be a one-time thing but the budget continued to have the \$400,000 from the General Fund included. Amy stated that she talked with Wendy Trumbell, the Director of Finance and Deb Janice from the Finance Division and confirmed that it was intentionally going into our DDA budget from the General Fund.

Amy Hamilton said that the DDA budgets \$2 million in expenses each year but only reaches about \$1 million. This is because the cross-access easement projects are at a stand-still until we get owner approval to move forward. Amy said the DDA holds that money in the Maintenance Fund so we are ready to proceed as soon as we get approval. She went on to say that we are also trying to build up the Fund Balance because the DDA will incur a lot of expenses once the Ford Road Boulevard is constructed. Because of this we have been very conservative with money that is spent. Amy Hamilton said in speaking with Bart Patterson, Mark Waldbauer and Deb Janice from the Canton Township Finance Department we don't feel we need the \$400,000 from the General Fund based on our expenses and five-year projection. Amy said those funds are still in the 2022 budget, but more as a placeholder at this point. She explained that it is available if we need it, but if we don't we can give it back to the General Fund.

Amy Hamilton said the overall budget for 2022, shows a balanced budget right now with the \$400,000 transfer. But if you look at the five-year projection we typically only spend about \$1 million in expenses so even budgeting conservatively we will likely end up with a \$2.8 million-dollar Fund Balance by 2026. Amy said she actually thinks the amount will be higher since the DDA will not be able to do a lot of the maintenance and construction projects that were planned since they have to be postponed pending boulevard construction.

Seth Kleinglass wanted to know if we say we don't need the \$400,000 now, could it mean that we never get it back again. Amy Hamilton said the DDA is a separate entity and it was a favor to give us those funds initially to keep us whole. By continuing to take it we are, in essence, being subsidized by the Township Board. By not taking those funds we retain our own financial structure. Seth Kleinglass asked if there was a negative impact to them by giving it to us.

Anne Marie Graham-Hudak said she wanted to look into it further because she was unaware that it was approved on-going. Amy Hamilton said that the Township will be paying into the boulevard too, so in a way, it goes back to DDA anyway. Seth Kleinglass asked if there is a joint account it can be held in exclusively for the boulevard. Amy said that would be a decision for the Township Board but as she sees it, the DDA is whole and has a healthy Fund Balance so to continue accepting this money is not necessary. She continued to say if the DDA has some sort of emergency and needed additional funds, we could go to the board and ask for it.

Deb Janice, from the Canton Township Finance Division, said the \$400,000 is not in the tax capture going forward. She explained that the Township didn't have excess money but that they were trying to help out in case the DDA had a situation come up. Deb said they will not transfer the money this year or next year. She said it was only for two years so the DDA didn't fall short.

Amy Hamilton said she can send the DDA board members a copy of the minutes from the meeting when it was first discovered and discussed.

Mark Waldbauer said he felt the amounts budgeted for utilities, maintenance and repairs are good. He said payments to “Other Units of Government” has gone up and asked specifically what it is for. Deb Janice said it is the revenue and expense for Ford Road.

Mark Waldbauer then asked what “Bank Service Charges” are. Deb Janice said the bank has fees but any interest offsets it. However, there is a possibility that the interest doesn’t cover the fees since interest rates fluctuate, so funds are typically set aside should that happen.

Mark Waldbauer asked what “Indirect Costs” are on the budget. Deb Janice said it is an administrative charge for services the Township provides to the DDA. Some of these are payroll, Treasury, Finance, IT services, etc. For instance, if the DDA had to hire out someone to do their payroll or service technical issues it would be considerably more expensive.

MOTION: by Mark Waldbauer, supported by Seth Kleinglass, to adopt the 2022 DDA Budget.

AYES: All present

CONSIDER APPROVAL OF 2022-2023 PUBLIC ART EXHIBIT PROPOSAL

Amy Hamilton said this year’s proposal is approximately \$1300 more than last year because the artist’s stipends have increased. This year’s cost is \$19,500 to rotate out the ten pieces we currently have and place ten new pieces in May, 2022.

Mark Waldbauer asked what will happen with this art exhibit when the construction on Ford Road starts in a few years and whether or not we would be able to reduce the amount of sculptures. Amy Hamilton said it must be ten pieces and cannot be reduced. Seth Kleinglass asked if any special exceptions could be made at the time of construction to put them elsewhere, for instance on Haggerty Road. Amy Hamilton said yes, we could look at easements running north and south where there won’t be any construction.

MOTION: by Seth Kleinglass, supported by Mark Waldbauer, to approve the 2022-2023 Public Art Exhibit.

AYES: All present

CONSIDER APPROVAL OF PROPOSED 2022 SHOP CANTON MARKETING PLAN

Amy Hamilton introduced Kim Rivera from New Moon Visions and explained that she had two separate proposals for the DDA to consider for 2022.

Kim Rivera read through statistical handouts that she gave to the board (see Appendix A).

Bart Patterson asked if there was a way to know how we compared with digital advertising versus the physical ShopCanton Guide and whether or not the number of people it reached increased. Kim Rivera said there was an increase because the advertising was very specific.

Seth Kleinglass asked if there is too much overlap with the digital advertising. He asked described a scenario of users looking through the digital flip book online, then having to download the app to be able to use a coupon from it. Seth wondered if this could be taking too much time since there are so many steps. Kim Rivera said it could be set up with links in the flip book that take them directly to the ShopCanton.org site but there has to be a hub. She noted that the merchants that participated in the app liked that coupons were limited to a one-time use.

Bart Patterson said he opened the ShopCanton app during the meeting and the location pin was at Ford Rd and Sheldon Rd. Kim Rivera said she would look at it because sometimes the geo-pinning isn't correct.

Kim Rivera went over Plan A and Plan B options for the year 2022. (See Appendix B)

Mark Waldbauer asked Kim Rivera to go over the difference in Social Media Marketing between Plan A and Plan B since there is a \$5,000 difference in costs. Kim said less money would be available for social media if the DDA decided on producing a physical ShopCanton Guide.

Bart Patterson asked what the response was from the businesses along Ford Rd in regards to the digital advertising versus the actual ShopCanton Guide. Kim Rivera said that conversation hasn't been had yet because the digital flip-book guide ads have been free to them as a benefit during the Covid-19 pandemic.

Seth Kleinglass asked if there is a possibility of not getting advertising revenue if we go back to the physical ShopCanton Guide since merchants have gotten used to it being free in the digital version. Kim Rivera said that is an unknown. She noted that some merchants placed many coupons and offers in the last digital guide then cut back to only one because their delivery and supply costs have increased so significantly. Kim said the merchants are struggling with a lot of costs right now and there's no way to know how it will be going forward.

MOTION: by Seth Kleinglass, supported by Bart Patterson, to approve the 2022 ShopCanton Marketing Plan B.

AYES: All present

CONSIDER APPROVAL OF 2022 DDA BOARD MEETING SCHEDULE

Amy Hamilton said the DDA board meetings will continue to be at the same time, 8am on the third Wednesday of each month. She said if we go back to in-person meetings they will be held in the Supervisor's conference room on the third floor of the Canton Administrative Building.

MOTION: by Wedad Suleiman, supported by Laura Giove, to approve the DDA Board Meeting Schedule for 2022.

AYES: All present

DDA COORDINATOR'S REPORT – November 12, 2021

- **Holiday Display** – LeClerc Display installed the DDA holiday decorations last weekend. Let me know what you think, we added a few new ones to the intersection this year. We've received a lot of positive feedback about the hay bale décor by I-275 and the new indigenous plantings at the corner walls. Always nice when we can make the public happy!
- **Ford Boulevard Subcommittee** – The subcommittee met last week to go over concept designs for the boulevard. OHM presented three different options based on feedback from the committee. The committee is in the process of providing feedback on the latest designs for a finalized presentation in January. It looks really good! I think both boards will be pleased with the final presentation.

I also met with OHM to kick-off the light study. They are currently researching light poles that will light both the sidewalk and street, have a modern look and will provide a more cost efficient, "off the shelf" option so we won't have to wait eight months on a custom order.

- **New Business Update** –Culver's and French Toast Bistro are open! There are a couple new restaurants in the works—Crave BBQ (Ford and Sheldon, in the old Weddings and More location) and Local North Tap Room (former 4 Friends/Canton Bistro). BJ's Warehouse will be moving into the old JCPenney and Dogoloy is moving forward in the former Magformers at Ford/Sheldon.

Certificate of Compliance has been issued for the following business:

- **Dollar Tree Store** – 41872 Ford Road

ADDITIONAL CITIZENS AND BOARD MEMBER COMMENT**ADJOURN**

MEETING CALLED TO ADJOURN at 9:21 A.M.