

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

Regular Downtown Development Authority Meeting Monday, March 23, 2015

Having been duly publicized, Vice Chairman Laidlaw called the meeting to order at 7:00 p.m.

Present:	Christensen, Decoster (Arrived at 7:15p), Laidlaw, McAuliffe, McCutcheon,
	O'Brien, Schlesinger
Also Present:	Assistant City Manager Scott Pietrzak; Commissioner Ann Perry
Absent:	Bolach, Lenko

<u>Minutes</u>

DDA-2015-1505

Motion by O'Brien, second by McAuliffe that the minutes of the Regular Downtown Development Authority Meeting on Monday, January 26, 2015 be approved.

Adopted: Yeas: O'Brien, McAuliffe, Christensen, Laidlaw, McCutcheon, Schlesinger. Nays: None.

Public Discussion

(None).

2015 Board Alley Improvement Project update

Assistant City Manager Pietrzak reported that concrete prices have skyrocketed over the past year. Bids have been submitted for the alley project from Devonshire to Eastbound 10 Mile Road, an alternate to the Oxford Boulevard bid, and costs are higher than previous estimates at \$197,221, which includes underground sewer structure. Discussion held. The City is going to look into alternatives in order to reduce the overall costs and should have a better idea in April, and will then bring a proposal to the DDA with a funding request.

Vice Chairman Laidlaw inquired as to how this will affect the 2014-2015 budget, and Pietrzak explained that this alley project would be part of the 2015-2016 budget. Alleys existed before the DDA was established in 1992. The costs may be allocated between the City and DDA. Commissioner Perry added that concrete costs are affecting the entire state as explained in MML's presentation on Proposal 1. Discussion held. McAuliffe asked to have some of the line items in the budget explained and Pietrzak complied.

Establish 2015-2016 Budget Subcommittee

Assistant Manager Pietrzak recommended that the DDA appoint three members to serve on the Budget Subcommittee. McCutcheon and Laidlaw volunteered to be on the subcommittee. Pietrzak nominated Bolach to serve as well.

DDA-2015-1506

Motion by Schlesinger, second by O'Brien, that the Pleasant Ridge Downtown Development Authority appoint McCutcheon, Bolach, and Laidlaw to serve on the DDA Budget Subcommittee.

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

Other Business

Christensen reported that she had a discussion with Pietrzak about a neighborhood party sponsored by the DDA businesses in lieu of one of the concerts in the park in order to bridge the gap between the residents and the businesses. Discussion held as to whether tickets should be sold, cash bar, or possibly having the DDA sponsor a band. Main Street would be closed off to host the event. McCutcheon suggested that the event should be free to the businesses and their employees, and residents purchase tickets. A weekend in September was suggested for the event. Pietrzak will check the city calendar and local events so there is not a conflict. McAuliffe recommended that a meeting should be held with the business owners to get feedback as to what they would like to see the event be. Pietrzak suggested that a sponsorship program may be something to consider for the businesses to participate which is a good marketing tool. Brief discussion held about including neighboring city businesses or chambers of commerce.

McAuliffe has a draft letter proposed to the businesses to introduce the DDA's goals for community involvement and the concept of creating a directory. Laidlaw recommended that communication amongst the DDA members be via email to finalize the letter to speed up the process of distribution.

With no further comments or discussion, Vice Chairman Laidlaw adjourned the meeting at 8:03 p.m.