

ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY MEETING MINUTES

Wednesday, October 1, 2014

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: Mr. Mouat called the meeting to order at 12:00 p.m.

1. ROLL CALL

Present: Cyndi Clark, Russ Collins, Roger Hewitt, Joan Lowenstein, Al McWilliams, John Mouat, Keith Orr, Rishi Narayan, Steve Powers, John Splitt

Absent: Bob Guenzel, Sandi Smith

Staff Present: Susan Pollay, Executive Director
Joseph Morehouse, Deputy Director
Amber Miller, Planning and Research Specialist
Jada Hahlbrock, Management Assistant

Audience: Frances Todoro, State Street Area
Art Low, Republic Parking
Diane Neering, SAWC
Ellen Schulmeister, SAWC
Ed Vielmetti
Marsha Chamberlin, Public Arts Commission
Nancy Shore, getDowntown
Ray Detter, Downtown Area CAC
Andrew Cluley, WEMU
Maura Thomson, MSAA
Scot Greig, Necto & Greig Management
Harvey Pillersdorf
Ali Ramlawi
Ryan Stanton, Ann Arbor News

2. AUDIENCE PARTICIPATION

Marsha Chamberlin said the Art Commission is working to place two bronze Adirondack chairs at the Farmers Market in memorial to beloved community figure Coleman Jewett. The DDA is asked for a \$17,000 grant to be used for site preparation for this art installation.

Frances Todoro said that the members of the State Street Association are very supportive of a downtown ambassador program. They appreciate the exploratory work the DDA has done and would be happy to provide input to help the DDA make its decision.

3. REPORTS FROM CITY BOARDS AND COMMISSIONS

Downtown Area Citizens Advisory Council. Mr. Detter said that Ms. Pollay attended to share information about DDA projects. As downtown residents, CAC members shared their belief that visitor information/hospitality was a more important ambassador program focus than nuisance abatement or addressing perceptions of safety, and that a more affordable way to provide this would be through volunteers rather than paid ambassadors. The other discussion topic was the Courthouse Square building, including reports of concerns about maintenance and management. CAC members and guests want to assert that that they want Courthouse Square to remain affordable and a downtown living space for seniors.

4. PUBLIC HEARING ON PROPOSED PARKING RATE CHANGES

Mr. Hewitt moved and Mr. Orr supported a motion to open the Public Hearing on Proposed Parking Rate Changes. The board voted unanimously to open the public hearing.

Mr. Vielmetti said that parking rate changes may affect congestion levels at parking facilities and suggested that the DDA investigate the mapping software used by MDOT to monitor congestion on freeways.

Mr. Ramlawi said that he wanted to know how the money from the parking rate increase would be used, and suggested that it be used to plow snow in the intersections and at the curb ramps. He said that the parking system is seen as expensive and clunky, and the user experience needs to be improved.

Mr. Greig said that increased parking rates will force local businesses out, and downtown needs a balance of corporate and local business owners. He said that increasing costs will encourage employees to move to Detroit where costs are lower.

As there were no other individuals wishing to speak at the public hearing, Mr. Hewitt moved and Ms. Lowenstein seconded a motion to close the public hearing. The board voted unanimously to close the public hearing.

5. COMMUNICATIONS FROM DDA MEMBERS

Mr. Hewitt reported that the Connector Study public meetings previously scheduled for September had not yet been rescheduled.

6. EXECUTIVE DIRECTOR REPORT

Ms. Pollay said that she wanted to report on three items of interest. She reported that DDA and City staff are working with representatives of the Main Street Area Association and Main Street BIZ to develop a strategy to help more downtown trees thrive. She noted that more downtown residents will change how downtown looks and operates. She gave as an example that downtown residents are requesting that alleys serve residential interests as well as commercial interests, including complaints about smells and delivery trucks affecting their ability to access private parking spaces. Ms. Pollay also shared news from Lansing about

proposed legislation that would make changes to the state DDA Act. For instance, draft language would clarify where DDAs could be established, it would strengthen reporting and transparency requirements, and it may set forward new requirements for the DDA and TIF funds. Ms. Pollay said she will share updates as they become available.

7. APPROVAL OF MINUTES

Mr. Hewitt moved and Ms. Lowenstein supported approval of the September 2014 DDA meeting minutes.

A vote on the minutes showed:

AYES: Clark, Collins, Hewitt, Lowenstein, Mc Williams, Mouat, Narayan, Orr, Powers, Splitt

NAYS: none

ABSENT: Guenzel, Smith

ABSTAIN: None

The motion carried.

8. STREET FRAMEWORK PLAN PRESENTATION
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Ms. Miller, Mr. Doyle from Smith Group JJR and Ms. Pulcifer from the City of Ann Arbor presented information, including what the final product will look like, how it will be used, and how it will be kept updated. Board members asked questions and provided feedback.

9. A. PARTNERSHIPS/ ECONOMIC DEVELOPMENT COMMITTEE

Shelter Grant. Ms. Lowenstein moved and Mr. Powers supported the following resolution.

RESOLUTION TO PROVIDE A GRANT TO THE SHELTER ASSOCIATION OF WASHTENAW COUNTY FOR THE PURCHASE OF CAMERAS

Whereas, The DDA mission is to encourage private reinvestment in downtown and one of the ways it works to accomplish its mission is in partnership with community agencies;

Whereas, Condominiums, apartments and a new hotel have been or are under construction in the area along Huron Street, west of Main Street, and it is a goal for the DDA to see other sites in this area be developed;

Whereas, The Shelter Association of Washtenaw County runs the Delonis Center which is located within this area, and they have been recognized for many years for successfully managing activities within their building, as well as taking a proactive management approach to the area outside their building;

Whereas, An important management tool the Shelter Association has relied on has included their security cameras, which need to be replaced with newer technology and increased in number, and the DDA has been asked for a \$30,000 grant for this project;

Whereas, Washtenaw County will be contributing \$7,000 to the total project costs, including project management and installation;

Whereas, The DDA Partnerships Committee met with representatives of the Shelter Association to learn more details, and are recommending approval by the DDA in support of its mission;

RESOLVED, The DDA approves a grant in the amount of \$30,000 to the Shelter Association of Washtenaw County for the purchase and installation of security cameras in support of the DDA mission, with funds to be taken from its FY 2015 Housing Fund budget.

Ms. Schulmeister clarified that the amount of the request was \$27,000. **Mr. Hewitt offered a friendly amendment to modify the grant amount from \$30,000 to \$27,000. Both Ms. Lowenstein and Mr. Powers said they saw the amendment as friendly.** Ms. Lowenstein explained the reasons for the grant, and noted that the County contribution to the project. The amended resolution is as follows.

RESOLUTION TO PROVIDE A GRANT TO THE SHELTER ASSOCIATION OF WASHTENAW COUNTY FOR THE PURCHASE OF CAMERAS

Whereas, The DDA mission is to encourage private reinvestment in downtown and one of the ways it works to accomplish its mission is in partnership with community agencies;

Whereas, Condominiums, apartments and a new hotel have been or are under construction in the area along Huron Street, west of Main Street, and it is a goal for the DDA to see other sites in this area be developed;

Whereas, The Shelter Association of Washtenaw County runs the Delonis Center which is located within this area, and they have been recognized for many years for successfully managing activities within their building, as well as taking a proactive management approach to the area outside their building;

Whereas, An important management tool the Shelter Association has relied on has included their security cameras, which need to be replaced with newer technology and increased in number, and the DDA has been asked for a \$27,000 grant for this project;

Whereas, Washtenaw County will be contributing \$7,000 to the total project costs, including project management and installation;

Whereas, The DDA Partnerships Committee met with representatives of the Shelter Association to learn more details, and are recommending approval by the DDA in support of its mission;

RESOLVED, The DDA approves a grant in the amount of \$27,000 to the Shelter Association of Washtenaw County for the purchase and installation of security cameras in support of the DDA mission, with funds to be taken from its FY 2015 Housing Fund budget.

A vote on the amended resolution showed:

AYES: Clark, Collins, Hewitt, Lowenstein, Mc Williams, Mouat, Narayan, Orr, Powers, Splitt

NAYS: none

ABSENT: Guenzel, Smith

ABSTAIN: none

The resolution passed.

Partnerships Grant Policy. Ms. Lowenstein said the discussion about possible amendments will continue at the October committee meeting.

Partnerships Grant Request: 318 W. Liberty. Ms. Lowenstein said the developer shared information, including the anticipated cost to upsize a water main required by the City. He has contested this requirement, so the committee resolved to delay action on this grant request until this question can be clarified.

The next Partnerships & Economic Development Committee meeting will take place on October 8th at 11:00 am.

9. B. MARKETING COMMITTEE

State of Downtown Report. Mr. Mc Williams thanked everyone who provided edits and comments. He said the final document will be available online and in paper form by mid-month.

Mr. Mc Williams said that at the next meeting committee members will resume their discussion about the kinds of data the DDA may be able to gather, and how that data may be useful to downtown businesses and the DDA.

The next Marketing Committee meeting will take place on October 8th at 12:30 pm.

9. C. FINANCE COMMITTEE

Recommended parking rate changes. Mr. Narayan thanked everyone who provided input, both at the public hearing, as well as by email. The Committee would review this feedback in anticipation of a DDA board vote on the topic at the November DDA meeting.

FY 2014 Audit. Mr. Narayan said that documents have been delivered to auditors and that a draft response is expected shortly.

The next Finance Committee meeting will be Tuesday, October 28th at 8:30 am.

9. D. OPERATIONS COMMITTEE

Washtenaw County Parking Contract. Mr. Hewitt said the County has requested to merge its two parking contracts into a single new contract. County representative Greg Dill attended the meeting. There were questions about the specifics, and the Committee asked Mr. Dill to bring back a revised draft clarifying the details in time for the October Committee meeting.

Parking Structure Repairs/Maintenance. Mr. Splitt said that work will be completed by the end of the month, including painting at Maynard, concrete repairs at 4th & William and Ann Ashley, and façade repairs at 4th & Washington.

Ambassador Program Exploration. Mr. Hewitt said the committee discussed what they learned from interviews and the RFP responses, and that three Area Association representatives provided feedback regarding a possible program. Mr. Hewitt said the Committee will meet with possible funding partners to determine if they have an interest in participating financially in this program.

4th & William Improvements. Mr. Splitt said that the Committee met with representatives from Carl Walker Inc and the project was clarified to include the new stair and elevators, lobby improvements, new parking equipment and signage at the entrances. Mr. Splitt said the Committee recommends that decisions about the awning and first floor commercial build out be delayed until the next DDA board retreat. Costs and construction schedule for the elevators/stair will be discussed at the October committee meeting.

Future Committee Meeting Topic. Mr. Hewitt said that demand for downtown parking continues to grow even as use of the go!pass and other transportation options also grows. He recommended that the Committee spend time over the next few meetings to develop a revised overall strategy regarding parking and transportation to address this growing parking demand. Mr. Mc Williams added that technology can be used strategically to assist patrons in linking parking with alternative transportation choices.

The next Operations Committee meeting will be October 29th at 11:00 am.

10. OTHER AUDIENCE PARTICIPATION

Mr. Ramlawi said that he thought an ambassador program would be a waste of money and there should be a better way to get the job done. He said that the reputation of Ann Arbor is suffering and that more people are looking to Detroit to live, work and visit. He also said that the University of Michigan is the reason his business has grown, not the work of the DDA.

11. ADJOURNMENT

There being no other business, Mr. Hewitt moved and Ms. Lowenstein supported a motion to adjourn. Mr. Mouat declared the meeting adjourned at 1:08 pm.

Respectfully submitted,
Susan Pollay, Executive Director

ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY EXECUTIVE COMMITTEE MEETING
Wednesday, October 1, 2014 11am
DDA Offices, 150 S. Fifth Avenue, Ann Arbor, MI 48104

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 11:00 a.m.
Present: Roger Hewitt, John Mouat, Keith Orr, Susan Pollay (ex officio)
Absent: Sandi Smith
Others: Joan Lowenstein
Public: None

Committee actions and discussions

1. Agenda Review. The Committee reviewed the board meeting agenda for the October 1, 2014 meeting. It was noted that members of the public would be provided 3 minutes each to speak during the public hearing on the proposed parking rate increases.
2. Proposed State Legislation. Ms. Pollay reported that proposed language to modify the State's DDA Act had been submitted to the House Commerce Committee, but it is not anticipated that there will be committee discussion or action until after the elections in November.

The meeting adjourned at 11:35 a.m.
Susan Pollay, Executive Director

ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
PARTNERSHIPS & ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES
Wednesday, October 8 2014

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 11:00 a.m.

DDA Present: Cyndi Clark, Joan Lowenstein , Al McWilliams, John Mouat, Keith Orr, Sandi Smith, John Splitt

DDA Absent: Russ Collins, Bob Guenzel, Roger Hewitt, Rishi Narayan, Steve Powers

Other Participants: Margie Teall/City Council; Jane Lumm/City Council; Charles Griffith/AAATA

Staff Present: Susan Pollay, Amber Miller, Jada Hahlbrock

Public: Chang Ming Fan, Ray Detter, Sabra Briere

1. Partner Updates-

AAATA- Mr. Griffith said that Bob Guenzel will serve as interim leader during a CEO search. He said the first phase of expanded service has been well received. Ms. Lumm expressed concern about AirRide.

Planning Commission- Ms. Briere reported that review of downtown zoning continues.

AADL- Ms. Pollay said that the sidewalk and entrance work will take place next spring.

City - Ms. Lumm said that taxis and ride sharing programs were discussed at the City Council meeting.

DDA- DDA members provided updates about a possible ambassador program and the stair/elevator work at 4th & William. Ms. Pollay shared information about proposed DDA Act legislation amendments.

2. Partnerships Grant Policy- Proposed policy amendments were discussed. It was agreed that a resolution would be presented at the next DDA meeting asking for approval of these changes.

3. Partnership Grant Request: 318 W Liberty- There was no update regarding whether the water main was indeed required, so the Committee opted to set the matter aside until new information is available.

4. City of Ann Arbor Public Art Commission grant request- After consideration the Committee opted to recommend a grant for up to \$15,000 contingent on: 1) a detailed cost breakdown, and 2) significant DDA recognition for this grant.

5. Public Comment-

Mr. Chang Ming Fan said that he supported a downtown ambassador program and public art, and that ETFE technology could be used in an awning at 4th & William.

The meeting adjourned at 12:28 pm.

Respectfully submitted, Susan Pollay, Executive Director

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
MARKETING COMMITTEE MEETING MINUTES**

Wednesday, October 8 2014

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 12:30 p.m.

DDA Present: Cyndi Clark, Joan Lowenstein, Al McWilliams, John Mouat, Keith Orr, Sandi Smith, John Splitt

DDA Absent: Russ Collins, Bob Guenzel, Roger Hewitt, Rishi Narayan, Steve Powers

Staff Present: Susan Pollay, Executive Director
Amber Miller, Planning & Research Specialist
Jada Hahlbrock, Management Assistant

Public: Chang Ming Fan, Sabra Briere

1. Data Gathering. Mr. McWilliams said committee members have spoken with Republic Parking to better understand what and how additional data can be captured from parking patrons. Future meetings will examine if a marketing gap for downtown exists, if the DDA should take responsibility to address this gap, and what role data can play in supporting downtown businesses.
2. Purpose & Goals for Social Media. Committee discussed the role and best use of social media. Possibilities included promoting downtown, being a source of information about downtown and sharing the work of the DDA.
3. Other Projects. Committee members were asked to consider issuing quarterly versions of the State of the Downtown Report to ensure that information is regularly provided to the public. It was emphasized that when information is released that it be boldly presented so it isn't missed.
4. Next meeting.
The next committee meeting will take place Wednesday, November 12th at 12:30 pm.
5. Public Comment.
None

The meeting adjourned at 1:45 pm.

Respectfully submitted, Susan Pollay, Executive Director

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
FINANCE COMMITTEE MEETING MINUTES
Tuesday, October 28, 2014**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 8:30 a.m.
Present: Roger Hewitt, Rishi Narayan, John Split
Absent: None
Also Present: Tom Crawford, City
Staff: Susan Pollay, Joseph Morehouse, Jada Hahlbrock
Public: None

1. Financial Statements

- a. FY 2015 1st Quarter Financial Statements- Committee members reviewed the financial statements. Discussion included the new encumbrance reporting software and how that information will be presented.
- b. September 2014 Check Register- Committee members reviewed the check register. Questions were asked and answered.

2. New Business

- a. 10-Year Plan- The 10-Year plan was presented with the 4th & William improvements project included, shown as paid for using fund balance. The reasons to bond or use fund balance were discussed.
- b. Meeting date Changes- Committee members agreed to change the dates for the November and December meetings to better accommodate the holidays. The November meeting will be moved from 11/25 to Tuesday 11/18/14. The December meeting will be moved from 12/30 to Wednesday 12/17/14.

3. Old Business

- a. FY 2014 audit status – The draft audit has not yet been received.
- b. Proposed Rate Increases- Committee members discussed public feedback received on the proposed rate changes. The proposed changes were reviewed again and feedback considered. By consensus the committee members stated their position to stand behind their original set of rate changes and ask the full DDA for approval at its November board meeting.

4. Public Comment- None

The meeting adjourned at 10:25 pm.

Susan Pollay, Executive Director

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
OPERATIONS COMMITTEE MEETING MINUTES
Wednesday, October 29, 2014**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 11:00 a.m.

Present: Cyndi Clark, Robert Guenzel, Roger Hewitt, Joan Lowenstein, Al McWilliams, John Mouat, Keith Orr, John Splitt

Absent: Russ Collins, Rishi Narayan, Steve Powers, Sandi Smith

Staff: Susan Pollay, Joseph Morehouse, Amber Miller, Jada Hahlbrock

Public: Nancy Shore, getDowntown; Art Low, RPS; Chang Ming Fan; Ray Detter, CAC; Greg Dill, Dave Shirley, and Robert Welch, Washtenaw County; Sabra Briere, City Council; Mike Ortlieb, Josh Rozeboom, Gary Cole, Carl Walker Inc.; Carl Luckenbach and Dan Mooney, Carl Luckenbach.

1. Construction

- a. 4th & William. Design input was provided. Mike Ortlieb provided an updated construction schedule and project budget which will be provided to the board.

2. Parking Operations

- a. Washtenaw County Parking. Greg Dill presented a revised proposal to the DDA that would combine the County's two existing parking contracts. Questions were asked about the proposal including costs and terms. The discussion will continue at the November committee meeting.
- b. Repairs. Warm weather made it possible to take on more work; repairs will be complete next month.
- c. FY 2015 1st Quarter Parking Comparison Report. Committee members reviewed parking data.
- d. Parking demand. Mr. Hewitt asked to find new solutions to meet rising parking demand. Staff were tasked to suggest an approach, including outlining who has useful data.

3. Old Business

- a. Lot Lease Renewal. Mr. Morehouse shared information on lease renewals for the 5th & Huron and 1st & Huron parking lots. Committee members provided suggestions.
- b. Ambassadors. The committee discussed goals and measures of success. Council member Briere provided feedback from a city perspective. Next steps were discussed including getting information about metrics provided to other communities with ambassador programs.
- c. Street Framework. Focus groups will meet to discuss technical and stewardship components.
- d. Parking Rates. The Finance Committee reviewed public comments, and upon discussion, reaffirmed its earlier recommended parking rate changes. A resolution will be voted on at the November meeting.
- e. Connector - Mr. Hewitt said that no new date has been set for the next public meeting.

4. New Business

- a. Technology Ideas- Art Low reviewed recent and proposed future technology for the parking system.
- b. Future Meetings- Meeting dates were changed due to holidays: Nov 19 and December 17.

5. Public Comment. None.

6. The meeting adjourned at 1:50 pm.

Susan Pollay, Executive Director