



BURTON, MICHIGAN

DRAFT

BURTON DOWNTOWN DEVELOPMENT AUTHORITY MEETING

JANUARY 19, 2015

MINUTES

Council Chambers

Regular Meeting

8:30 AM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Commissioner Steve Coates at 8:47 AM.

A. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Joey Richvalsky	Chairman	Present	
Steve Coates	Commissioner	Present	
James Paulus	Commissioner	Absent	
Pat Gilmore	Commissioner	Excused	
Gregory Fenner	Commissioner	Present	
Larry Stapleton	Commissioner	Present	
Laurie Moncrieff	Commissioner	Present	

B. STAFF PRESENT

M. Kimball, Clerk Typist

C. MINUTES

1. Downtown Development Authority - Regular Meeting - Dec 15, 2014 8:30 AM

Correction on December 15, 2014 minutes. Page 2 under Board Discussion/Action, Item #2, paragraph six should read as follows.

Mr. Coates asked Mr. Paulus if he could get some prices and designs on a DDA logo.

RESULT:	ACCEPTED AS AMENDED [UNANIMOUS]
MOVER:	Gregory Fenner, Commissioner
SECONDER:	Laurie Moncrieff, Commissioner
AYES:	Richvalsky, Coates, Fenner, Stapleton, Moncrieff
ABSENT:	Paulus
EXCUSED:	Gilmore

D. ADMINISTRATIVE REPORT

None.

E. PRESENTATION

Mr. Coates stated the DDA Visioning Plan was presented to the City Council on December 5, 2015 and they support it. Lisa Easterwood from Fleis and Vandenbrink is here today to go over the next steps and implementation of this plan.

Ms. Easterwood stated I have e-mailed Rik Hayman the current adopted plan. The final plan has an adoption date of January 5, 2015. Section 5 is our recommendations on getting

started on the plan and guides you through the next several years. This plan will be a four point approach.

The first category is governmental policy and enablement. This will be where you would establish an overlay zone over the district that gives specific ordinance requirements for any new development or re-development of sites and making them fit a certain standard. In this section we also have working with the Police Department in getting the speed limit changed. Any kind of enforcement or policy making tasks would fall under this category.

The second category is Branding and Identifying. This would be for creating a logo, slogans or anything visual to let people know and become familiar with the downtown area.

The third category is Marketing, Promotions and Incentives. This is where you would reach out to other DDA members and have communication with them. This section entails developing incentive programs for facade improvements, renovation and removal of blighted structures, etc.

The fourth category is Infrastructure and Development for street improvements such as lighting, sidewalks and everything within the road right of way.

These four categories need to work together in order to be successful.

We have created spreadsheets that outline the different tasks that need to be completed. The first three items are already completed. If you think of any other tasks that we should add on, we can do that. We can still adjust this or add to this.

Ordinance update and performance code section is for the Planning and Zoning Department. They will be developing ordinance changes and bringing them back to you for your review. It should also go through the Planning Commission and then the City Council.

The next section, Establish Court Order and Improvement Fund, is to give business owners the incentive to improve their facade, landscape, parking lot or signage.

The City does get C.D.B.G. funds, (Community Development Block Grant) for blighted structures. This is through Genesee County. The City Administration would let the County know what they need, therefore you would have to let the administration know what you would need if it applies to the C.D.B.G. funds. It is up to you to lean on the administration for any assistance you need. Let them know what your needs are. We suggest you form committee's and sub-committee's to take on some of these tasks and apply deadlines. Identify the properties that need attention, as far as blight issues, and take to the administration.

The city ordinances for new business need to be brought up a notch. In order to accomplish this, you would have to develop a new ordinance. This is a priority and will take time. You would probably start with the Mayor, hold public hearings, work with the Planning Commission and finally get it approved by City Council.

Mr. Fenner asked to be e-mailed the steps to take in order to change the ordinance for C2/A (the DDA district) and he will get started on it.

Ms. Easterwood stated there are different ways to word the ordinance in order to get the end result that you want. It can be written in a way that it is flexible. Such as, the Planning Commission has the ability to waive certain requirements depending on their situation.

Mr. Richvalsky suggested going to a Planning meeting and a Zoning meeting to let them know about the Master Plan for the downtown area.

Ms. Easterwood said we have an environmental engineer that will be in the area January 30, 2015. He has offered to speak with you and Mayor Zelenko about the City of Burton's Brownfield Development opportunities. They have worked with many communities to develop a program for redevelopment of Brownfield sites.

A couple of ideas for funding are to go to the banks in the area to see if they would offer a low interest rate to business owners for facade improvements or the DDA to offer an incentive program using money from their budget. You will need to form a committee for funding to include members from DDA, Council, Planning Commission, etc.

Mr. Richvalsky said I would like to send out a flyer to everyone in the DDA District to make them aware they are part of the Burton downtown district. I would also like to improve the sidewalks and plant trees along Hemphill Rd. to I-475.

Mr. Fenner suggested expanding the downtown district up to Camden.

Ms. Easterwood said I think you need to start with creating your identity which would be your logo, brochures, newsletters, website, social media, etc. Once you have your brand you can start to reach out to the communities to let them know what is happening, and you can develop signage for DDA gateway.

In our plan we have Phase One streetscape improvement from Bristol Rd. to Judd Rd. Genesee County has funding under their transportation program called (TIP). I think the Mayor was going to submit in an application to apply for this funding. Under MDOT's Transportation Alternatives Program they have funding available for streetscape road improvement projects. These two types of funding can be combined together.

F. BOARD RECOMMENDATION AND/OR ACTION

1. Visioning Plan and any other business that comes before the Board

Motion that Mayor Zelenko appoint Neil Martz, qualified resident of Burton, as the new DDA member from the community.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Joey Richvalsky, Chairman
SECONDER:	Steve Coates, Commissioner
AYES:	Richvalsky, Coates, Fenner, Stapleton
ABSENT:	Paulus, Gilmore, Moncrieff

DRAFT

BURTON, MICHIGAN

BURTON DOWNTOWN DEVELOPMENT AUTHORITY MEETING

DECEMBER 15, 2014

MINUTES

Council Chambers

Regular Meeting

8:30 AM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Commissioner Steve Coates at 8:40 AM.

A. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Joey Richvalsky	Chairman	Absent	
Steve Coates	Commissioner	Present	
James Paulus	Commissioner	Present	
Pat Gilmore	Commissioner	Excused	
Gregory Fenner	Commissioner	Present	
Larry Stapleton	Commissioner	Present	
Laurie Moncrieff	Commissioner	Excused	

B. STAFF PRESENT

Rik Hayman, Chief of Staff
Doug Bingham, Treasurer
Teresa Karsney, Clerk

Ginger Burke-Miller, Controller
Sue Warren, Human Resources

C. MINUTES

1. Downtown Development Authority - Regular Meeting - Nov 17, 2014 8:30 AM

RESULT: **ACCEPTED [UNANIMOUS]**
MOVER: James Paulus, Commissioner
SECONDER: Gregory Fenner, Commissioner
AYES: Coates, Paulus, Fenner, Stapleton
ABSENT: Richvalsky
EXCUSED: Gilmore, Moncrieff

D. ADMINISTRATIVE REPORT

1. Administration Memos

Mr. Hayman read thru the Mayors administrative report.

Mr. Fenner asked what the difference was between a levied DDA compared to a captured DDA. Are we losing money because we are a levied DDA.

Mr. Hayman stated he will get the answer to this.

Minutes Acceptance: Minutes of Dec 15, 2014 8:30 AM (Minutes)

Mr. Bingaman stated the DDA is levied. This is how the DDA was set up and everyone in that district pays that mileage. When you are a capture DDA, you are capturing off all the mileages on the tax bills that are just in the DDA district.

Mr. Stapleton asked Mr. Bingaman how we change it if we decide to?

Mr. Bingaman stated he believes it would have to go to a vote of the people. If it doesn't pass then we no longer have a DDA. He said you would have to check with an attorney to see if we could just change it.

E. BOARD DISUCSSSION/ACTION

1. DDA Visioning Plan

Mr. Coates stated the DDA Visioning Plan was presented to the City Council on December 1, 2014. Mr. Coates and Mr. Richvalsky was present at the City Council meeting when this was presented to them. Seems like all the council was on board except Mr. Heffner who thought we needed to have more meetings with the public on the South end of town. Mr. Coates had a discussion with him and one suggestion was to have a meeting with the City of Burton neighborhood watch group.

It was suggested by Mr. Fenner to have the DDA Visioning Plan put on the January 5, 2015 agenda for the City Council to accept. Mr. Fenner suggested the DDA members contact the City Council people to see if they have any questions about the plan.

Mr. Stapleton asked why the DDA plan has to be accepted by the City Council.

Mr. Hayman stated he knew it was the process but he didn't know why?

2. Any other business that comes before the board

Mr. Coates stated that Mr. Patterson has moved from the district and needs to be removed. He has been talking with other businesses in the area to see if any of them would like to be on the board.

Mr. Coates has a concern about the new City Website. He said Mr. Fenner's term is expired.

Mrs. Karsney will check into the matter.

Mr. Hayman said the Mayor's office has received Mr. Patterson resignation's and he will be moved before the next meeting.

Mr. Fenner stated that once the DDA Visioning plan gets approved that they should start to think about a logo for the DDA.

Mr. Coates asked Mr. Stapleton if he could get some prices and designs on a DDA logo.

Mr. Stapleton stated he would get a quote and start to work on the design. He would look at some of the designs from other DDA in the area.

Mr. Fenner talked about putting a logo on signs that say, now entering Burton Downtown Development District.

Mr. Stapleton asked about the why the Christmas decoration don't turn off during the day. He thought we were going to repair them before they went up. He would like to see the eye's changed in the christmas decorations so they turn off during the day. Feels since the DDA is paying for the electric to run them we should be able to get these repaired.

Mr. Hayman stated that when they are taken down he will have maintenance do those repairs then.

Mr. Coates stated he liked how the minutes are more detailed and thanked the Clerk.



ADOPTED

AGENDA ITEM (ID # 1339)

DOC ID: 1339

Visioning Plan and any other business that comes before the Board

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Joey Richvalsky, Chairman
SECONDER:	Steve Coates, Commissioner
AYES:	Joey Richvalsky, Steve Coates, Gregory Fenner, Larry Stapleton
ABSENT:	James Paulus, Pat Gilmore, Laurie Moncrieff