



*City of Pleasant Ridge  
23925 Woodward Avenue  
Pleasant Ridge, Michigan 48069*

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**Regular Downtown Development Authority Meeting  
Monday, December 15, 2014**

Having been duly publicized, Chairman Bolach called the meeting to order at 7:11 p.m.

Present: Bolach, Decoster, Lenko, McCutcheon, O'Brien, Schlesinger, and Sweeney  
Also Present: City Manager Breuckman, Assistant City Manager Pietrzak  
Absent: Laidlaw and Stearn

**Minutes**

**DDA-2014-1502**

Motion by Commissioner O'Brien, second by Commissioner Decoster, that the minutes of the Regular Downtown Development Authority Meeting on Monday, October 27, 2014, be approved.

Adopted: Yeas: O'Brien, Decoster, Bolach, Lenko, McCutcheon, Schlesinger, Sweeney.  
Nays: None.

**Alley Design and Engineering Project between Amherst and Sylvan**

Breuckman reported that since the City is waiting to bid the alley between the service drive and Devonshire, this alley could also be added to the bid and use two years of DDA funding to cover or add all the alleys to the next road reconstruction project is also an option. Prices for the topographic and design work have been provided to the members of the DDA.

Decoster commented he felt this is a good idea, since the DDA will be working on that area anyway.

Bolach commented that the design work would need to be done anyway, whether or not it is reconstructed at this time.

Pietrzak commented having the design work done will also help with any grant applications, since most grants of this type are awarded to shovel ready projects.

**DDA-2014-1503**

Motion by Commissioner Schlesinger, second by Commissioner Decoster, that the design and engineering plans proposed by Anderson, Eckstein and Westrick, for the alley reconstruction project between Amherst and Sylvan, in the amount of \$6,020.00, as quoted in their proposal dated December 1, 2014, be approved

Adopted: Yeas: Schlesinger, Decoster, O'Brien, Bolach, Lenko, McCutcheon, Sweeney.  
Nays: None.

**Consideration of the Capital Improvement Plan – call for projects.**

Breuckman reported that this is part of the DDA’s requirements and it is a 5-year plan (2015 to 2020), and that any projects should be submitted for consideration. The limit is \$10,000.00. This was discussed at the November 2014 DDA Meeting.

Bolach commented that he would like to see a project for the greening of the Woodward Avenue Streetscapes.

Breuckman detailed some of the other projects which could be projects for the plan.

- Greening of Woodward, streetscape refreshing.
- Woodward parking bay reconstruction.
- Lighting along Woodward, pedestrian lighting in the Woodward parks.
- Alleyway visibility for pedestrians at Woodward/Wellesley and all the alleys.

Discussion was held regarding the progress of the former MBS building. Discussion was also held regarding banners along Woodward Avenue in the DDA. Breuckman indicated the banners fall under the threshold for the Capital Improvement Plan. A quote was provided to the members of the DDA. The quote is for 16 banners, which could be configured along Woodward. The quote includes the banners, hardware and installation.

**2015 Concert-in-the-Park**

Breuckman provided information related to the last two DDA concert events. The DDA concert in September was a successful event, the concert in July is not as profitable. The July concert falls two weeks after the Recreation Ice Cream Social event. Elimination of the July event could help offset some of the costs of the banners.

Discussion was held regarding the future of the concert events. The Board decided that there would be only one concert event each year, what type of event and when it will be held will be discussed at a later date.

City Commissioner Perry commented in the past there was a wine stroll, that included businesses in Pleasant Ridge, sponsored by the Ferndale DDA, which may be a partnership idea with the business in the Pleasant Ridge DDA.

Mr. Tom Treuter, 11 Oakland Park, commented the CAC recommendation focused on return on investment. One of the things the CAC did not like about DDA was that there seemed to be a complete lack of business inclusion for the DDA events. There has to be some partnership between the DDA and the Pleasant Ridge businesses. Surrounding community DDA’s are very active. The Pleasant Ridge DDA should find a tie between the business and DDA board.

Discussion was held regarding the type of DDA Pleasant Ridge has, and the future outreach that can be done between the DDA and the Pleasant Ridge business district.

**Other Business**

Recognition was made to Commission Sweeney and Commissioner Stearn for their service. Commissioner Sweeney was termed out and Commission Stearn declined an additional term.

Breuckman commented letters were mailed to business and property owners in the DDA to gage interest in serving on the Planning Commission/DDA boards. He thanked Mr. Sweeney for his service and explained both vacant positions on the Planning Commission/DDA, will be filled as first full terms.

With no further business, Chairman Bolach adjourned the meeting at 8:10 p.m.