



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

**Regular Downtown Development Authority Meeting  
Monday, October 26, 2015**

Having been duly publicized, Chairman Bolach called the meeting to order at 7:40 p.m.

Present: Bolach, Christensen, Decoster, Laidlaw, Lenko, McAuliffe, McCutcheon, O'Brien, and Schlesinger

Also Present: City Manager Breuckman; City Commissioner Ann Perry

Absent: None

**Minutes**

**DDA-2015-1513**

Motion by Decoster, second by McAuliffe, to approve the Downtown Development Authority Meeting Minutes of September 28, 2015.

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

**Public Discussion**

(None.)

**Discussion of the November and December Downtown Development Authority Meeting Dates**

Item was previously discussed in the Planning Commission meeting and December 14, 2015 is the date decided upon for the combined months meeting.

**Woodward Avenue Banners**

City Manager Breuckman presented a PowerPoint of the proposed banners that have been designed for the banner project as budgeted through the DDA. Three different banner designs were presented to try to communicate the essential elements of Pleasant Ridge's character in an impactful and unique way. Bolach liked the concept, but did not believe the colors on the banners were striking enough; other board members agreed. Breuckman responded that the colors selected coincide with the theme of the downtown environment. Discussion held. Christensen did not

believe the homes portrayed on the banner represented Pleasant Ridge's character. Breuckman responded that fine details are not as necessary on a banner that is going to be seen by vehicles passing by 50 mph and seeing it for approximately 2 seconds. Schlesinger mentioned that the City was established in 1919 and incorporated in 1928, and the banner indicates 1928. Schlesinger believes there should be consistency in how the dates are portrayed throughout the city. Discussion held. A poll of the board on having "Established 1919" resulted in 6 in favor and 3 preferred either no date or different wording. Further discussion held; the word "established" was agreed upon. A second poll resulted in 5 in favor of 1919; 2 in favor of 1928; and 2 had no vote. Breuckman will have new proposed banners with the recommendations at the next scheduled meeting.

### **Other Business**

City Manager Breuckman reported that WA3 will be funding part of the barrel study with grant money for the streetscape work in Pleasant Ridge. Some trees have been planted and some tree well areas are being modified.

With no further business Chairman Bolach adjourned the meeting at 8:05 p.m.

Submitted by:

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Amy M. Drealan, City Clerk  
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