



**CANTON TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of the November 16, 2022 Meeting**

This meeting was held via videoconference due to Covid-19.
The meeting was called to order at 8:03 A.M. by Chair Person, Bart Patterson.

Present: Steven Brock, Laura Giove, Andy Hargreaves, Anne Marie Graham-Hudak, Bart Patterson, Mark Waldbauer, Richard Zuniga, Jade Smith

Absent: Dianne Cojei, Seth Kleinglass, Sandeep Narang, Kurt Olson, Wedad Suleiman,

Staff: Amy Hamilton, Cathy Vettese

Guests: Kristen Thomas, Canton Township's Economic Development Manager

ACCEPTANCE OF AGENDA

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

ADDITION TO THE AGENDA

Developer request concerning the Ford and Lotz road area.

AYES: All present to accept the agenda as amended.

APPROVAL OF THE OCTOBER 2022 MINUTES

MOTION: by Laura Giove, supported by Mark Waldbauer, to approve the October 19, 2022 meeting minutes.

AYES: All present

CITIZENS' NON-AGENDA ITEMS - N/A

PAYMENT OF BILLS

MOTION: by Mark Waldbauer, supported by Laura Giove, to accept payment of bills.

AYES: All present

DISCUSSION: PROPOSED 2023 DDA BUDGET

Amy Hamilton pointed out the budget is created about a year to two years in advance and she does not anticipate DDA spending what is predicted. She has lowered quite a few of the accounts in anticipation of the boulevard. Expenses are down 9% with this budget.

\$500,000 has been budgeted for infrastructure maintenance and repair. Amy anticipates using only half of it. \$200,000 has been budgeted for Capital Outlay and infrastructure for future construction projects. Amy has been working with planning and it appears the cross access between Citizen's Bank, Wendy's and Dunkin' Donuts will happen next year. Chet's Rental has land locked other businesses. There is no area available for cross access there. They have been grandfathered in to have a front area for display and the back area has a gated lot where they keep all their equipment.

This year \$200,000 was budgeted for Community Promotion. It will drop down to \$150,000 in 2023. Amy is trying to keep fund balances high in anticipation of the boulevard projects. She reminded everyone that we will be responsible for the new streetlights, landscaping, corner walls and decorative features. She predicted that it will cost over five million dollars and noted the current four-million-dollar fund balance looks good. Amy suggested that there may need to be an increase to the Community Promotion account in the future to help guide customers during the 2-year boulevard construction project.

Bart asked if our investment return was noted and predicted in the budget. Amy said it was just generalized revenue listed. She offered to contact the Treasurer's Department and our investment representative to see about getting a portfolio that will show current interest that we're making and projected figures.

Mark asked if this budget showed the fund balance. Amy replied that it did not; it was just our projected revenue and expenses. Mark also asked about the account for knockdowns and repairs. Amy explained that the funds are paid out of the Maintenance and Repair Infrastructure account but when we receive the insurance payments minus the \$1,000 deductible, the payments will go into the miscellaneous revenue account. Mark was also curious about the DDA's office supply budget. He wanted to know if that was for DDA only. Amy confirmed that it was strictly used for DDA supplies.

MOTION: by Bart Patterson to approve the 2023 Budget as posted.

AYES: All present

DISCUSSION: PROPOSED 2023 DDA MARKETING PLAN

Amy introduced invited guests, Sharman Lamka and Kim Rivera from New Moon Marketing. Kim began explaining the 2022 stats with a visual presentation. Her presentation showed that the ShopCanton.org website from 1/1/22 to 11/15/22 had 29 thousand sessions, 24 thousand users and 43 thousand-page views. Her study revealed that the most popular pages were the Home page with 7.9 thousand views, the Local / Dine with 7.2 thousand views, the Local / Category / Dine with 4.7 thousand and the Local / Shop with 2 thousand views. She noted that half of the users are coming from the Google ad campaign. Kim expressed there is good value with Google.

Kim also explained the stats concerning searches which were broken out monthly. She mentioned that they are also running Microsoft adds as well. Bart asked why at times there were some significant jumps in the searches. Kim offered to research this further. Bart agreed with Kim about the value of the Google video ads. He finds that he is also having success with Google video ads. Mark Walbauer asked for an explanation of what the Microsoft ads were explained that this advertising was a small spend with a site like "Duck Duck Go". Some users are moving away from Google.

Anne Marie Graham-Hudak asked if we utilize twitter. Kim confirmed that we do use Twitter but not for advertising. She said it was great for press releases and that type of information. She also noted that Facebook and Instagram are more of a "powerhouse" for advertising. Kim went on to present a comparison that showed the Facebook and Twitter stats. The Facebook page received 3.5 thousand likes with 601 engagements versus Twitter has 1.2 thousand followers with 15 engagements. She also showed that Instagram has 858 followers with 111 engagements and the ShopCanton Mobile application has a total of 3955 downloads with 324 of those occurring in 2022 with 7.8 thousand views. Mark asked Kim if you can see activity on the mobile ap. He wanted to know if they download it, do they use it? Kim confirmed that you can see the usage and how much time spent on the ap.

Kim also reviewed the stats for the Digital ads. Her presentation showed that there were 7.3 thousand Paid Reach ads, 18.6 thousand were Facebook and 1 thousand were Instagram. She also showed some of the top ads. Kim said she will forward the ShopCanton 2022 Year End Report presentation. See Appendix A.

2023 Marketing Plan A

Kim Rivera presented the 2023 Marketing Plan A in detail with a visual presentation. Plan A will be the same services as 2022 for a total budget of \$90,500.

2023 Marketing Plan B

Kim explained that Plan B's budget is \$110,500 which is \$20,000 more than Plan A. She would like to introduce a Shop Local / ShopCanton Color Block game. Each month she would request merchant's specials in a specific color block and run those specials all month through all forms of advertising. There will be a weekly prize of \$100 and a grand prize at the end. She would like to do it in a game board format.

Mark asked what they are looking for from the Merchants. Kim expressed that they are looking for just the specials that would run during that specific color block month; no additional monetary contribution is necessary.

Bart asked if the \$20,000 included the monetary prizes. Kim confirmed that the prizes are included in the \$20,000 fee. Sharman Lamka mentioned that it is a great way to acclimate the customers to the Color Blocks and help them get familiar with the merchants. Mark expressed he liked the creativity of the game.

Ann Marie asked how the business owners felt about the 2022 campaign. Richard Zuniga replied that he saw a lot of movement when the coupons were in the booklets. He feels the game is a great idea and thinks it will definitely draw traffic. Steve Brock likes the idea. He suggested to tie in the cross-access connection into the board game. Many attendees liked that idea. Andy Hargreaves commented that Spoons had little to no results with the Marketing effort. Kim pointed out there will be no additional cost and maybe there will be better results with the game. Anne Marie would like to get Seth's input. Kim pointed out that they integrated everything that Seth had suggested.

Amy said that if we go with plan B, the RBA will be written not to exceed \$110,500. She suggested that we revisit it in January to make sure everyone agrees. She mentioned that if there is a decision in January to go with plan A instead of B, there will just be a savings of \$20,000. Amy offered to send this meeting video to Seth. Amy also noted that Canton Township can help with the communication and promotion of the game.

MOTION: by Mark Walbauer, supported by Laura Giove to accept the 2023 Marketing Plan B for \$110,500.

AYES: All present

DISCUSSION: PROPOSED 2023 MEETING SCHEDULE

Amy briefly reviewed the meeting schedule and notified everyone that next year we will be switching to in person meetings at the Supervisor's conference room.

MOTION: by Mark Walbauer, supported by Steve Brock, to approve the acceptance of the 2023 Meeting Schedule.

AYES: All present

Sharman Lamka and Kim Rivera wished everyone a Happy Thanksgiving and exited the meeting at 8:45 am.

NEW BUSINESS

Kristen Thomas mentioned that she has received a call from a real estate broker about a potential development of the vacant land that is north of Ford road, east of 275, from Ford Road to Warren Avenue. She pointed out that it would be the area between the Tile Shop and the 275 expressway. She was unable to reveal too many details but said that it would be a recreational fun facility, a sought-after fast food restaurant and a dining restaurant. They are interested in constructing an access road from Warren Avenue to Ford Road. Kristen said the developer would like to ask the DDA to pay for a traffic light on Ford Road. She mentioned the cost would be \$250,000 to \$300,000.

It would be located at the access road and she suggested that it may make the south side of Ford Road more attractive for future development. Amy Hamilton mentioned that it is currently not a formal ask but just up for discussion to gauge the DDA's interest. Kristen offered to answer any questions the DDA may have.

Mark pointed out the current existing traffic light locations on Ford Road in that area. Amy noted that MDOT would have to approve the traffic light. Bart Patterson expressed he felt it would be a big traffic jam. Steve agreed with Amy that MDOT would have to do traffic studies and make the call but he was all for an access road between Warren Avenue and Ford Road. Anne Marie Graham-Hudak said the developer did its own traffic study and this was what was suggested. Kristen Thomas said she was not sure who recommend the light at this point. She wasn't sure if it was the developer or MDOT but the developer is trying to do their due diligence and see if there was any interest on our end. Bart had a map open that he was willing to share to give everyone a better idea of where the light would be located. Bart pointed out that it would need to be just west of the Tile Shop but east of the 275 expressway ramp. Bart shared his map with the group.

Jade Smith commented that he has been working with the developer for 8 months now. He suggested to them to meet with MDOT to find out more about creating an access road and the light location. Jade mentioned it was hard to discuss too many details without the formal sight plan. There are too many unknowns at this time. Jade said he had reached out to the developer to see if there are any specifics and to see if there is anything Canton can do to help. Jade and the planning department have major concerns about the access road. He noted that the developer will have to get with MDOT especially with this regard. There is a possibility that MDOT may have improvements and upgrades to the interchange entrance ramps at Ford Road due to the boulevard project.

Amy said there will be more details to come and feels there will be a lot of hurdles to cross. If MDOT agrees to the signal, Amy felt \$300,000 was excessive considering all of the future costs of the other Ford Road Boulevard improvements that will be required.

Mark Walbauer feels that section of Ford Road is a nightmare to travel through because those lights are not currently timed. He mentioned that the west end of Ford Road had well timed lights. Steve Brock commented that he hopes once the boulevard project is completed that they will time those lights better. Mark pointed out that the Ikea light is still not timed with the Haggerty light.

Amy suggested to let the broker know that there will be more information needed and the DDA's concerns about the location of the signal and traffic in that area. Anne Marie mentioned it will need to go before the Planning Commission. Jade said they hadn't started the DRC process yet.

DDA COORDINATOR'S REPORT – NOVEMBER 16, 2022

- **Holiday Display** – LeClerc Display installed the DDA holiday decorations and Frank's swapped out the Halloween haybales with turkeys this week. Please make sure to drive by and let me know what you think.
- **OHM Update** – I met with Kent earlier this month to discuss 2023 goals and objectives. The impending boulevard limits construction projects however, we may be able to finally construct a cross access route between Citizen's Bank, Wendy's and Dunkin Donuts next year. Planning Services in the process of working with all three businesses to make this happen. I've also asked OHM to look into how the DDA can start a grant program to encourage electric

charging stations. Kent will be at the January meeting to brainstorm other goals and objectives with the board.

- **SEMCOG Commercial** – On Tuesday, November 1, SEMCOG filmed footage for a “Shop Local” commercial. The idea behind the commercial is to promote small business Saturday in our community. We taped at six different business locations in Canton and did an interview with Anne Marie on the importance of supporting local businesses. The footage is currently being edited together and SEMCOG plans to send us a link the week of Thanksgiving. Thank you, Seth, Steve, Sandeep, Anne Marie, and Richard, for your participation! I thought it went great and I’m excited to see the final product.
- **Shop Canton Guide** – the guide is currently being printed! Delivery will take place soon. 45,000 guides will go to Wolverine for mailing, 2,550 will go to Canton for miscellaneous distribution and 2,450 will go to Travel Ad for local hotels, local sports hubs, Chamber of Commerce, participating advertisers, etc.

Once they’re delivered, I’m requesting any interested DDA board member take a bundle of 25 or 50 from the Canton supply to distribute at their business, or any business contacts they may have.

- **Ford Boulevard Subcommittee** – The final meeting for the subcommittee was held on October 31. MDOT had sent a list of questions concerning walls, landscaping, irrigation, lighting and sidewalks. Attached are the answers that were sent to MDOT. In January, OHM will present the light study to the DDA. The subcommittee has chosen a bronze color for the street poles. I will have physical samples of the color choices at the January meeting for the DDA to look at.

I want to thank Anne Marie, Mark, Bart and Kurt for service on this subcommittee. The input you all gave was invaluable and I truly appreciate your time!

- **New Business Update** –Certificate of Compliance has been issued for the following business:
 - Raja Rani Restaurant – 45172 Ford Road.

Happy Holidays! I wish you all a safe, happy and healthy holiday season. I hope to see you all in person in 2023!

M-153 (Ford Road) & Haggerty Road Improvements Canton Township Decision Matrix

MEDIANS, GREEN BELTS, and ADA RAMP areas

The DDA landscape plan for the boulevard was sent to MDOT for review. In addition, the DDA only plans to landscape at the corner walls of each major intersection. The irrigation system will also be replaced and a section will be added for the boulevard plantings.

SHORT WALLS

The DDA plans to only replace the corner walls at each major intersection. Any walls removed on the north and south side of Ford Road will be replaced with grass.

TRAFFIC SIGNALS

Mast arms will be used where they can. The subcommittee has decided to go with a bronze color that is TBD. Illuminated lights will be used for major intersections.

LIGHTING

The DDA will be replacing the current system and upgrading to LED. The proposed lighting plan was sent to MDOT for review. The pole color will be a bronze color that is TBD. The system will be DDA owned and designed for both pedestrian and vehicles. Lights will be hard wired.

NON-MOTORIZED FACILITIES

The decision is to maintain existing sidewalk/path characteristics. Should any of the stamped concrete at the ramps be removed, they can be replaced with concrete sidewalk

ADDITIONAL CITIZENS AND BOARD MEMBER COMMENT

Bart pointed out that Wendy's will lose some parking once the cross access goes in. Amy confirmed this but said Wendy's was open to it because they are utilizing more of the drive through since Covid happened and less people were using the dining room. Wendy's understands they will need access for their customers. Bart asked if the road will be completed in 2023 and Amy confirmed that it would.

Amy let everyone know that she met with the real estate company and they were sending letters out this week for the right of way land acquisitions for the boulevard. Amy is anticipating the boulevard construction to begin in 2025-2026.

Amy announced that Wedad Suleiman and Diane Cojei have resigned from the board. They will be missed. Amy wished that they had attended this meeting so she could have thanked them in person. She greatly appreciates their service. Now, there are two open seats for citizen representatives. Amy requested that if anyone knew someone who is interested to have them reach out to her and she would send the necessary volunteer member application to them.

Amy requested any follow up questions be emailed to her or Cathy.

ADJOURN

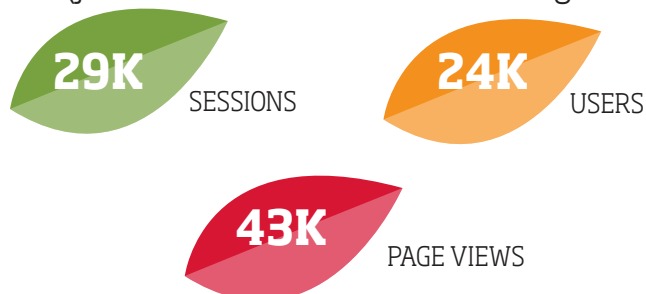
Meeting adjourned at 9:05 a.m.



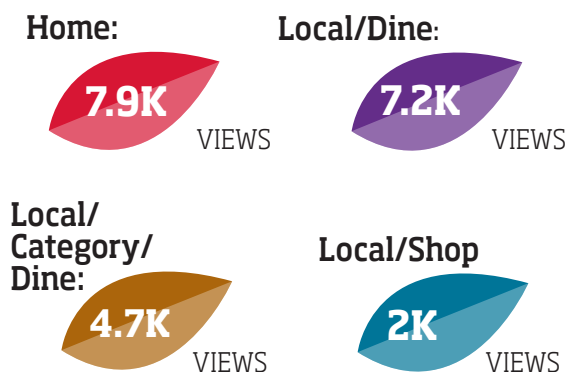
Nov 2022 Year End Report

ShopCanton.org:

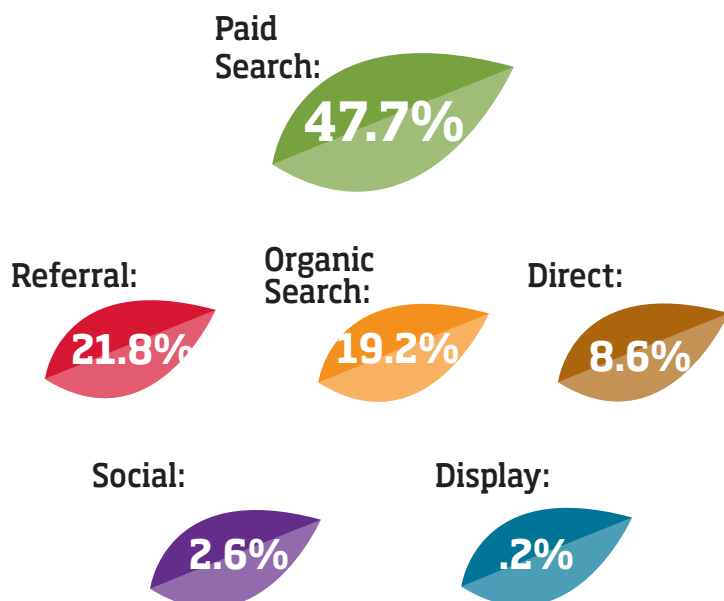
(Jan 1 - Nov 15, 2022 for Following Stats)



Primary Pages:



Aquisition:



Google Ads Campaign for 2022

12.3K users brought with Google Ads

Bid strategies:

Maximize conversions -

to reach audience that is the type to move around the website

Video - Began in September

Search - As of July, focus on Food

Discovery - As of July, focus on Shopping.

1/1-1/31

Cost: \$577.60 Clicks = Search 804 Discovery 563

2/1-2/29

Cost: \$577.31 Clicks = Search 1115 Discovery 557

3/1-3/31

Cost: \$372.29 Clicks = Search 1497 Discovery 540

4/1-4/30

Cost: \$247.96 Clicks = Search 1268 Discovery 492

5/1-5/31

Cost: \$375.09 Clicks = Search 790 Discovery 623

6/1-6/30

Cost: \$490.40 Clicks = Search 1357 Discovery 5

7/1-7/31

Cost: \$398.24 Clicks = Search 1107 Discovery 584

8/1-8/31

Cost: \$568.59 Clicks = Search 865 Discovery 1351

9/1-9/30

Cost: \$585.68 Clicks = Search 772 Discovery 1406 Video 13113

10/1-10/31

Cost: \$571.20 Clicks = Search 797 Discovery 1218 Video 4484

Microsoft Ads Campaign for 2022

1/1-1/31

Cost: \$171.89 Clicks = 613

2/1-2/29

Cost: \$162.02 Clicks = 712

3/1-3/31

Cost: \$156.18 Clicks = 508

4/1-4/30

Cost: \$157.76 Clicks = 541

5/1-5/31

Cost: \$178.75 Clicks = 586

6/1-6/30

Cost: \$190.58 Clicks = 678

7/1-7/31

Cost: \$175.19 Clicks = 632

8/1-8/31

Cost: \$102.33 Clicks = 479

9/1-9/30

Cost: \$114.43 Clicks = 498

10/1-8/31

Cost: \$136.47 Clicks = 539

ShopCanton Facebook

Total Page Likes

3.5K

(Jan 1 - Nov 15, 2022 for Following:)

278

POSTS

18.6K

REACH

601

ENGAGEMENT

ShopCanton Twitter

Total Page Followers:

1.2K

(Jan 1 - Nov 15, 2022 for Following:)

44

TWEETS

15

ENGAGEMENT

45

CLICKS

ShopCanton Instagram

Total Page Followers

858

(Jan 1 - Nov 15, 2022 for Following:)

70

POSTS

1K

REACH

111

ENGAGEMENT

282

VIDEO VIEWS

ShopCanton Mobile App

Total Downloads

3955

324

New downloads
since Nov 2021

(Jan 1 - Nov 15, 2022 for Following Stats:)

PAGE VIEWS

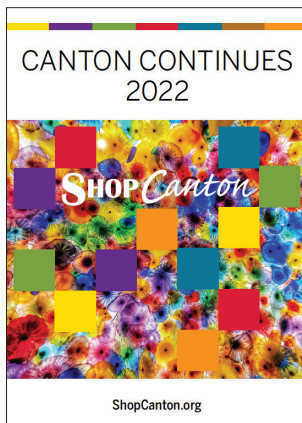
7.8K

SESSIONS

2220

DOWNLOADS

248



Canton Continues 2022 Flip Book

2.3K

IMPRESSIONS

658

READS

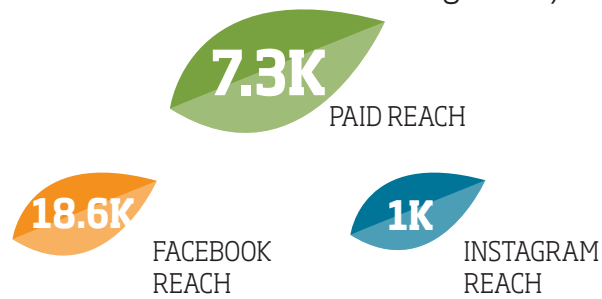
91

CLICKS

Digital Ads

Facebook & Instagram

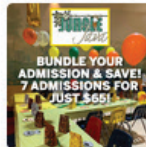
(Jan 1 - Nov 15, 2022 for Following Stats:)



Top Ads/Posts

Content ⓘ		Sort by: Reach ▼	
	Sat Jul 30, 11:15am Have you tried Peepo'... Post Reach 6,117		Wed Mar 23, 9:00am Learn all about the Ca... Post Reach 2,301
	Fri May 27, 7:51pm Ongoing website pro... Ad Reach 1,283		Fri May 27, 2:34pm Ongoing website pro... Ad Reach 1,266
			Fri May 27, 2:23pm Ongoing website pro... Ad Reach 1,638
			Fri May 27, 7:47pm Ongoing website pro... Ad Reach 1,222

Content ⓘ		Sort by: Link clicks ▼	
	Sat Jul 30, 11:15am Have you tried Peepo'... Post Link clicks --		Fri May 27, 7:47pm Ongoing website pro... Ad Link clicks --
	Fri May 27, 7:51pm Ongoing website pro... Ad Link clicks --		Sat May 14, 7:00am Have you had a chanc... Post Link clicks --
			Fri May 27, 2:19pm Ongoing website pro... Ad Link clicks --
			Wed Mar 16, 10:30am Learn all about the M-... Post Link clicks --

Content ⓘ		Sort by: Results ▼	
	Fri May 27, 7:47pm Ongoing website pro... Ad Results 59		Fri May 27, 2:19pm Ongoing website pro... Ad Results 41
	Fri May 27, 2:23pm Ongoing website pro... Ad Results 13		Fri May 27, 2:34pm Ongoing website pro... Ad Results 9
			Fri May 27, 7:51pm Ongoing website pro... Ad Results 30
			Fri May 27, 2:31pm Ongoing website pro... Ad Results 7