



**DOWNTOWN DEVELOPMENT AUTHORITY AGENDA
REGULAR MEETING – JANUARY 7, 2021 – 7:00P.M.
MINUTES**

ROLL CALL OF MEMBERS

MEMBERS PRESENT: Joe Pagano, Chairperson; James Martin, Vice Chairperson; Wendy Smith, Secretary/Treasurer; Mayor Mark Hammond, Standing Member; Members Michael Crowder, Shayla Hopper, Alisa Maul (7:04) and Diane Parker (7:12).

MEMBERS ABSENT: Member Tracy Cooper.

ALSO PRESENT: Liz Hendley, AICP, Director/Economic Development Director; Matt Sype of C.E. Raines Company; Brian Keeseey, McKenna Associates; and Bill Barker.

Motion by Martin, supported by Hammond to excuse the absent member. All present voting “Yes”.

APPROVAL OF MINUTES

Motion by Pagano, supported by Crowder to approve the minutes of the Regular Meeting of December 3, 2020. All present voting “Yes”.

CITIZENS TO BE HEARD

None.

MEMBERS’ AND CONSULTANTS’ REPORTS

Vice-Chairperson Martin indicated he would speak about items on the agenda.

Mayor Hammond mentioned that he noticed the Christmas lights were down and congratulated the DDA on a wonderful job.

Member Maul said she was sorry to see the lights go and feels there should be white lighting just in the Downtown year-round. Asked that all support local restaurants.

Secretary/Treasurer Smith noted that the Christmas lights and decorations looked great and wants to add more to Downtown. She suggested a passport program aimed at supporting local restaurants for carry outs.

Member Hopper commented on how lovely the lights were and is sad to see them go.

Member Crowder thought the lights were terrific and is struggling as a local restaurant while the fast food places are doing great.

Member Parker got together with Chairperson Pagano and talked about working with the Recreation Department to plan on Taste of Flat Rock as FROH’s first post-COVID event (hopefully). Director Hendley noted appropriate staff from Recreation have been invited to the next FROH meeting.

Chairperson Pagano wished everyone a Happy New Year and thanked them for their hard work in 2020. He is working on a list of projects with Director Hendley that he wants to create and prioritize at the next meeting. What’s most important

and why? How does it affect businesses? The City as a whole? Joe also noted he was going to continue to see what he can do about temporary lighting in the Downtown.

Director Hendley noted Late Correspondence from C.E. Raines.

NEW BUSINESS

Review of Place + Main Documents and Proposed Logo/Place Branding:

Chairperson Pagano noted it looks good and like “Historic” added to the logo.

Vice Chairperson Martin likes the logo but would like to see the former tagline of “You’ll Like It Here” in place of “We’ve Got You Covered”.

Member Maul likes the “Historic” on the logo and the waves under the word “Rock”.

Member Parker also thinks we should go back to the old tagline and replace “We’ve Got You Covered” with “You’ll Like It Here”.

Other general comments included removing the “building” and replacing it with a tepee or nothing at all and lowering the bridge to make it look more like our bridge as opposed to a barn-like structure. Director Hendley will contact Place + Main.

Bronner’s Christmas Sale Information:

Chairperson Pagano noted the decorations hung on Vreeland were too big and they need to be properly sized.

Vice Chairperson Martin liked the idea of doing decorations with the “Across the Street” decoration on either side of the railroad viaduct bridge, noted that he likes the “Astero Rise Blue” style. Would need to get permission from the railroad. Director Hendley will contact and report back.

Secretary/Treasurer Smith liked the idea of “Selfie Stations” and though they would be a great addition to our Christmas décor and would potentially bring people in to stop and take a picture.

Member Maul noted that we should also concentrate on Huroc Park and use as part of a Winter festival with horse & carriage rides, lighting, outdoor pop-up buildings and showcase Flat Rock as a destination.

Member Parker agreed with the ideas for decorating Huroc Park.

Matt Sype mentioned that receptacles would need to be addressed for lighting in Huroc Park.

Members are to prepare “Wish Lists” and prioritize Huroc Park or Telegraph/Vreeland.

Business License Letter: Member Hopper noted that they could potentially form a coalition through FROH to reiterate how important accurate information is on Business Licenses, especially email addresses for purposes of contact.

OLD BUSINESS

Vreeland/Telegraph Road Sign (Meijer/CVS Plaza): Consultant Keesey will follow up with CVS Plaza owner regarding the status of their landscaping. The project is ready to go out to bid the 3rd week of January with opening in February and award in March.

Motion by Pagano, supported by Maul to put the Vreeland/Telegraph Road Sign project out to bid. All present voting “Yes”.

Project Updates: Rite Aid Sign and scheduling of Arsenal Road Traffic Study moved to 2021. Another trash receptacle should be placed near Station 24. McKenna Consultant Keesey will send the information.

Development Plan Update: Brian Keesey of McKenna requested comments on the latest draft. He will incorporate changes and bring back in February. A public hearing should be set for March and once approved, sent to City Council for another public hearing and adoption after 60 days.

Garden Boulevard Relandscaping/Streetscape Review: Place on the April 2021 agenda for follow up.

26139 Gibraltar: Pending results of underground radar search for tank.

DDA FINANCIAL REPORTS

Dated 12/11/20.

PAYMENT OF CURRENT BILLS

Motion by Hammond, supported by Martin to approve the payment of current bills. All present voting “Yes”.

FROM	FOR	AMOUNT
Kaleidico	#3940 Web Hosting and Maintenance	\$100.00
G.L.C.	#24686 Grounds Maintenance	\$625.00
C.E. Raines	#17366 DDA Electronic Sign – Telegraph and Vreeland	\$278.38
C.E. Raines	#17399 DDA General Consulting Charges	\$411.83
C.E. Raines	#17404 Garden Blvd. Landscape Improvements	\$122.18
City of Flat Rock	See Attached	\$8,418.92
Linden Industries	Vreeland Road Plaza	\$1,424.00
	TOTAL:	\$11,380.31

CORRESPONDENCE AND MISCELLANEOUS INFORMATION

Discussion regarding the selection of 3 sites for the Place Plan RRC ensued and the following sites will be forwarded to Place + Main: 1. St. Vincent’s, 2. Seneca/Gibraltar Vacant property and 3. Hotels/Southern Nights.

ADJOURNMENT

Motion by Martin, supported by Maul to adjourn the meeting. All present voting “Yes”. The meeting was adjourned at 8:34p.m.

Respectfully Submitted,
Elizabeth Hendley, Director

Members of the Downtown Development Authority

Joseph A. Pagano, Chairperson, June 13, 2022; **James Martin**, Vice Chairperson, June 13, 2022; **Wendy Smith**, Secretary/Treasurer, June 13, 2022; **Mark Hammond**, Mayor, Standing Member; **Tracy Cooper**, June 13, 2024; **Michael Crowder**, June 13, 2024; **Shayla Hopper**, June 13, 2022; **Alisa Maul**, June 13, 2022; **Diane Parker**, June 13, 2024; **Liz Hendley**, Director
cc: Newspapers, Charles E. Raines Co., McKenna Associates PLEASE Notify Liz at 734-789-2323 if you cannot attend!

