



**CANTON TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of the August 17, 2022 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: Steven Brock, Andy Hargreaves, Anne Marie Graham-Hudak, Seth Kleinglass, Kurt Olson, Bart Patterson, Wedad Suleiman, Mark Waldbauer, Richard Zuniga

Absent: Dianne Cojei, Laura Giove, Sandeep Narang

Staff: Amy Hamilton, Kerri Romanko

Guests: New Moon Visions: Kim Rivera, Sharman Lamka

ACCEPTANCE OF AGENDA

MOTION: by Steve Brock, supported by Mark Waldbauer, to accept the amended agenda as presented.

AYES: All present

APPROVAL OF THE JULY 2022 MINUTES

MOTION: by Steve Brock, supported by Kurt Olson, to approve the July 20, 2022 meeting minutes.

AYES: All present

CITIZENS' NON-AGENDA ITEMS

NONE

PAYMENT OF BILLS

MOTION: by Mark Waldbauer, supported by Richard Zuniga, to accept payment of bills.

AYES: All present

DISCUSSION: HOLIDAY SHOP CANTON GUIDE

Amy Hamilton said the DDA used to print two ShopCanton Guides per year until the Covid pandemic. Once that happened, the board opted for a digital format and allowed the businesses to advertise in it for free to help them out during that difficult time.

Amy explained that the DDA board had discussed the idea of a Holiday ShopCanton Guide for the Fall of 2022. New Moon Visions reached out to all the merchants in the district to see who would be interested advertising in it. Amy said we have a \$25,000 budget for this, with most of it being supplemented with revenue from the ads. Amy then turned the discussion over to Kim Rivera and Sharman Lamka of New Moon Visions. Kim shared her presentation. *See Appendix #1.*

Mark Waldbauer asked if the mobile app or website will stay the same if we do the printed ShopCanton Guide. Kim Rivera said yes, in addition to a digital version of the Guide being added in the mobile app. She said the hard copy of the Guide will include a QR code that will take users directly to the app as well.

Anne Marie Graham-Hudak asked if businesses can still purchase ads, or if that that part is already completed. Kim Rivera said they can still purchase ads but she will be making a final push soon to make sure everyone is included that wants to be.

Seth Kleinglass says he has gone back and forth on this because he normally gets his mail and throws away anything that isn't a bill. He said he also tried advertising for his business and never received a single coupon back or a customer that came in because of an ad they saw. Seth said he doesn't feel that a physical book is relevant, and now that the book will be even smaller he feels it will be even less noticed. He commented that it is a lot money and work for something that probably goes right into the trash. On the other hand, Seth went on to say, he has been wrong about this before and it seems that people do seek out the ShopCanton Guide. He expressed that he is torn on what the board should do because he looks at this solely from his own demographic. Seth thought, if we print the Guide, it should be bigger to get more attention. He also suggested doing something else that would bring people to Canton, such as a Stuff-a-Bus campaign or radio adverting.

Sharman Lampka said those are great ideas, but things like Stuff-a-Bus only brings people to Canton one time. She said people keep the ShopCanton Guide around. Coupons are redeemed from the beginning to the end, whether it was a six-month Guide or a full year Guide and that is evidence that people are keeping it around.

Amy Hamilton said when you are doing communications is impossible to find a format that works for everyone but surveys have shown that the ShopCanton Guide is a number one source of information.

Seth Kleinglass expressed that he would like to see the Guide printed with more pages than the sixteen pages that are currently planned. He felt if it was thicker, it would be thought of more like a magazine and increase the likelihood that people would keep it. Seth also asked if there is a way to stretch out the life of this publication. He suggested not calling it a "Holiday Guide" so people will hopefully keep around through Spring.

Sharman Lamka said there are a lot of residents and businesses that are new to the community and the DDA district that have never seen the ShopCanton Guide. She said it once they see it, and how it directs people to our district, the next one will be easier. Sharman also commented that when people look for a business online, they are looking for that one specific business but when they look at the business directory in the Guide they can see all of the businesses the DDA district has to offer.

Kim Rivera said we can increase the volume of the ShopCanton Guide by adding information, articles, etc. She said they could make it a 20-pages or even 24 pages to make it a little heftier. Kim said she was initially trying to keep the number of pages down since the price of printing has increased. However, Kim said, they can ultimately do whatever the DDA would like.

Amy Hamilton asked if the board needed more time to think about it or if they could give New Moon direction on this project now.

Wedad Suleiman wondered what our return on this investment would be long-term. She said if the DDA wanted to move forward and help businesses, the question would be *how* are people getting information about these businesses. Wedad said it might be worth investing money on a study to find out how residents are obtaining information. She said she is in favor of basing decisions on data. She felt if most populations, especially younger groups, are using social media maybe a physical ShopCanton Guide will not be as effective as we think it would. Wedad said she is in favor of publishing the Guide this time, but longer-term she would like to see something with more of a focused review.

Mark Waldbauer wondered if we would ever do it if we didn't do it now. He went on to say that he agreed with what Seth Kleinglass said about conflicting thoughts. Mark said he was in favor of publishing the ShopCanton Guide and using the feedback to decide if it is worth continuing.

Amy Hamilton asked if the board was in favor of publishing the ShopCanton Guide as presented or if they would prefer that more pages were added to the proposed Guide.

Seth Kleinglass and Mark Waldbauer expressed the preference of adding more pages. Anne Marie Graham-Hudak said that the Township is doing a Communications Assessment to see if we are reaching our audiences. She suggested speaking to Kristin Thomas, the Township's Economic and Development Manager, about adding the ShopCanton Guide to the Communications Assessment.

Kim Rivera said it would be about \$4,000 more to increase the Guide 20 pages. She said as long as the DDA has some financial flexibility they could increase the size and the content.

Bart Patterson said there a lot of different demographics in the Canton Community that the DDA has to consider. Bart said he agreed with the statement that Mark Waldbauer made, that if we don't do this now, we may never consider doing it again. Bart said this might be a great way to communicate the changes that will happen due to the Ford Road Boulevard construction project. He thought maybe

we could even modify the map to show alternate ways to enter businesses, or work-arounds for getting from one place to another using the cross-connections. Bart noted that anyone from out-of-town will not be familiar with Canton's cross-connection roads behind businesses, and if this publication will be available at hotels and welcoming centers it could be very beneficial.

Bart Patterson also proposed an idea of just doing a one piece 8.5x11 hard mailer-card with a big QR code that goes directly to the ShopCanton website which could be further enhanced with that cross-connection information.

Mark Waldbauer said he likes the electronic version of the ShopCanton Guide because it can be kept current with updated information. He liked Bart Patterson's idea of a direct one-piece mailer with a QR code.

Sharman Lamka said, in relation to what Seth Kleinglass said about tossing mail, she thinks the Guide is something bigger to hang on to, look at or give to someone. Whereas a card has a much higher likelihood of getting thrown out right away.

Andy Hargreaves said he still isn't convinced that the ShopCanton Guide is a worthwhile thing to do.

Richard Zuniga said when the ShopCanton Guide was in full swing he would put a stack out in his store and it was quickly snatched up, mostly for the coupons. Richard said, when it comes to anything to do with Canton Township, he prefers a physical copy and he always reads it. However, he is on the fence because he likes the idea of simply sending out a code as well.

Steve Brock said the ShopCanton Guide has never reached him and very much like Seth, he pulls out bills from the mail and everything else goes in the recycle bin. He said he doesn't feel that advertising goes as far as word-of-mouth does. Steve said if we want to keep the ShopCanton Guide alive, we have to move forward with what we have. He too, is on the fence about it and could go one way or the other.

Mark Waldbauer looked through the mail he previously threw away and much of it was informational mailers such as Delta, Beaumont, etc. Amy Hamilton said she thinks when the mail piece is in booklet form people tend to flip through it before they decide to pitch it. Mark said although he isn't convinced, he would like to try publishing the ShopCanton Guide one more time to find out what kind of results we get.

Amy Hamilton said we still need to give Kim Rivera and Sharman Lamka from New Moons Visions a definite yes or no on whether we want to move forward with printing the ShopCanton Guide or not. She asked how many board members, by show of hands, wanted to move forward with printing it. The majority voted yes to printing the ShopCanton Guide.

Amy Hamilton then asked if the board wanted to stick with the sixteen pages as proposed, or would they prefer adding pages to make the booklet thicker. Anne Marie Graham-Hudak asked if we can get a proposed cost for sixteen pages as well as a proposal for more pages when it goes to bid. Kim Rivera said yes, we can get a price for both. She said if we go with more pages we can add information about the exciting things to do in Canton. Seth Kleinglass suggested the DDA buying some pages and maybe Anne Marie could write a page about Canton, and maybe we could have a page about the Boulevard project, etc. Amy Hamilton said this could be an education opportunity as well. She said a lot of people

don't understand what a DDA is or that it is a separate tax authority with a legal responsibility to funnel those funds back into the district. Amy also said it could be an opportunity to direct people to the I-275 informational website since it is a four-year project, as well as the MDOT website which has up-to-date information about the Ford Road Boulevard project.

Seth Kleinglass asked if we could have a different front-page design. He felt the proposed "Holiday" cover implies it should be discarded in December, after the holidays. Seth said if we are going to increase the pages with the idea it will be something to hold on to, we shouldn't gear it toward the holidays. Andy Hargreaves agreed that the cover should be more open-ended so people might keep it around longer. Amy Hamilton asked Kim Rivera if she could come up with a couple of new cover design ideas to run by the board. Kim said she could do that and will email the designs for a decision.

Kim Rivera confirmed the new direction was to run a twenty-four-page ShopCanton Guide and email the changes to Amy Hamilton at which time she will forward to the board members.

New Moon Visions created another cover option that was not "holiday" geared. The board agreed on it without the QR code. *See Appendix #2.*

DISCUSSION: DDA INVESTMENTS

Bart Patterson introduced Bruce Malinczak, Canton Townships Assistant Treasurer. Amy Hamilton reminded the board that during the last DDA meeting the idea of investing funds was discussed but there were a lot of follow-up questions. She said Bruce suggested taking some of the DDA's Fund Balance and putting into a money market account that would return 1.5%.

Bruce Malinczak said that the investing environment has changed quite a bit and that the DDA is currently earning 2.08% on its money market account. The one or two-year investments being looked at for the township are at about 3 to 3.5%. Bruce said even moving from the current money market account to a more robust money market account would move the DDA from 2.08% to about 2.35%. Bruce said normally the longer you put an investment out the higher rate, but because the financial environment is unusual right now, the longer you put an investment out, the lower the rate. Bruce said since the DDA has about 1 million in its money market account now, he recommends an investment of only one to two years if it is possible. He also said he doesn't know what the DDA's money needs are and would have to look into that. Bruce said the DDA has its December tax capture of about \$800k available any time. He explained that even if an investment was made for longer then anticipated the option to get money from the tax capture is always available.

Amy Hamilton said it is important that the DDA have funds available when the boulevard project happens because there will be many aesthetic financial obligations like new lighting, walls, landscaping, irrigation, etc. Amy said she meets monthly with MDOT for updates on the boulevard project. She explained that it has been very slow moving because MDOT must obtain right-of-way in many areas and that part of the project will be difficult and time consuming. Amy said MDOT expects that some property owners will hold out on selling the space required for the boulevard resulting in legal issues that will have to be handled in court. She said problems like that could significantly delay the start of construction. Amy felt that a two-year investment would be feasible.

Bruce Malinczak said that the DDA doesn't have to put everything into one two-year investment. He said it can be broken up into pieces where some is invested for 12 months, 18 months, etc. Bruce said following Public Act 20 is a requirement so there are limited things that can be invested in.

Bart Patterson asked if there are minimum amounts for the investment. Bruce Malinczak said Jeremy Woolcott is the DDA's broker for the Fifth Third Bank account and he has worked with him for twenty years. Bruce said Jeremy will be the point of contact for investing. Mark Waldbauer suggested dividing the available funds into thirds and putting one third into a two-year investment, another into a one-year investment and staying liquid with the last third. Bruce Malinczak said if the DDA truly wants to put a two-year investment out, he might suggest looking a government bond or school bond.

Seth Kleinglass asked if there would be any downside or reason not to invest. Bruce Malinczak said no, unless the DDA would need the money before the investment matured. However, working within that timeframe is not an issue because the DDA will always have tax capture money if necessary. Bruce said he likes the idea of splitting the funds into different investments as opposed to putting it all into one. Bart Patterson asked if we could have a recommendation by the September 21st meeting. Bruce Malinczak said yes.

DDA COORDINATOR'S REPORT – AUGUST 15, 2022

Ford Boulevard Update – Canton has monthly check-in meetings with MDOT to discuss the progress of the project. Today's report is that the contract to secure right-of-way was bid on August 1. Bids are expected this week. Once the contract is awarded, the expectation is that property owners will be contacted immediately. As we've stated in the past, this process will determine the timeline of the project. Best case scenario, all right-of-way will be purchased within 18-24 months. We should know more by spring.

- **Holiday Decor** – I have a meeting with LeClerc to discuss the 2022 display. How did everyone feel about the last display? Is there anything you'd like to see different?

Seth Kleinglass asked if we wanted our holiday displays to make more of an impact since we have funds. Amy Hamilton said she would reach out to LeClerc so they can prepare some options to the board.

- **Congratulations!!!** – I'm sad to report that this will be Kerri's last meeting. She was recently promoted to Executive Assistant in our Human Resource Department. Kerri has been a wonderful employee and I could not have done it without her these last few years. This promotion is truly deserved but I'm going to miss her so much. THANK YOU, Kerri, for all your hard work and best of luck in your new position!

ADDITIONAL CITIZENS AND BOARD MEMBER COMMENT

Bart Patterson asked how many complaints the DDA has received about the rocks that have been placed at the intersection corners. Amy Hamilton said so far, she is the only one that has a problem with it. Bart said he feels the same because the rocks are way too big. Amy said she talked with Frank Nasal from Frank's Landscaping and told him that it was not what we agreed to. Amy said that she and Kristen Thomas, Canton Townships Economic Manager, met Frank on-site the next day to discuss the narrow riverbeds with small river rocks that were proposed. Amy pointed out that area was now all rock and too many of the native plantings had been removed. Frank Nasal said the plantings on Ford Road west of Sheldon Road were dying due to lack of irrigation and were replanted at the I-275 area. Amy explained to Frank that the dry riverbeds that were shown to the DDA were not at all like what was installed. She said the wall areas at the intersections can't be all rock, the DDA paid for natural plants not to have them removed. Amy informed the board that Frank agreed to redo the areas, narrow the dry riverbeds and put some of the plantings back in. Bart Patterson said the Sheldon and Ford dry riverbed/planting areas are the worst and the rocks are way too large such a space. Bart said he is surprised that we haven't gotten any negative feedback from the public about this. Amy Hamilton said that Frank's Landscaping was very receptive and agreed to do anything to make the DDA happy.

Steve Brock asked about the traffic light at the closed I-275 ramps and asked if there is some way to have the traffic light temporarily changed to blinking since there is no cross traffic and that area gets so backed up. Amy Hamilton said that would be a request for MDOT and that she would talk to them to see if there is anything they can do. Seth Kleinglass said when they first closed those expressway ramps the lights stayed solid green for two days. Then it changed back and that area has been terribly congested.

Steve Brock then asked if we are far enough past the Covid-19 pandemic to start promoting the DDA again. He asked about the Jazz concerts and the Stuff-a-Bus events that had been offered in the past. Amy Hamilton said she thought the pandemic quarantine and social distancing restrictions had been lifted. Bart Patterson recapped on the Jazz Festivals for the members that had not been a part of that. He said the DDA no longer does the Jazz festivals because they became so large, sometimes 700-1000 people, that we couldn't safely accommodate them. Bart said the Jazz festivals did what they were intended to do by bringing everyone into the DDA district but logistically, we could not continue. He also noted that the boulevard construction would begin soon making it impossible due to lack of access.

Bart said the Stuff-a-Bus event was when a bus would be brought out and stuffed with needed items or gifts for children for Christmas. He said it was a great event, the downfall to that was that it ran for a period of a few days someone had to be on-site at all times to accept the stuff. Amy Hamilton said we also had to pay for that event.

Amy Hamilton suggested the possibly starting an event sub-committee. Steve Brock said he was just wanting to know if we were at that place where it was safe to begin interacting with the public again. He said there could be many ideas, not necessarily just concerts. He thought the DDA board might want to start looking at some ideas for next spring/summer. Amy Hamilton said the shred events have always been popular.

Seth Kleinglass asked what is being built on Ford and Canton Center west of Kroger. Bart Patterson said it is going to be a large scale, multi-phased senior living complex.

ADJOURN

Meeting adjourned at 9:36 a.m.

Appendix 1

ShopCanton for the Holidays

Guide/Magazine Update

SHOPCanton





What it is :

- Full Color 5.5 x 8.5 digest size
- 50,000 print run
- 45,000 direct mail to Plymouth/Canton area
- 5,000 distribution at events, businesses, Summit, Library, Township Offices, & Chamber
- Digital Publication avail. on ShopCanton.org & Mobile App
- Available November 2022
- Map | Coupons | Events | Art | New Biz | Online Directory

HOLIDAY GUIDE

SHOP*Canton*



Purpose :



- Create awareness of great ways to **support local & shop, dine & play Ford Rd & beyond**
- Promote Canton **community events**
- Promote the Ford Rd **art sculpture exhibition**
- Promote **NEW businesses** that have opened
- Promote the ShopCanton.org **online business directory**
- Opportunity for merchants to **advertise cooperatively**

HOLIDAY GUIDE

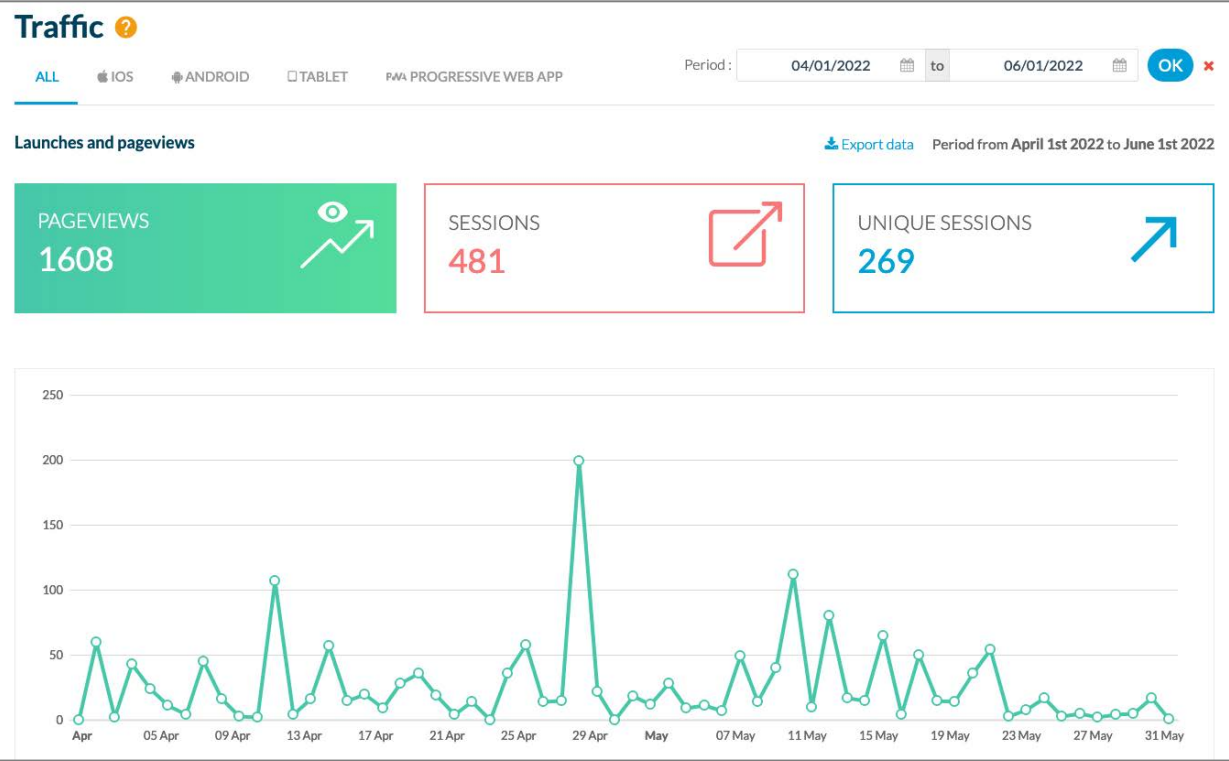
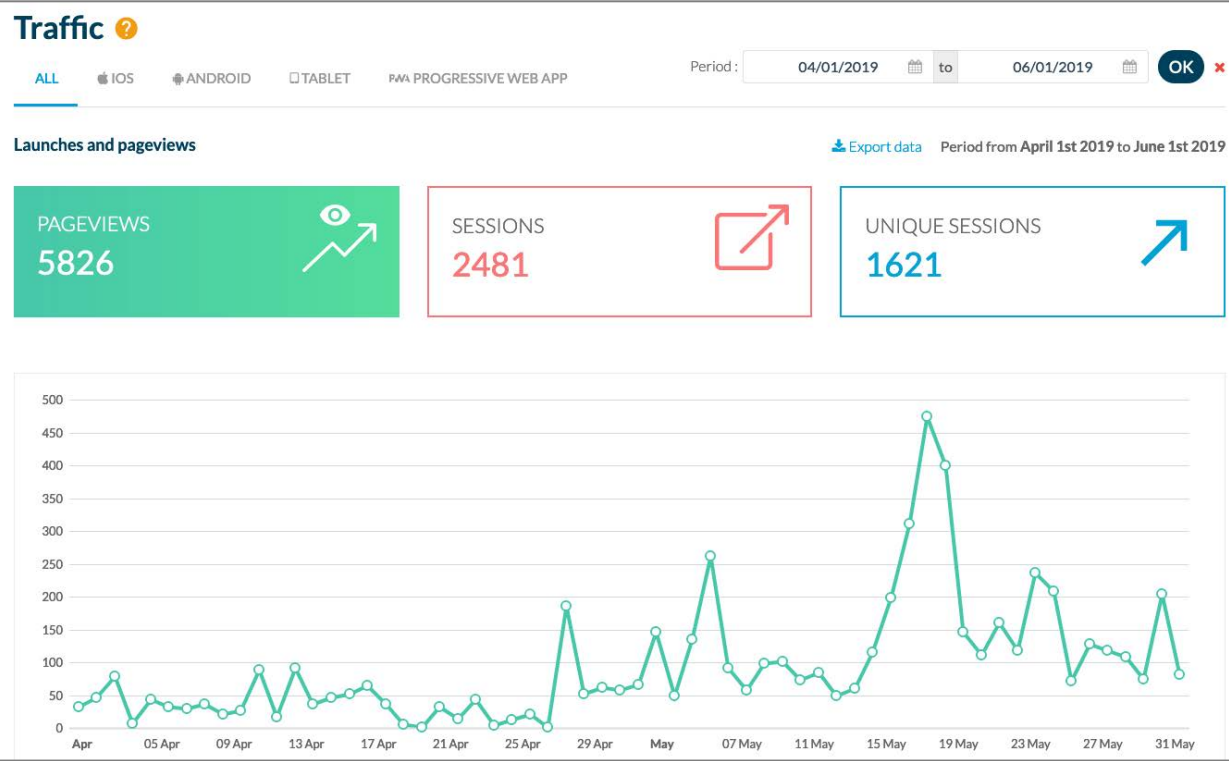
SHOP*Canton*



Mobile App Stat Comparison

April-June 2019 (With Direct Mail Guide)

April-June 2022 (Without Direct Mail Guide)



HOLIDAY GUIDE

SHOPCanton



First Guide Since 2019:

- In 2020 just prior to pandemic we had 28 merchant advertisers (43 ads) for total revenue approx. \$23,600
- We welcomed some new advertisers to the Holiday Guide this year:
 - Nothing Bundt Cakes - Full Page
 - Black Rock – Full Page
- During sales outreach for the Holiday Guide we have found:
 - Several under new management & connected with new managers
 - Several regular advertising merchants are overwhelmed & short on staff
 - Increased costs of doing business is a challenge
- This year for the Holiday Guide we have 14 merchant advertisers (20 ads) for total revenue \$12,100

HOLIDAY GUIDE

SHOP*Canton*



DDA Investment:

OLD HOLIDAY GUIDE PLAN:

32 page 5.5x8.5 booklet \$49,250*
(minus Ad revenue of \$12,100)

Investment \$37,150
(DDA actually allocated \$25,000)

NEW HOLIDAY GUIDE PLAN:

16 page 5.5x8.5 booklet \$34,050*
(minus Ad revenue of \$12,100)

Investment \$21,950

HOLIDAY GUIDE

Cut Costs from 32 pp. to 16 pp.	32 pp.	16 pp.
Printing 50,000 5.5x8.5* Estimate is \$4,000 higher since Nov. 2021 (PAPER/PRINT COSTS HAVE INCREASED)	18,200	10,500
Direct Mail/Sort Canton & Plymouth	11,700	11,700
4,400 Local Distribution	350	350
New Moon Visions Sales/Produce	19,000	11,500
Total cost (print bids TBD)	49,250	34,050

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Thank You!



Place Branding and Marketing

NewMoonVisions.net

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