



**CANTON TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of the February 21, 2024 Meeting**

This meeting was held in the Supervisor's conference room in the Canton Township Administration Building and via Zoom.

The meeting was called to order at 8:00 A.M. by Bart Patterson.

- Present:** John Camp, Laura Giove, Anne Marie Graham-Hudak, Seth Kleinglass, Darshan Patel, Bart Patterson, Kyle Selter, Guruveer Singh, Jacob Uhazie, Mark Waldbauer
- Absent:** Steve Brock, Kurt Olson
- Staff:** Gavin Beckford, Jon LaFever, Cathy Vettese
- Guests:** Kim Rivera and Sharman Lamka with New Moon Visions
Gwendolyn Fowlk, Citizen

ACCEPTANCE OF AGENDA

MOTION: by Darshan Patel, supported by Laura Giove, to accept the agenda as presented.

AYES: All present to accept the agenda as presented.

APPROVAL OF THE JANUARY 17, 2024 MINUTES

MOTION: by Mark Waldbauer, supported by Jacob Uhazie, to approve the January 17, 2024, meeting minutes.

AYES: All present to approve the January 17, 2024 minutes.

CITIZENS' NON-AGENDA ITEMS

N/A

MARKETING PRESENTATION BY NEW MOON VISIONS

Kim Rivera opened the presentation and shared a visual slideshow.

Kim shared a list of New Moon Vision's goals.

- Create increased brand awareness.
- Expand the reach beyond Canton.
- Increase website visitors and foot traffic along Ford Road.
- Increase merchant involvement.

Target audience is 25-54 years old. Would like to attract all lifestyles with a whole range of interests that Ford Road businesses have to offer. The local target areas are Canton, Plymouth, Wayne and Westland. Ikea will draw a regional audience which includes a 25+ mile radius area.

Marketing **Plan A.2** is for a total of \$101,672.

- **Billable hours** will remain the same and not to exceed \$37,500. Services and Marketing management will also remain the same with the addition of managing testing campaigns and uploading podcasts to the ShopCanton website and ShopCanton YouTube channel. New Moon would assist in coordination, scripts and talking points for a Ford Road podcast series and work with Dave Harris, Canton's Community Production Supervisor. Recommending Gavin be the spokesperson. The videos of the interviews would be uploaded to the website and YouTube.
- **Digital Costs** proposed at \$3,622. This is \$878 less than the original proposal.
 - Software for ShopCanton.org is \$465/yr and an outside vendor will host this website.
 - ENews Software Subscription is \$52.25/month (\$627/yr)
 - New Texting Software subscription is \$2530/yr less the credits for those who participate.
 - Phone numbers would come from New Moon's subscriber's list from AP downloads, reach out by emails and newsletters to invite them to the texting subscription. Merchant specials will be linked to this. This dollar amount is an estimate.
 - Opting for text messages may be lower than expected and may be a challenge. Kim feels success may be based on merchants having attractive specials or events.
- **Year Round online and social media marketing** has a proposal amount of \$17,000.
 - Facebook, Instagram Video Ads \$475/month (\$5700/yr)
 - Google ads, map, update post, Microsoft ads - \$9125 ad cost (\$760/month + 2hrs / month ongoing ad management search, discovery and video (approx. \$200/ month for a total service cost of \$11,300/yr. DDA has a Ford address associated with the DDA. ShopCanton on Google Maps will need to be rejuvenated.
- **Continue Marketing Partnership with Leisure services** proposed amount \$2,250.
 - Liberty Fest ½ page AD \$950 / DDA was billed and paid directly \$1,750 to Associated

- Newspapers of Michigan for 1 page Liberty Fest advertisement in 2023.
- Village Theater 1 full page advertisement in program book \$1300 / DDA was billed and paid directly \$2,600.00 to Partnership of the Arts for 2-page Center Advertisement.
 - **Spring – Summer – Fall billboard** proposed amount \$8,800.
 - Digital board depending on location runs \$2,500-\$4,440/month for 2 months. Prime location would be major arteries leading to Canton on I-275. The message would encourage drivers to ShopCanton Now. Can rotate 1-3 Messages. Depends on availability. Prices of billboards are negotiable depending on demand. The length of time the billboard may be extended at no cost if there is no immediate demand for that board.
 - **Summer Geo-Fencing** proposed amount \$5,000.
 - Approximate cost is \$1,500-\$2,500/ 4 wk period x2. Suggested Geo-Fencing Ikea as well as a 25-mile radius. Shopper will get a message encouraging them to shop the DDA area when they are at Ikea. After the initial message a retargeting message will be sent. It will measure impressions and clicks. Current apps target your location and text messages will pop up on your phone. Some apps sell users cell phone information. The service that gives access to this phone number retrieval service will go for a bidding process conducted by New Moon.
 - **Fall- Holiday - Pandora** proposed amount \$27,500.
 - Pandora commercials would begin in early August and run to late November. A four-month period provides a total of 1,153,845 impressions (commercials). It will target zip codes at a cost of \$25,000. The cost for spot production would be \$2,500. Spots are 30 second ads and banner ads. It was pointed out that you would have to have a subscription to Pandora. It would reach 83,650 users.

Marketing **Plan B.2** is for a total of \$108,572.

- This plan is exactly as described above except the billboards and Geo-Fencing will be increased to three times instead of two for a total amount of \$13,200 for the billboards and \$7,500 for the Geo-Fencing.

Marketing **Plan C.2** is for a total of \$146,052.

- This plan is exactly the same as Plan B2 above except for the addition of the ShopCanton Guide. New Moon plans to increase the quantity from 50,000 (Canton and Plymouth) to 70,000 (Wayne and Westland) in anticipation of reaching more shoppers in more communities. The estimated cost is a total of \$50,000 but would be offset by selling advertisements for a cost of \$13,000 (actual 2023 revenue was \$11,824) which will reduce the cost to \$37,000. Digital cost for the online version would increase the digital cost by \$480 to a total fee of \$4,102.

Kim shared a list of communities that invest in community magazines. Kim feels that a postcard mailed twice a year would have similar costs as the ShopCanton Guide. The ShopCanton guide has usable coupons. It gives the merchants the opportunity to reach a large audience in an economical way. Coupon cost advertising runs approximately

\$200-\$250 and full-page ads are \$1,000-\$1,800. More articles would be useful. It is a good resource for hotels, tournament attendees and guests that come into town for special events.

Kim and Sharman left the meeting at 9:12 am.

PAYMENT OF BILLS

MOTION: by Anne Marie Graham-Hudak, supported by Mark Waldbauer, to allow discussion of payment of the bills.

Accunet billed Canton directly for advertising monitoring maintenance. New Moon budgeted for Canton the Accunet costs. New Moon created the contents and Accunet is managing the online distribution.

AYES: All present to accept payment of the bills.

DISCUSSION OF NEW MOON VISIONS 2024 MARKETING PROPOSALS

MOTION: by Kyle Selter, supported by Darshan Patel, to allow discussion of the New Moon Visions 2024 Marketing Proposals.

Mark suggested a 9" x 12" two-sided monthly direct mailer postcard. It could highlight the DDA public sculptures and relate to an event within the DDA as well as highlight some new small businesses. Merchants can support the mailer with an advertisement using QR codes to link the shopper to their website. Generate revenue by selling advertisements on the mailer. Mark has done some research on a California company. You supply the mailing list, artwork and content and the company does it all. Darshan is also looking into direct mailers for his business. He said that you send the files, and you choose the design you prefer.

We have a contract with New Moon until March of 2025. We will have to provide them with direction of exactly what we need. We need a fresh message to entice shoppers to the DDA district. Highlight major shopping seasons. Gavin suggested using influencers. Seth suggested using New Moon for hourly services and directing them with specific marketing projects.

NAYS: All present against approving New Moon Visions 2024 Marketing Proposals.

MOTION: by Darshan Patel, supported by Mark Waldbauer, to create a Marketing Task force to establish a marketing approach and priorities for New Moon Visions.

AYES: All present to create a Marketing Task force.

CONSIDER APPROVAL OF BLANKET P.O. TO OHM ADVISORS FOR ENGINEERING CONSULTING SERVICES – CHET’S RENT-ALL CROSS-ACCESS

MOTION: by Mark Waldbauer, supported by John Camp, to approve the blanket P.O. to OHM Advisors for engineering consulting services for Chet’s Rent-All cross-access.

AYES: All present to create and approve a blanket P.O. to OHM Advisors for engineering consulting services for Chet’s Rent-All cross-access.

CONSIDER APPROVAL OF THE 2024-2025 PUBLIC ART EXHIBIT PROPOSAL AND PURCHASE ORDER.

MOTION: by Darshan Patel, supported by Laura Giove, to approve the 2024-2025 public art exhibit proposal and purchase order.

Bart briefly explained the art selection process for new members. Midwest Sculpture will send a link with 200+ photos that are chosen for Canton to fit in our current locations. Sculptures must be selected for 10 locations plus two alternates. Review photos, make your selections, and return them to the group. It is a tight timeline. Create a spreadsheet for consistency to record choices.

Numbers before decimal refer to the sculpture and numbers after the decimal refer to the piece number.

AYES: All present to approve the 2024-2025 public art exhibit proposal and creation of the purchase order.

ECONOMIC DEVELOPMENT AND DDA MANAGER’S REPORT – February 21, 2024**• Liberty Fest**

- Liberty Fest will be held at Heritage Park on June 13 -15. There are several sponsorship and booth opportunities available. (See attached info sheet).

• Canton Today Magazine

- Community Publishing and Marketing publishes the Canton Today Magazine on a quarterly basis. 41,000 copies are distributed to Canton homes through the postal service. This represents a potential opportunity for the Township; samples will be shown during the meeting.

•Via Funding Opportunity: State of Michigan \$15 Million Equitable Mobility Challenge

- An opportunity has been identified by which the Via service can be funded through the

\$15 Million Equitable Mobility Challenge, a collaborative effort between the Office of Future Mobility and Electrification and the Michigan Department of Transport. If a successful application is made, funding would be provided at 100% for year 1, 85% for year 2, and 70% for year 3. We are exploring Canton's qualifying status, with a goal of submitting an application prior to the April 14, 2024 deadline.

- **"Meet Chuck" sculpture being moved to BJ's site o**

- The location of the Melissa McLaughlin sculpture "Meet Chuck" is being arranged. A dedication ceremony will be planned; once the date has been finalized, invitation will be extended.

- **MDOT Public Meeting - M-153 Ford Rd Project at the Summit o**

- On April 17, 2024, MDOT will be hosting an informational meeting at the Summit from 4PM – 6PM. They will address the recent news articles and questions about the impending start date of the project.

ADDITIONAL CITIZEN AND BOARD MEMBER COMMENTS

Anne Marie mentioned that Canton Township is partnering with the Canton Chamber of Commerce and working with businesses to educate them about the different cultures in Canton.

Canton Today (a quarterly magazine) was a free publication in the past, but they are looking for financial support. The cost is approximately \$8,000 per issue. This could be an option for the DDA to supply content as well as for merchants to advertise. It will be another way of communication.

Canton is scheduling a meeting with their grant writer to seek funds for Via opportunities.

Jon gave a brief update on the Ford Road boulevard project. Haggerty Road will be the first area for construction. It is unlikely to happen this year. Easement and DTE are delaying the project. DTE requires two years for utility work before construction can begin. The utility work is scheduled in 2026. The earliest that you may see construction is 2027.

Top Golf is moving forward and going through the process with the planning commission. They will be using the existing entrance to the Tile Shop and another traffic light will need to be installed.

Kyle Selter shared information on the Growing Michigan Together Council Report. It was shared via email. He recommended reviewing the report. Walkability, parks, slower traffic are important.

Jon mention that all are welcome to come to the Master Plan Presentation and express your thoughts. They will welcome your input.

Gwendolyn Fowlk expressed her interest in becoming a DDA board member in the future. She previously worked with the federal government and is also a certified purchasing manager.

The meeting was adjourned at 10:25 am.