



**CANTON TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of the May 15, 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: Steve Brock, John Camp, Laura Giove, Anne Marie Graham-Hudak, Darshan Patel, Bart Patterson, Kyle Selter, Jacob Uhazie, Mark Waldbauer

Absent: Seth Kleinglass, Kurt Olson, Guruveer Singh

Staff: Gavin Beckford, Jon LaFever, Cathy Vettese

Guests: Gwendolyn Fowlkes, Citizen

ACCEPTANCE OF AGENDA

MOTION: by Anne Marie Graham-Hudak, supported by Laura Giove, to accept the agenda as presented.

AYES: All present to accept the agenda as presented.

APPROVAL OF THE APRIL 17, 2024 MINUTES

MOTION: by Darshan Patel, supported by Mark Waldbauer, to approve the April 17, 2024, meeting minutes.

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

CITIZENS' NON-AGENDA ITEMS

No citizen's non-agenda items.

PAYMENT OF BILLS

MOTION: by Mark Waldbauer, supported by Laura Giove, to allow discussion of payment of the bills.

AYES: All present to accept payment of the bills.

CONSIDER APPROVAL OF BLANKET PURCHASE ORDER TO NEW MOON VISIONS FOR MARKETING SERVICES PERFORMED JANUARY THROUGH APRIL 2024.

MOTION: by Laura Giove, supported by John Camp, to allow discussion of a blanket purchase order to New Moon Visions for marketing services performed January through April 2024.

AYES: All present to approve blanket purchase order to New Moon Visions for marketing services performed January through April 2024.

DISCUSSION TO CANCEL OR RESCHEDULE JUNE 19, 2024 BOARD MEETING DUE TO JUNETEENTH NATIONAL HOLIDAY

MOTION: by Mark Waldbauer, supported by Laura Giove, to allow discussion to cancel or reschedule June 19, 2024 board meeting due to Juneteenth national holiday.

Canton Township administration building is closed on June 19, 2024 due to the Juneteenth national holiday. There was discussion to reschedule the board meeting to Tuesday, June 18, 2024 at 8:00 am in the administration building's Supervisor's board room on the third floor.

DISCUSSION OF BROADBAND STUDY

MOTION: by John Camp, supported by Mark Waldbauer, to discuss a proposed Broadband Study

Anne Marie opened the discussion by expressing the importance of a broadband study to be conducted in Canton Township. The FCC is requiring Canton to submit an official survey. She shared a visual presentation explaining the benefits of the recommended Broadband Study.

She explained the advantages of having good community broadband. It will benefit the DDA by attracting new businesses and be beneficial to established businesses with faster internet for their internet driven business transaction systems. FCC standards require a minimum of 25 Mbps for download and 3Mbps for upload. According to the 2023 broadband survey many providers did not meet FCC standards.

Copper causes internet speeds to be slower and providers should be making an effort to replace the old copper lines. The broadband study will include mapping and establishing requirements. It will provide information that will be beneficial to the Ford Road construction infrastructure.

An RFP was completed in February. There were eight vendors who responded. They have been interviewed and scored. One company, Urban Wireless, has been chosen. A quote of \$167,000.00 has been received.

Scope of Work

- Survey Township officials and Township Stakeholders
- Data gathering and analysis
 - Review Merit Network survey of Canton
 - Review MiHi data which shows provider infrastructure
 - Determine if additional data is required
- Map infrastructure – Develop GIS map
 - Inventory and map fixed wireless assets
- Develop plan/identify solutions
 - Includes Township master plan, future development
 - Includes Ford Road Boulevard project and businesses
 - Could include fiber, fixed wireless broadband, data management, AI, data centers
 - Developing private/public funding mechanisms including towers, etc..
- Develop Broadband Strategic Plan

The FCC BEAD survey will be completed four months from the contract execution. The whole plan will take 12 months.

Due to the scope of the Ford Road corridor project the Township would like to ask the DDA to contribute \$100,000.00 to the survey cost. Police, Fire and general funds will also contribute funds.

A tower at the administration site will need to be replaced in the near future and this survey will help reveal the needs and requirements of the Township. The study will help identify and support what the Township will need in the future. Towers can be very lucrative. It is possible future leases may have available funds that may go back to the DDA depending on the location of the towers.

Michigan applied for federal funding and received approximately \$1.56 billion. It was ranked number three. Rural communities that apply will qualify first for federal funding.

There are funds available in the DDA budget to cover a \$100,000.00 commitment. An RBA will be presented at the June 18, 2024 meeting. The DDA corridor will benefit from this study.

ECONOMIC DEVELOPMENT AND DDA MANAGER'S REPORT – May 15, 2024

- **DTE and LED Streetlight Conversion**
 - Despite the Township converting to LED bulbs, DTE was still charging us based on the older metal halide technology. We pursued this issue with DTE, resulting in a credit of \$16.5k for the period December – March and \$810 for April.

- **Canton Today Magazine**
 - Canton Today Magazine 2nd Quarter Edition has been issued.
 - Articles featured an explanation of the DDA and a history of the Public Art Beautification Program.
- **Artwork arrival and installation; BJ's relocation for "Meet Chuck" Sculpture**
 - On May 7, 2024, the sculptures arrived and were placed at the staging area in the Target parking lot.
 - The teams have been replacing the sculpture pieces throughout the corridor.
 - Meetings were held on sight with the BJ's Management for the location of the "Meet Chuck" sculpture. BJ's crew will be staking the area during the week of May 13 and Canton Municipal Services will facilitate the creation of the base and manage the mounting of the sculpture.
 - Once complete, arrangements for the dedication ceremony will be shared.
- **Marketing RFP**
 - The Marketing RFP has been created and will be published on May 16, 2024.
 - Proposals are due Friday, May 31, 2024 at 3PM Eastern Time
 - The DDA Marketing Task Force will create a short list of firms selected for interviews by June 5, 2024.
 - We will establish interview dates with all short-listed firms and communicate criteria to be reviewed during the interviews by June 7, 2024.
 - Interviews and selection of the top 3 candidates by the DDA Marketing Task Force will take place during the week of June 10, 2024.

ADDITIONAL CITIZEN AND BOARD MEMBER COMMENTS

Mark Waldbauer mentioned the lights are out at the Chuck E. Cheese, Firestone, and Famous Hamburger locations. Great Lakes Power will be notified of the outage.

A yearly analysis of the marketing initiative's effectiveness will be required by the new marketing firm. Vendors can choose to be notified of the bidding process through BidNet Direct which lists government bidding opportunities. Also, all are welcome to share the RFP with potential marketing firms. Gavin shared Royal Oak's marketing plan with the board. It is similar to the DDA's goals. The new Marketing contract will only be for a 2-year period.

Gwendolyn Fowlkes made some suggestions to help clarify some items on the marketing RFP.

MDOT is responsible for the appearance of the I-275 area.

New Certificates of Compliance and Certificates of Occupancy applications will be shared in the future with the board.

We will reach out to Albaugh Masonry for a proposal to extend their contract instead of an RFP at this time.

The meeting was adjourned at 9:02 am.