

**VAN BUREN CHARTER TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY
Tuesday, July 23, 2019 – 5:30 pm**

Chairman Atchinson called the meeting to order at 5:42 p.m.

Roll Call: Members Present: Chairman Atchinson, Vice Chair Bird, Director Chudzinski, Director Laginess, Director Rochowiak, and Supervisor McNamara. Members absent/excused: Secretary Brown, Director Baskin, Director Chappell, Director Foster and Director Delibera. Others in attendance: DDA Executive Director Ireland and Recording Secretary/Deputy Director Lothringer.

Approval of Agenda: McNamara moved, Vice Chair Bird seconded to approve the agenda as presented. Carried.

Minutes: Laginess moved, Rochowiak seconded to approve the DDA Minutes of Tuesday, June 25, 2019 as presented. Carried.

Reports: DDA Executive Director Ireland provided an update on Pedestrian Overpass. MDOT is working with the contractor to correct a couple of drain issues. Additionally, Director Ireland notified MDOT of several trees that are failing to thrive. MDOT will have the landscape crew do an assessment at their next scheduled visit and a plan to correct the situation will be put in to motion.

Director Ireland informed the board that the placemaking project is moving along. Pathways have been poured and masonry and millwork are nearly completed.

Director Ireland shared with the board that she was finally able to obtain the part numbers and 5 sets of replacement parts have been ordered for the Belleville Road streetlights. The estimated time of delivery is between 8 and 15 weeks depending on the particular part. As soon as these arrive she will contact DTE to come out and replace the pole near Express Tire.

The trees on Belleville Road have been trimmed and dead or infected trees that are within the streetscape have been removed or tended to. There is a pinch in the waterline at the Belleville Road / Ecorse Road intersection and the VBT water department is trying to trace down where that is in the system. They are taking extra measures in hopes that we do not lose any plantings.

Director Ireland, Deputy Director Lothringer and the subcommittee members met with Wade Trim to begin initial discussion on potential CIP projects for the DDA. A follow up meeting was held between staff and Wade Trim to categorize and prioritize potential projects. Wade Trim will be putting together viability and cost estimates for each of the potential projects.

On July 30th, Director Ireland will attend a meeting of the Michigan Downtown Association Education Committee. They will be finalizing the certification program that MDA will be putting into play in 2020.

Director Ireland and Deputy Director Lothringer attended the July 11th meeting of Aerotropolis. At that meeting they learned that Marco Salomone has submitted his resignation and his last day will be August 2, 2019. A special meeting will be held on July 29th at 2:00 p.m. to approve a job description for posting.

The township has set budget reviews for August 5 and 6, 2019. The DDA is scheduled for Monday, the 5th at approximately 2 p.m. for any DDA members who wish to attend. The DDA finance committee will be meeting immediately following the board meeting this evening.

DDA Assistant Director Lothringer provided the board with an update of the most recent social media and email outreach efforts. She shared that in the past 3 weeks posts to the DDA Facebook page have reached nearly 26,000 people with nearly 9,600 of those engaging through either liking, commenting or sharing the posts. She has also informed the board that she has begun using the hashtag #PROUD2BVBT on social media posts as an opportunity for additional engagement. Lastly she reported that the DDA currently has 1,566 followers and has an average response time of less than 57 minutes.

Lothringer reported that the Sculpture Showcase brochures have been printed and delivered. She shared that she has completed 3 articles with photographs for the upcoming issue of Van Buren Today. Topics for these submissions were: "Make a Splash in Van Buren Township", "FAQ's about the DDA" and "The Power of Placemaking". She will expand on those themes with additional pieces in future editions. Deputy Lothringer noted that projects in process include the August spotlight and final review for the Walking/Welcome Map and the Metro Detroit Relocation Guide, formally known as A-Source.

Lothringer reported that the splash pad project is moving along on schedule, water pressure testing was done on Saturday, July 13th and landscaping will begin late in the week of July 22nd. Weekly progress meetings are taking place with almost daily contact with the contractor as well. She is beginning the tasks for holding a soft opening and a grand opening.

Plans for Public Safety Day are coming along nicely. Lothringer stated that she has secured the location and vendors for the event and is in the process of redesigning the flyer and posters. She reminded board members to please "save the date" and join in on the fun on Saturday, September 14th from 10 a.m. to 2 p.m. in the Menards parking lot.

Lothringer reported on various meetings that she and Director Ireland have taken part in during the past month. These included meeting with LeClerc Lighting to discuss potential holiday displays, Issue Media Group to discuss a potential marketing campaign and HLF to select furnishings for the placemaking project. Lastly she provided a recap of the PLACE workshop she attended at SEMCOG.

New Business: None

Communications: None

Non-Agenda Items: None

Adjournment: Laginess moved, Bird seconded to adjourn at 6:17 p.m.

Respectfully submitted,

Lisa M. Lothringer
Recording Secretary