



**CANTON TOWNSHIP  
DOWNTOWN DEVELOPMENT AUTHORITY  
Minutes of the July 17, 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, Seth Kleinglass, Darshan Patel, Bart Patterson, Kyle Selter, Guruveer Singh, Jacob Uhazie, Mark Waldbauer
- Absent:** Kurt Olson
- Staff:** Gavin Beckford, Jon LaFever, Cathy Vettese, Joe Hawver
- Guests:** Al and Kieley of Q+M

**ACCEPTANCE OF AGENDA**

MOTION: by John Camp, supported by Steve Brock, to accept the agenda as presented.

AYES: All present to accept the agenda as presented.

**APPROVAL OF THE JUNE 19, 2024 MINUTES**

MOTION: by Mark Waldbauer, supported by Laura Giove, to approve the June 19, 2024, meeting minutes.

AYES: All present to approve the June 19, 2024 minutes.

**CITIZENS' NON-AGENDA ITEMS**

No citizen's non-agenda items.

**PAYMENT OF BILLS**

MOTION: by Mark Waldbauer, supported by John Camp, to allow discussion of payment of the bills.

AYES: All present to accept payment of the bills.

**CONSIDER APPROVAL OF Q+M FOR THE PROVISION OF MARKETING SERVICES AND APPROVAL OF CONTRACT FOR SERVICES, NOT TO EXCEED \$104,000.00 UPON LEGAL REVIEW**

MOTION: by Mark Waldbauer, supported by Laura Giove, to allow discussion to consider approval of Q+M for the provision of marketing services and approval of contract for services, not to exceed \$104,000.00, upon legal review.

Gavin and Bart thanked the task force for participating in the selection of the new marketing firm. Six firms had submitted proposals in response to the RFP that was published. Those six firms were put through a vetting process, and we were able to determine the final three. The final three came and did presentations for the task force. It was a very close decision with only a one-point differential. Q+M was chosen. Both were competent and it was a matter of a team versus an individual. The contract is currently under review by Canton Township's legal team. Task force comments are also being shared with the legal team. Q+M will be reviewing the amendments that were made to the contract.

AYES: All present to approve Q+M for the provision of marketing services and approval of contract for services, not to exceed \$104,000.00 upon legal review.

**INTRODUCTION OF THE NEW MARKETING FIRM Q+M**

Gavin welcomed and introduced Al and Kieley of Q+M. They are looking forward to understanding the DDA goals and priorities to develop a great communication and marketing plan. Q+M is based out of Ann Arbor and there are a few team members in Park City California. Kieley and a few of the team members live in Canton so they are familiar with the area. They have been in business since 2003. Work with 50% public and private clients. They work with many DDAs and public transportation authorities. Clients are local and throughout the United States.

There are seven team members in the Ann Arbor location. Al & Kieley are both at this location along with digital and media planning strategists, graphic designers, web designers, and work with local producers and photographers. Kieley is the Account Director that will be handling Canton's DDA's day-to-day needs. Q+M will need to do some fact finding to prioritize what Canton's needs are for the future. Q+M is excited to learn and understand Canton DDA goals. The DDA board and staff members introduced themselves to Q+M. Some members expressed their ideas and feelings about the DDA district. A questionnaire may be coming to find out more about the DDA's goals and visions. Future meetings will be facilitated.

**ECONOMIC DEVELOPMENT AND DDA MANAGER'S REPORT – JULY 17, 2024****• Fences**

- 2 fences have been severely damaged beyond repair.
  - Canton Center Road and Ford Road
  - Canton Center Road and Maben Road
- At Canton Center and Ford, the location was temporarily addressed by Canton DPW, as there was a safety risk for pedestrians.
- Upright Fencing, the first of 2 firms to respond to the request for quotes, was selected at a cost of \$4,925, with a 3-week manufacture time, prior to installation.

**• Landscaping Inquiries, Assessment, and Feedback**

- Several inquiries were made by a concerned resident about the quality of the landscaping being done, providing pictures and recommendations. Issues raised were as follows:
  - Weed growth obscuring Canton signage
  - Grass growing in sidewalk cracks
  - Improper layering of wildflower plantings.
  - Lawns not being properly edged.
- In addressing the concerns, I took the opportunity to request an assessment of the current status of our landscaping. Frank from Frank's Landscaping provided the following response (attached).

**Gavin Beckford**

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**From:** Frank's Landscaping <michbrick@hotmail.com>  
**Sent:** Monday, July 8, 2024 10:49 AM  
**To:** Gavin Beckford; Cathy Vettese; Frank's Landscaping  
**Subject:** Canton DDA Landscape Update

**CAUTION: This email originated from outside of Canton Township. Do not click links or open attachments unless you recognize the sender and know the content is safe.**

Good morning Gavin & Cathy-

Please see attached pictures of the sidewalk edging as requested- basically south side of Ford road gets edged at one interval then the North side gets done on a separate interval. Both sides are currently completely blade edged. Our original contract from many years back through current only required string trimming and not blade edging which we have been doing. These picture indicate us doing a requested blade edging.

Also, any sidewalk cracks were addressed, there was very little if any weeds in the horizontal cracks of the sidewalks as these are treated weekly- most likely the concerned resident caught the issue at the tail end of the cycle, before our next weekly return maint. Visit.

Native wild flowers- there are no layering of these plantings. When originally planned out and at the board meeting when approved there were 2 options a "seed" in version and a "plant 1 gallon" version- both options were discussed and being a naturally established "native wild flower" plantings were installed in a natural fashion just like the field behind the city offices - the goal when discussed was to plant in a natural state with no pattern - since these would be wild and native and not like a typical planting would be done with color blocking like annual flowers- Mums, petunias, begonias etc.

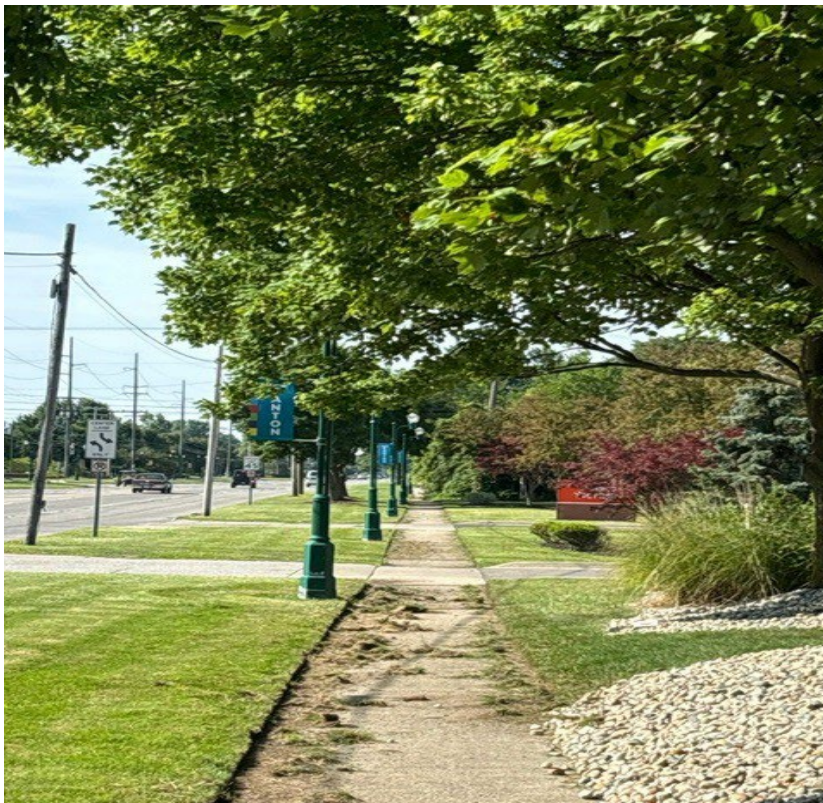
The plantings were trimming back away from the signs 2 weeks ago- as we typically do 3-4x season in order to view the canton green signs in the corners.

Our first shrub trimming has been completed this last week of June.

Crews are out today (Monday) July 8 hand weeding the corners- this is a very labor intensive task that is done early in the week (Monday/Tuesday) bare in mind high temps and lots of rain like we have been having is a perfect condition for weeds to grow fast especially on these corners where we use "no" herbicides with the native plantings.

Please let me know if you need any further information - happy to help or answer any questions or concerns.

Thank You







**ADDITIONAL CITIZEN AND BOARD MEMBER COMMENTS**

Melissa McLaughlin's sculpture rededication ceremony will be Saturday, August 3<sup>rd</sup> at 10 am in the southwest corner of the Bj's parking lot. The sculpture is right across the access road at the northwest corner of the Bj's gas station. Still waiting for communications to finalize the invitation. Over 60 people are on the invitation list. We are still recruiting an emcee for the event.

The sculpture location was negotiated during the planning process. There are a lot of utility lines in that area, so it was strategically placed. It is within Bj's landscaping, and they have been maintaining that area. Bj's has been a good and generous community partner.

The Dunkin Donut / Wendy's cross access asphalt project was delayed last year. Dunkin Donut's lawyers have liability and maintenance concerns in regard to the cross-access in that area. Canton is still in discussions with them. All other cross-access areas routes are the responsibility of the business owners.

The OHM design for Chet's Rent-all cross-access has been completed but have been trying since March to establish communication with Chet's Rent-All. The adjoining plaza will also need to be included in the cross-access design. They are assigning this project to their lawyer. We don't anticipate an issue with them.

Top Golf has gone through the initial planning phases. There will be a lot of permits required by the state of Michigan. Traffic flow will be an issue to be discussed. Planning is working with Top Golf.

Canton Today will feature a quote from Bart concerning the DDA wildflowers on Ford Road. It will be a good educational piece for the public.

It was suggested to create a service agreement with Upright Fence so in the future we can get immediate repairs and replacement of fences.

Streetlights on the southside of Ford Road between Sheldon and Canton Center are still out. This will be addressed with Great Lakes Lighting.

Met with MDOT. They have added stripes at the Sheldon, Lilley and Haggerty Road intersections. They have changed the timing of the light to add more time for crossing. When the developments were first constructed there were agreements in place concerning right and left turns out of their parking lots. The agreements cannot be changed, and no left turn signs cannot be posted. Canton may want to approach each developer and ask them for permission to post these signs.

Gavin will be away from the office July 26<sup>th</sup> to August 1<sup>st</sup> due to his upcoming wedding.

Senior Summit would welcome any donations of gift cards or items for this event. Please see Amy Hughesdon.

The meeting was adjourned at 9:10 am.