

Approved: DDA Meeting 9 05 07 Max Plante, Sec

Downtown Development Authority

City of New Baltimore

MINUTES

Regular Meeting 2007 - 1st Wednesday of the Month

Wednesday, August 1, 2007

Call to Order by the Chair, Cindy Holmes, at 7:08 P.M.

Members Present: 1] Mayor Thomas Goldenbogen, Chief Executive Officer of the City, 2] Cindy Holmes, Chairman, 3] Oscar Socia, Treasurer, 4] Max Plante, Secretary, 5] Shannon Longstaff, 6] Nancy Gruca, and 7] Dick Pierson.

Not Present: 8] Sandy McClure, Vice-Chair at an annual family vacation, 9] Joe Drompp out of town, 10] Karl Rutledge, Planning Commission Member (stuck on I-94 per 6:50 PM phone call to Sec. by his wife, Mary, and 11] Andre D'Anna – new member has never attended.

Quorum: 7 of 11 [6 required]. Previously Cindy Fahr resigned as she will be up north more often.

Others Present: Marc Levisé, Admin Assist.

Private Reading Time for Minutes of June 6, 2007 was provided by Chair. Minutes were emailed by Plante on Saturday, July 21, 2007 at 8:27 PM but not received by anyone. Plante apologized and will have to determine why they were not received although they were properly reflected in his Sent Items Folder. Mark Levisé photo-copied Plante's original for each member.

No July Meeting which fell on July 4, 2007.

Minutes of Wednesday, June 6, 2007 were approved by MOTION of Tom Goldenbogen and seconded by Nancy Gruca as corrected to reflect onion skin (vs. union skin) and expenses stated by Nancy Gruca to reflect \$100 for engraving and installation of Eggert brick and \$120 other installation charges for the total of \$220. All approved.

Minutes Signed "Approved" by the Chair and given to Mark Levisse.

No Public Discussion. None in attendance.

Agenda emailed to all Members by the Chair approved by MOTION of Shannon Longstaff and seconded by Tom Goldenbogen with the addition of Street Sweeping to be included in Item 4. All approved.

TREASURER'S REPORT BY OSCAR SOCIA: Balance Sheet as of June 30, 2007 and Statement of Income and Expense 7/1/06 thru 6/30/07 were provided each member [and the City Auditors] with all figures reconciled to Bank figures. 7 Day Notice CD \$157,000.00 at APY [Annual Percent Yield] 4.50% [to date with interest \$158,730.10] with Checking \$4,320.22 [with interest of \$114.18 included] at .60 Fluctuating Percent, represent Total Assets of \$161,320.22. Accounts Payable to Citizens State Bank \$81,843.11 and a Net Worth of \$79,477.11 Totaling \$161,320.22. Other pertinent figures reflect Captured TIFA of \$59,694 and Net Novak Settlement of \$41,270 while Total Revenue is \$103,635.26 and Expenses of \$11,816.67 provide a Net Profit of \$91,818.59. MOTION for "resounding" [per the Mayor] approval by Nancy Gruca and seconded by Shannon Longstaff. All in favor.

Gift of Watch to Max Plante by MOTION of Tom Goldenbogen and seconded by Dick Pierson be approved and the reimbursement to Oscar Socia to be paid. All in favor. At the May 2, 2007 Meeting a beautiful Movado watch was presented to Max for his 20 years of service to the DDA from its inception March 18, 1987 with many of the years as Secretary or Chairman. Max was quite stunned and most appreciative of this exquisite gift. Since the May 2, 2007 Minutes were NOT Approved [at least up to this date and for other reasons] this approval of the gift and price is being herein properly recognized. The watch was selected by Oscar in Florida at an exclusive US Movado Corporate Facility which has a private one day a year event with 70% off its Swiss crafted watches. The exact amount paid will be reflected in the next DDA statement which will be 30% of the

approximate \$1,000 price. All this presently recorded and published, Max can now begin to wear the watch.

RESIGNATION of TREASURER, Oscar Socia. Oscar presented while standing a moving letter of resignation after serving 20 years as Treasurer of the DDA. He carefully noted that this is with regret since he has enjoyed this particular service to the City of New Baltimore and the many people he has served with. He in particular wanted to support and be of help to Tom Goldenbogen for whom he has years of respect. Oscar is now 80 and he feels that he just doesn't have the zeal and vigor to continue with the same effort and energy he has previously devoted to the City. While his oomph is not what it used to be, he none-the-less is proud of New Baltimore and continues to be highly supportive and is pleased to see the new and "get it done" energy of the current DDA.

Acceptance of Resignation was sad and not something Tom Goldenbogen wanted to do at all. However, all feel Oscar will still be in town and we can all continue to enjoy his famous delightful and caring company.

New Treasurer Selection to wait until some new members are appointed by the Mayor. In the meantime Nancy Gruca and Max Plante are two required signatories on the bank accounts.

Attendance Excused for Sandy McClure and Joe Drompp by MOTION of Oscar Socia and seconded by Shannon Longstaff. All approved. Note: Karl Rutledge's wife, Mary, had called and left a phone message for the Secretary at 6:50 PM noting a lengthy I-94 delay, and that Karl was disappointed since had several items for the meeting.

NOT Excused Absence for Andre D'Anna by MOTION of Shannon Longstaff and seconded by Dick Pierson. All approved.

Removal of Andre D'Anna as a DDA member by MOTION of Shannon Longstaff and seconded by Dick Pierson. All in favor. While the DDA does not have its own per se Rules at this time, the City Codified DDA Ordinance [and State statute]referred to at the meeting states the Mayor at a City Council Meeting may remove [independent of "for cause"] a member with three absences. The Mayor explained that Andre had expressed several times a desire to serve on the DDA, but once appointed failed to attend a meeting. The Mayor also voting in favor of the removal MOTION.

Current DDA Board Members will be 9 vs. 12. Cindy Fahr, Oscar Socia, and Andre D'Anna represent the 3 member reduction.

Power Point Presentation to City Council in favor of an Economic Director by Cindy Holmes, Chair and Sandy McClure, Vice Chair was discussed. All felt it was a job very well done and certainly was effective. It showed slides of our downtown and other downtowns including Milford, Richmond, St. Clair, and others which illustrated what improvements these Cities made and what in general New Baltimore can do. The Mayor noted the much larger TIFA proceeds they have and that these same kind of very large proceeds should be one of the goals for our proposed Economic Director.

Budgeting for Director of Planning and Economic Development [later established to be the correct title] approved by City Council and to be established for 2007 -2008. The DDA is very pleased with this Council action and firmly believes it will make a huge difference in moving our City definitively forward.

Job Description/Salary Pkg., etc was developed in part by DDA members to submit to the Mayor for his consideration. Various input came from differing sources and compiled both written and orally by the Chair. Sandy McClure and Joe Drompp emailed their thoughts to Cindy. These were discussed and need to be combined in part with what the Mayor feels will be necessary for the City Planning element and the LDFA [Local Development Financing Authority] element of the job. Salary, benefits, and incentives will take final shape in the interview process and dependent upon the history and qualifications of applicants. All feel that with the internet as better explained by the Mayor that the exposure all over the United States is just extremely impressive. Thus the opportunity to get somebody just great is extremely enhanced, and thus the future of our City and Downtown can be very bright indeed, and certainly all the great work that has been done recently by Ride the Wave and others is just all the more reason we can attract someone better who already can see results that everybody can more easily build on. Tom discussed that this person needs to report to the Mayor and other cooperative planning will be developed as we all go along. Tom mentioned a potential salary range between \$45,000 and \$55,000 with benefits then reaching \$70,000. The salary split between various groups to be determined.

Volunteerism in New Baltimore was discussed by Dick Pierson and he noted just how effective it already is in our City and that nothing we do in the future

should diminish this. Nobody would want anybody thinking that because we have an Economic Director that he or she will just be doing everything, and the rest of us can just sit back and stop doing all the good things that are now being done. Dick is positively right about this.

Existing Committees within Ride the Wave were noted by Cindy Holmes. There are an impressive number of committees and each is well thought out and important. Ride the Wave might discuss these with us and teach us quite a bit and to consider how they can make up the future strength of the fabric of our City.

DDA Plan of February 23, 1989 needs a very serious review and a new plan carefully developed fully incorporating all the changes in recent years and now considering the Ride the Wave group and also an Economic Director.

Historic District was discussed briefly. Tom expressed some concerns over the big inconvenience he sees delivered to people who do not own historic homes and buildings in form of required permits, fees, meetings, etc.

New Plants in Downtown look terrific and a lot of work has accomplished a new look over a short period of time. Nancy Gruca has done a great job bringing a lot of greenery into Downtown which is in itself good for downtown, but it also just looks very attractive and aesthetically pleasing. She has been looking into our potted trees and they are dying for lack of proper watering and perhaps not the best selection of a tree for this type of use. The decision is to continue with these and determine a better plan for the future. Watering of the trees by Pam of New Baltimore Florist was investigated by Cindy Holmes but everyone agreed the expense is a little heavy.

Flowered Water Barrels look great and the watering is successful by Pam of New Baltimore Florist and the price paid by the City seems reasonable.

Ride the Wave Downtown Cleanup was remarkable. A good group got out there with brooms, rakes, and their hard work. Much was cleaned up along with some painting, window washing, new blinds, and just an energy that everybody could see.

Sidewalk Sweeping was discussed with all recognizing that this just has to be done. If these are not swept, Washington just won't look good. It seems that some think the store and building owners should do it, and others saying their

experience over the years indicates that it needs to be a DDA or City project to be done on an appropriate schedule with payment by the DDA or the City. No resolution as yet.

Cigarette Butt Holders perhaps are needed on Washington Street. The grassy area used by the Los Vegas tent is a disgrace. Perhaps because of very little rain, the butts are still just everywhere.

Street Cleaning was determined by the Mayor that it has to be a City responsibility.

Reimbursement to Nancy Gruca in the amount of \$131.75 for plant supplies, etc. by MOTION of Max Plante and seconded by Shannon Longstaff. All in favor.

Year Round Sound System on Washington Street was decided to be a great idea particularly if it can be wireless and will work over the necessary distances. Shannon Longstaff discussed how different music can be selected for differing time periods and not very expensive. MOTION by Oscar Socia and seconded by Nancy Gruca to indorse this idea and to explore DDA funding with Dick Pierson and Tom Goldenbogen to further investigate this exciting idea. All in favor. It sure would be nice when you are on Washington Street to hear pleasant music.

Large Grey Edison Electric Box on the sw corner of Green and Washington to be used as a sign. Perhaps a box-like vinyl banner could be placed over the Edison Box and painted for particular events and removed until some new event. Tom will talk with Edison when there is a prudent opportunity.

Electric Changing Sign discussed for the lawn of City Hall. It would need to be done in a very attractive manner. It would be very useful for Concerts in the Park and other City events along with City information again presented in interesting wording and attractive fonts. While the Planning Commission is remarkably concerned about signs, a City sign benefits 12,000 residents versus a single business. Furthermore, the City can properly fund an attractive setting and a pleasant communication mode.

Family Fun Night in the Park Friday, July 20 was a huge success with super attendance consisting of parents and mostly younger kids. Hot dog sales, cookies, ice cream, and pop were enjoyed by all along with a well know Irish Band pleasing everybody. The warm breeze off Anchor Bay couldn't have been

nicer and the cooler temperatures just perfect for watching a movie under the blankets family style. No financial report at this time.

Next Event Friday August 18 by popular demand with the movie "Cars" which will be just perfect. Ride the Wave is just a dynamite group showing everybody just how to make our Park great fun using just us people getting together along with kids just about everywhere. A perfect disc jockey is going to provide the sound that keeps people happy tapping.

Ride the Wave Again Sunday, September 16 following the Car Show and the New Baltimore Historical Society History Fair on Saturday, September 15th. This Ride the Wave group just doesn't back-off from all the work it can find for itself.

Approve Voice Advertising [in recognition of the recent July 20 fabulous In the Park event] for the next event on Friday, Aug. 18 by MOTION of Max Plante and seconded by Tom Goldenbogen. All approved an area specific 12,000 piece flyer at \$498.75 with a printing cost of \$339.00 for a total of \$832.75. This is much less than the \$1,600 for the July 20 event. The flyer for legal purposes per Tom has to include some recognition of the DDA for its expenditure.

Mural on Police Department North Wall discussed and considered very good by everybody. Thanks to Laurene Amaye who just did a super job conceiving the art and then painting it so well and at a very reasonable price. MOTION by Oscar Socia and seconded by Nancy Gruca to approve another mural and to leave it to Shannon Longstaff's great taste to work with Laurene in selecting another site and encouraging more great creative art and to determine the price. All approved with everyone excited to see what will be next from Shannon and Laurene. If the Rec Building is selected, Larry Gingas to be consulted.

Scarecrow Contest on Washington Street Lampposts with prizes conceived and now managed by Nancy Gruca as a joint venture of the DDA and Ride the Wave. Scarecrows to be on display from September 16th through October 27th. Beautiful Official Scarecrow Competition Entry Forms with all fun and pertinent information are now available at the famous *Pink House* on Front Street and due back by September 7 with each unique scarecrow entry to be handed over to a contest official at the DPW yard on September 9 for site selection and erection by careful people. There are five various contests to entertain almost any business, adult, child, or group. There is even a Mayor Goldenbogen look-alike scarecrow contest. Tom sure is game. Join in.

MAYOR UPDATES:

New Water Plant in use last Sunday July 29 and producing remarkable water with only .002 turbidity. This is a very lofty achievement. Dedication to be Sunday, Oct. 7 at 1:00 PM with finger food planning etc. by the Citizens Advisory Committee.

DPW Facilities planning is moving forward well.

Waste Water Treatment Plant is moving into the bidding process.

Beach is approved and planning along with dredging is being finalized.

Pier is Approved and final planning in the works.

Boardwalk plans is to now use concrete but done attractively to avoid use of wood which may have only a 15 year life. Boardwalk still a preferred name.

Boat House okay and in the mill.

County Line Bike Path now finally going from Green to traffic light past new high school. This is real success with the right-of-way acquisitions moving along.

Road Repair Plans experiencing what Tom has found out to be a fact, in that it seems everything takes a disappointing 18 months.

New Court Building again ongoing with a new construction manager hired by Macomb County.

Sale of Water Facilities to Detroit not at all a consideration.

Brick Sales by Nancy Gruca with 2 more additions and Order Forms being placed in various locations. Nancy is wisely always looking for more places for the Order Forms.

Brick Contest Winners were reported by Nancy Gruca. She and Beth were surprised at how quickly the clues were deciphered and the brick located.

Beth Bagley Stanton to be sent a thank you card signed by all members for taking on the Brick Contest clues for us. The card a nice idea by Cindy Holmes along with her purchasing the card and getting all the member signatures.

Chamber of Commerce Update by Tom Goldenbogen noted a nice noontime box lunch at Brandenburg Park where both he and Jim Ellis gave updates on

their projects and a State of the Union type commentary. It was such a nice turnout that Tom was pleased it exceeded the Mark Hackel crowds. The Chambers next event will be a noontime lunch grilled by Outback and only \$20 per guest who are always welcome. Eric Smith will be the guest speaker.

Anchor Bay Chamber of Commerce Membership suggested by Plante. A later agenda item for consideration.

RESIGNATION BY CINDY HOLMES, CHAIRMAN: Cindy regretfully resigned since she has taken a very good and challenging job in Troy in her field of Mortgages that will be from 10:00 AM to 7:00 PM thus leaving her no time for 7:00 PM DDA meetings. She was needlessly apologetic since she really had no way of knowing what her term as Chairman would ultimately be. She said she very much liked the task as Chair and was enjoying it. All members complimented her on a fine job she was doing and the results are evident to all and particularly anyone going into our Downtown. All members appreciated her excellent work and wish her well and much success in her new position in Troy.

New Chairman to be considered while the Vice Chair takes on the Chairman role. The DDA with Cindy's unfortunate resignation is reduced by 4 members and is now at 8 of 12 members.

Paid Ads in the Channel suggested by Dick Pierson. Tom commented he is having to change the Channel printing vendor and would like to upgrade the appearance. Ads to be discussed at the next meeting.

Sidewalk Sandwich Signs not on the agenda tonight.

Next Agendas to include considerations of a new Chairman and a new Treasurer.

Next Meeting Wednesday, September 5, 2007 at 7:00 PM [the 1st Wednesday of the month].

Adjourned at 9:30 PM by MOTION of Nancy Gruca and seconded by Max Plante. All in favor.

Max Plante, Secretary