



CITY OF BURTON

BURTON DOWNTOWN DEVELOPMENT AUTHORITY MEETING

SEPTEMBER 30, 2019

MINUTES

Council Chambers

Special Meeting

5:30 PM

**4303 S. CENTER ROAD
BURTON, MI 48519**

This meeting was opened by Chair Joey Richvalsky at 5:30 PM.

A. ROLL CALL

Attendee Name	Title	Status	Arrived
Joey Richvalsky	Chair	Present	
Steve Coates	Vice Chairman	Present	
Gregory Fenner	Commissioner	Present	
Larry Stapleton	Commissioner	Present	
Neil Martz	Commissioner	Excused	

B. STAFF PRESENT

Racheal Boggs, Deputy Clerk
Bette Bigsby, Acting Clerk
Bob Slattery, DPW Director

C. AUDIENCE PARTICIPATION

Jeremy Scharrer with the City of Burton Parks & Recreation Commission stated we have been working very hard on the Christmas Tree Lighting Event. We are encouraging a large amount of involvement. We have included the DDA's name on the flier because this is a partnership. We appreciate your support and we will be using this money specifically for the tree lights.

Mrs. Conley showed the DDA Board a picture of the Christmas Tree.

Mr. Scharrer stated The City of Burton will be celebrating it's 50 year anniversary in 2022. We are starting to plan for it now. We are setting up a committee and would like each board to be a part of this committee. The first committee meeting is October 15, 2019 at 5:30 PM in the council chambers.

D. BOARD RECOMMENDATION AND/OR ACTION

1. Approve and Authorize a donation in the amount of \$1,000 from (GL# _____) to the Parks & Recreation Christmas Tree Lighting Event scheduled for November 30, 2019.

Mr. Richvalsky stated the tree is very big. He is wondering if \$1,000 will be enough for lights. He asked if the board would entertain donating more than \$1,000.

Mr. Fenner stated we would like to adequately fund this event. He asked if the Christmas Tree Lighting Event is a separate line item. So, the money that isn't used, will stay in there for next year, correct?

Mrs. Bigsby said, yes. She has asked that it be a separate line item.

Mr. Coates stated we can change the amount if we think they will need more.

Board discussion on whether \$1,000 will be enough for the lights and decorations for the Tree Lighting Event. The board decided to donate \$2,000 to the Parks & Recreation Christmas Tree Lighting Event to come out of the community decorations line item (GL# 5013-0000-881.0000).

Mr. Fenner stated his wife Stephanie makes large bows at the flower shop. She suggested getting the ribbons wholesale and she could teach everyone to make the bows to decorate the tree.

Mr. Stapleton stated he has a Santa Claus outfit and LED lights he could donate.

Mr. Scharrer stated we are not only asking for monetary donations but also lights, decor, cooking decorations, etc.

RESULT:	CARRIED AS AMENDED [UNANIMOUS]
MOVER:	Steve Coates, Vice Chairman
SECONDER:	Gregory Fenner, Commissioner
AYES:	Richvalsky, Coates, Fenner, Stapleton
EXCUSED:	Martz

2. Discussion and Possible Action on the DDA Banner Permit Process and Application.

Mr. Fenner stated the Deputy Clerk has drafted a banner permit application and policy. We have been discussing this for awhile. There are a few things that will need to be changed. For instance, the cables are already installed so we can leave that out. This excludes the DPW from the installation. The liability will be assumed by the applicant.

Mr. Slattery stated the company will need to be bonded and insured. DPW's role will be limited to maybe just inspection after installation.

Mr. Coates stated he thinks we need to change the required material. We know it can't be solid vinyl.

Ms. Boggs stated I provided you with a draft of a policy that council would have to adopt along with a sample of what the application should look like. Through my research of other municipalities using this process, I found The City of Grand Blanc to have banners similar to what we have in our city and a process in place that was the most similar to what we would need. However, many of the details such as time frames will be up to this board to decide and make the necessary changes. I have highlighted some of these details throughout the policy. Also, any other details you deem necessary, we can add, strike through or change as you see fit. I established this as a guideline to get us moving forward with it.

Mr. Richvalsky expressed concern about the 2-sided mesh banners that are being used for Back to the Bricks. They are eligible.

Ms. Boggs stated I researched four municipalities that have a banner permit process. Most of them have light post banners which are smaller like a flag. Grand Blanc uses their arches that go over the roadway like ours. So, much of the language would need to be the same although the details of that language will be up to you to decide.

Mr. Fenner stated I don't think it was a requirement to use the mesh material. I thought that as long as it was a vinyl banner not exceeding the size limit, then it could be solid vinyl.

Mr. Coates stated after the truck hit the banners and took them down, it was determined that you can't use solid vinyl.

Mr. Fenner stated this is not what we agreed to with the project in the first place. I would not have been happy with this if I had known that.

Mr. Coates stated the solid vinyl created too much movement up and down.

Mr. Fenner stated this is why we hired a company with an engineer to determine this. The mesh style banners are almost useless. Back to the Bricks was overly cautious when they got these banners, just to be on the safe side. If we used a smaller banner, there would be less of a problem.

Mr. Slattery stated what you really want here is a banner that is safe, stable and that doesn't move up and down. We should leave our minds open to other ways to achieve this. The mesh you cannot read. There may be other ways to achieve it.

Mr. Fenner stated the heavy duty poles and bigger base in the redesign was supposed to hold a vinyl banner. If the mesh banner is the only kind we can use, I will be very disappointed. Maybe a different sign company can come out and take a look at our poles and make the determination of what type and size of banner we need to use.

Mr. Coates stated I'm not sure if we ever asked that question when he discussed it here. I would like to table this until the next meeting.

Mr. Richvalsky stated a simpler banner is more effective than the Back to the Bricks banner, it was too busy.

Mr. Fenner stated Holly hangs banners from telephone pole to telephone pole and sometimes hang two banners at the same time. They didn't spend thousands of dollars and they are used constantly. We spent a lot of money and ours are only used once a year. We need to get ours used. Let's table this today but I want to take a close look at it and see what we can do. Is there a good size sign company in Burton? We need to contact them and have them come out.

Mr. Slattery stated a couple of things to think about, first we established that the DPW does not want to be involved. In the draft, it mentions Administration or City

Administration and that will need to be clarified as to who you will determine as Administration meaning who will receive the application and make the approvals. Also, it mentions City Council has the right to refuse permission. What is their role going to be? We need to be careful of first amendment issues. Once you decide to lease this space, we have to lease it to anybody. Once you are comfortable with the details, we will need to have the City Attorney involved.

Mr. Fenner stated the draft limits it to non-profits, community organization and promoting a community based event. No garage sales, real estate, weekly sporting events, commercial, etc. Also, it states the event must take place in the city and encourage a high level of community participation. I agree we will need the City Attorney to take a look at it.

Ms. Boggs stated my hope is that you will take some time to look at the drafts and we can revisit it at the October 21, 2019 meeting. At that time, we can make any changes you would like and then we send it to The City Attorney and Mayor before it goes to council.

Mr. Fenner stated there are some steps to be taken but if we don't start the steps, it will never get done.

Mr. Slattery stated our first conversations about this was two years ago so I commend you for wanting to move it forward and I commend Ms. Boggs doing the research and putting together this draft. It is a good start.

Mr. Fenner thanked Ms. Boggs for doing this. As far as defining City Administration and who will do the approvals, I think that is up to the administration to establish.

RESULT:	TABLED [UNANIMOUS]	Next: 10/21/2019 8:30 AM
MOVER:	Steve Coates, Vice Chairman	
SECONDER:	Gregory Fenner, Commissioner	
AYES:	Richvalsky, Coates, Fenner, Stapleton	
EXCUSED:	Martz	

3. Motion to approve and authorize \$600 for the 2019 DDA Christmas Decorating Contest.

The details of the Christmas Decorating Contest will be as follows:

Prizes

1st place: \$300, 2nd place: \$200, 3rd place: \$100 to come out of public relations line item (GL# 5013-0000-879.0000).

Judging

Contest will be judged on Monday, December 9, 2019, Tina Conley will be one judge along two other people to be determined at a later time.

Mailing

Ms. Boggs will create and mail an invitation for participation to Saginaw Street business owners.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Gregory Fenner, Commissioner
SECONDER:	Joey Richvalsky, Chair
AYES:	Richvalsky, Coates, Fenner, Stapleton
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THE NEXT REGULAR SCHEDULED MEETING WILL BE HELD ON MONDAY, OCTOBER 21, 2019 @ 8:30 AM.

Meeting was adjourned at 6:08 PM.



ADOPTED

AGENDA ITEM (ID # 4585)

DOC ID: 4585

Approve and Authorize a donation in the amount of \$1,000 from (GL# _____) to the Parks & Recreation Christmas Tree Lighting Event scheduled for November 30, 2019.

COMMENTS - Current Meeting:

Mr. Richvalsky stated the tree is very big. He is wondering if \$1,000 will be enough for lights. He asked if the board would entertain donating more than \$1,000.

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TABLED

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