



CITY OF MADISON HEIGHTS

CITY HALL - EXECUTIVE CONFERENCE ROOM, 300 W. 13 MILE RD.

REGULAR DDA MEETING AGENDA

AUGUST 09, 2022 AT 8:00 AM

CALL TO ORDER

ROLL CALL

ADDITIONS/DELETIONS

APPROVAL OF MINUTES

- [1.](#) April 12, 2022 DDA Minutes

MEETING OPEN TO THE PUBLIC

REPORTS

- [2.](#) Director's Report

UNFINISHED BUSINESS

- [3.](#) The Supply House Grant Amendment & Reimbursement Request

NEW BUSINESS

- [4.](#) Trash Bins Refurbishment
- [5.](#) Holiday Decorations

COMMITTEE REPORTS

TRAINING & EVENT OPPORTUNITIES

ADJOURNMENT

NOTICE: Persons with disabilities needing accommodations for effective participation through electronic means in this meeting should contact the City Clerk at (248) 583-0826 or by email: clerks@madison-heights.org at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.

Regular Meeting
Downtown Development Authority
Madison Heights, Michigan
April 12, 2022

A Regular Meeting of the Downtown Development Authority was called to order by Chairman Van Buren on Tuesday, April 12, 2022, at 8:00 a.m. in the Municipal Building at 300 West Thirteen Mile Road, Madison Heights, Michigan.

Present: Chairman Van Buren and Vice Chairman Jarbo. Mr. Busler, Ms. Charlebois, Mr. Davignon, Mayor Grafstein, Mr. Keys, City Manager Marsh, Ms. Renshaw (arrived @ 8:05 a.m.), Mr. Sheppard and Ms. Zmarzlik.

Also Present: Economic Development Director Tucker and Deputy City Clerk Boucher.

Absent: Mr. Marando and Mr. Mancini.

DDA-22-29. Excuse Members.

Motion by Grafstein, seconded by Charlebois, to excuse members Joe Marando and Anthony Mancini from today's meeting due to giving notice.

Yeas: Busler, Charlebois, Davignon, Grafstein, Jarbo, Keys, Marsh, Sheppard, Zmarzlik, Van Buren
Nays: None
Absent: Marando, Mancini, Renshaw

DDA-22-30. Meeting Open to the Public.

There were no public comments.

DDA-22-31. Minutes.

Motion by Marsh, seconded by Sheppard, to approve the minutes from the March 8, 2022 DDA Regular Meeting.

Yeas: Busler, Charlebois, Davignon, Grafstein, Jarbo, Keys, Marsh, Sheppard, Zmarzlik, Van Buren
Nays: None
Absent: Marando, Mancini, Renshaw

DDA-22-32. Financial Report.

Director Tucker noted that the DDA received a \$1,000 reimbursement from Oakland County Mainstreet for the Street Lighting Painting Project.

DDA-22-33. Cadillac Straits Sign Grant 2022.

Regular Meeting
Downtown Development Authority
Madison Heights, Michigan
April 12, 2022

On April 6th Director Tucker and Planner Lonnerstater met with Cadillac Straits owner Gordon Davignon regarding the expansion of his brewery, outdoor seating for alcohol consumption and a new sign for their supply house. Cadillac Straits will apply for a Special Use Approval and they completed a sign grant application. Mr. Davignon has applied for a \$4766 grant, it is a 50/50 matching sign grant, the business has no outstanding violations or debt to the City, their sign conforms to the City's sign ordinance, and their total frontage is 85 feet. Director Tucker indicated that there's \$5,000 available for the sign grant this fiscal year and next fiscal year. Staff recommends the DDA board approve the sign grant application in the amount of \$4,766 upon completion and proof of payment of the project.

Motion by Grafstein, seconded by Busler, to approve the Cadillac Straits Sign Grant 2022 application in the amount of \$4,766 upon completion and proof of payment of the project.

Yeas: Busler, Charlebois, Grafstein, Jarbo, Keys, Marsh, Renshaw
Sheppard, Zmarzlik, Van Buren
Abstain: Davignon
Nays: None
Absent: Marando, Mancini

DDA-22-34. Design Committee.

The DDA will move forward with the plants and signs plan in later Spring.

DDA-22-35. Economic Vitality Committee.

There were no updates.

DDA-22-36. Promotions Committee.

Ms. Zmarzlik gave an update on the March 17th Green Crawl, it was posted on the DDA website and social media. She edited videos of 5 businesses and highlighted their points of interest. Ms. Zmarzlik liked the idea of themes to promote businesses in the City. She wants to recognize the daycares in the DDA for the month of August.

DDA-22-37. Director's Report.

Director Tucker reported the following: Woodpile restaurant Special Approval was passed by City Council at their March 14th meeting; the next DDA meeting is on August 9th and it will also be an informational meeting; and the Zoning Rewrite Steering Committee needs 2 volunteers from the DDA to attend at least 3 evening meetings in the next 9 months with McKenna.

Regular Meeting
 Downtown Development Authority
 Madison Heights, Michigan
 April 12, 2022

Director Tucker was advised to schedule an informational joint meeting between the DDA and Planning Commission and post the presentation on the City website. This will meet both the State and Redevelopment Ready Communities requirements.

Motion by Grafstein, seconded by Keys, to approve Michael Sheppard and Yousif Jarbo as representatives of the DDA on the Zoning Rewrite Steering Committee.

Yeas: Busler, Charlebois, Davignon, Grafstein, Jarbo, Keys, Marsh, Renshaw, Sheppard, Zmarzlik, Van Buren
 Nays: None
 Absent: Marando, Mancini

DDA-22-38. Round Robin.

Ms. Zmarzlik will reach out to Boodles again to showcase them as a business in the City because they were unable to participate in the Green Crawl.

Mr. Bussler invited everyone to participate in the *Run/Walk for the Health of It* on April 23rd and Golf Outing hosted by the Community Coalition and Parks and Recreation on August 5th.

Ms. Renshaw wished everyone a Blessed Easter.

Mr. Keys reminded everyone he sells Weather Tech products including, but not limited to, floor mats and the CupFone.

Chairman Van Buren invited everyone to the Chamber of Commerce Annual Auction on April 28th, draw down tickets are still available and donations are still being accepted from area businesses.

DDA-22-39. Adjournment.

There being no further business, Chairman Van Buren adjourned the meeting at 8:37 a.m.

Phommady A. Boucher
 Deputy City Clerk

Downtown Development Authority of City of Madison Heights

Memorandum

Date: August 3, 2022

To: Downtown Development Authority Board Members

From: Giles Tucker, Community & Economic Development Director

Subject: Director's Report

The following are some other topic areas I wanted to provide some context/ updates on or are potential projects that are not ready for action from the DDA board, but should be worked on by the Committees.

1. Downtown Trees

I have attached an update Tree Map. We planted 18 trees in 2021, 44 trees in 2022 and 66 potential tree locations remain. The DDA has included \$5000 in this FY for tree planting. At this rate the DDA will complete its tree planting efforts in around 4-5 years.

2. Small Business Saturday November 26th

In 2019, Oakland County attempted to promote local spending using the “Shop, Text Win” Contest where shoppers would text an image of a receipt of a purchase made in a participating downtown business to be entered to win a prize. This did not continue throughout COVID and Oakland County is hesitant to continue with this promotion citing legal concerns. This means there isn't a “built-in” promotion to Small Business Saturday for Oakland County downtowns. They are planning to provide communities with shopping bags, posters, bags, 2x8 Banners and rack cards.

These promo materials should be delivered to City Hall in October, I will need help collecting order requests for these materials and for delivery. Further, if we want to add-in a local promotion for Madison Heights downtown, the Marketing committee would need to meet ASAP and have a complete and approved plan no later than mid-October.

3. Downtown Day September 24th (4th Saturday of September Annually)

The Michigan Downtowns Association (MDA) for the last three years has proclaimed the fourth Saturday of September as “Downtown Day”. In the past Downtown Day was only a day that downtowns would lobby Lansing but it is expanding to a State-wide celebration of the importance of downtowns. I have attached some promotion ideas that have been provided by the MDA. Depending on what kind of promotion the Marketing & Promotions Committee would be interested in pursuing, we have a very limited time to plan something and get by in from business owners. However, if it is something we are interested in we can start planning for next year.

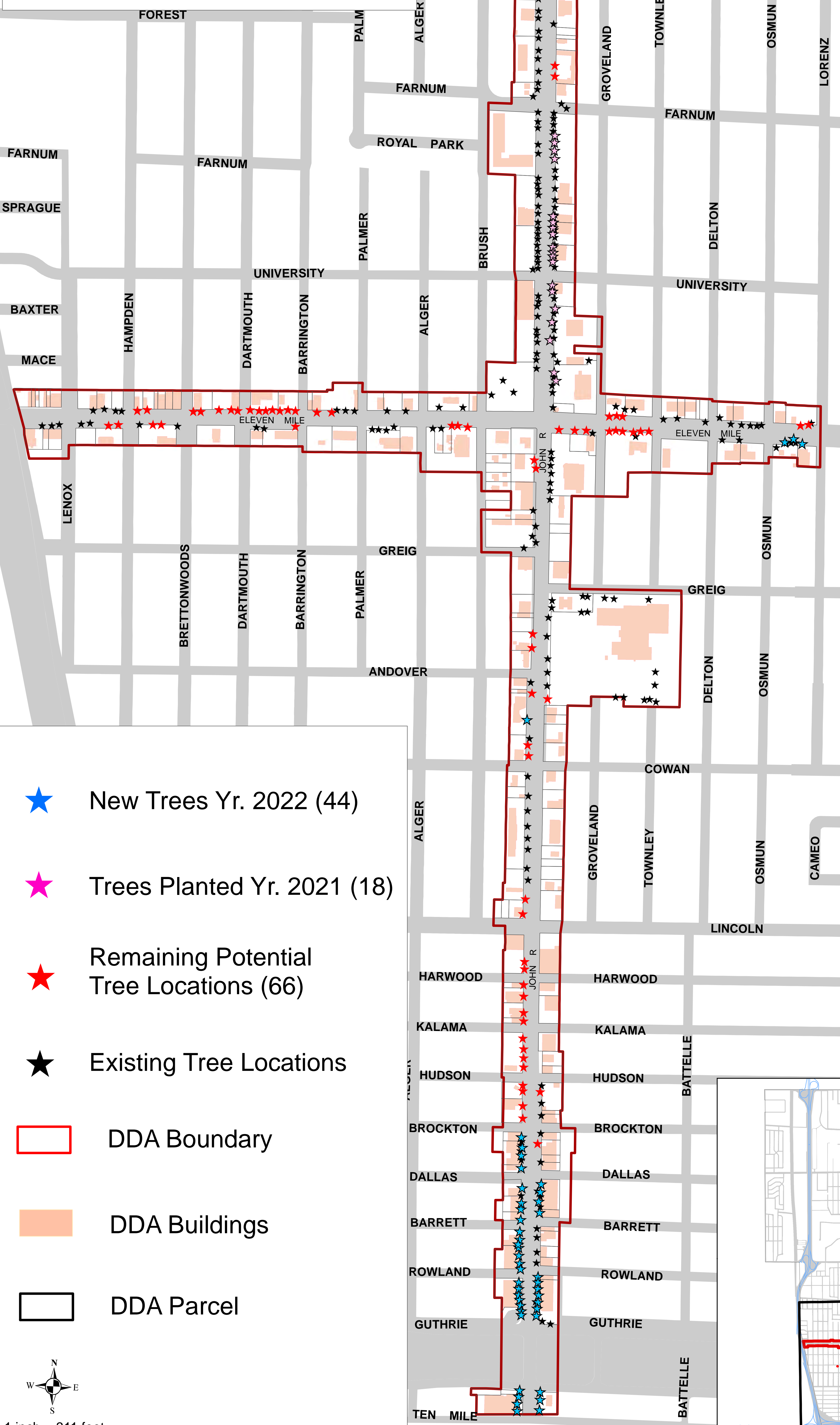
4. Restaurant Week September 18-23rd

The 3rd annual Madison Heights Restaurant Week is September 18-23rd. I have included the draft letter is attached. If you are interested in participating reach out to Anna Pereny at AnnaPereny@madison-heights.org.

5. Market Study- Oakland County

Oakland County has the ability to develop downtown area specific market data that can be used to help the DDA and DDA area business discover valuable insight about the kind of people that are visiting our downtown area. I provided a preliminary market study of the area of the downtown south of Lincoln along John R Rd at our June 24th Economic Vitality Committee. I would like to invite Erick Phillips from Oakland County to speak with the DDA to speak to more of the capabilities they have to offer to the DDA free of charge.

Downtown District AreaTree



New Trees Yr. 2022 (44)



Trees Planted Yr. 2021 (18)



Remaining Potential
Tree Locations (66)



Existing Tree Locations



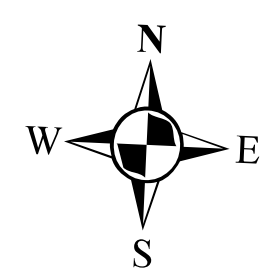
DDA Boundary



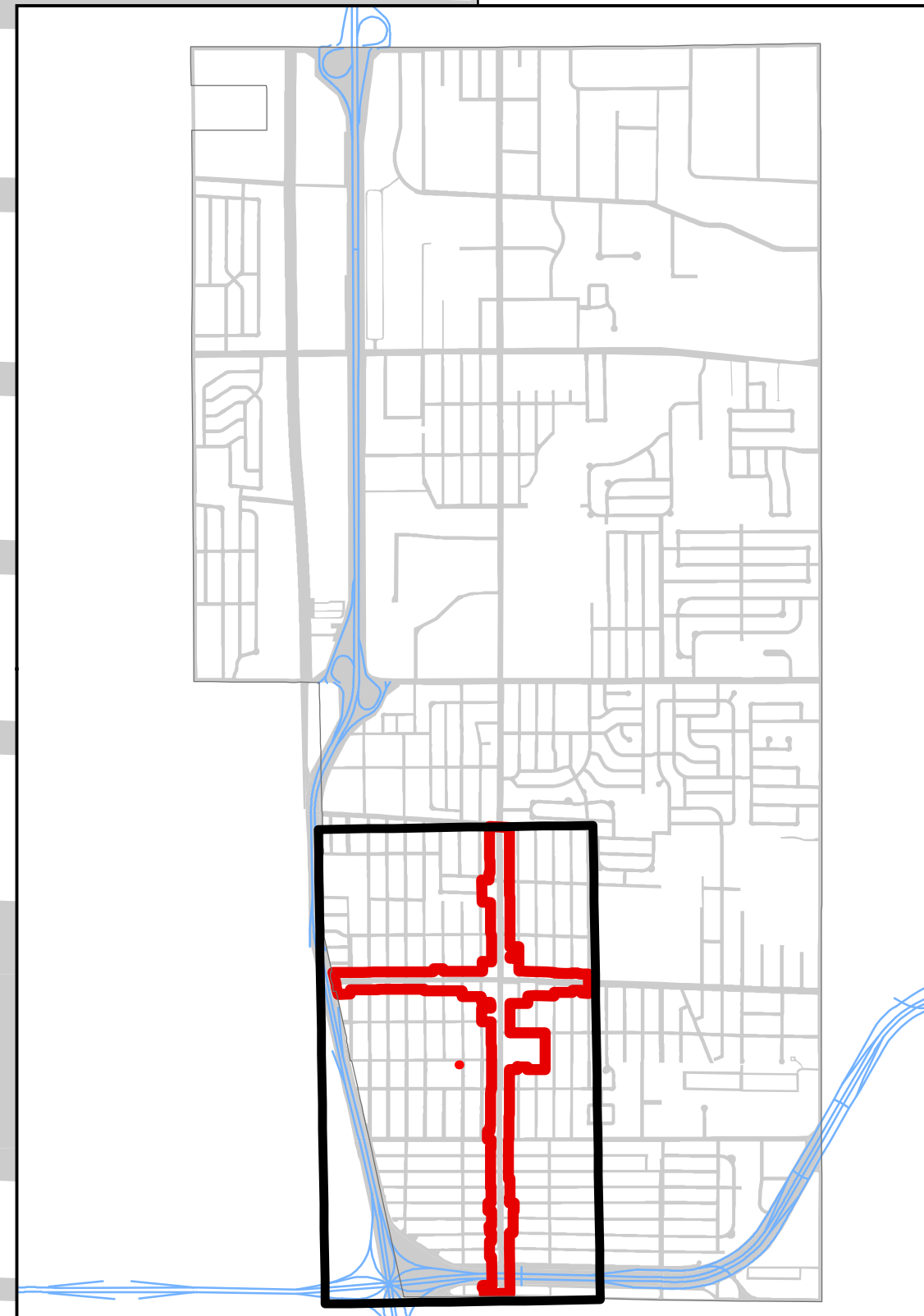
DDA Buildings



DDA Parcel



1 inch = 311 feet





**Ways to Promote/Celebrate
Downtown Day
September 24, 2022**

- Facebook Profile Photo Frame - encourage City employees and other City organization employees to partake. [Here's a template to use via Canva.](#)
- Social Media Cover Photos (Facebook, Twitter, LinkedIn) - encourage City employees and other City organization employees to partake
- PR Package (for Downtowns, Chambers, and Cities to use)*
 - Press release
 - Social media posts with images
 - Social media ads with images

**all of the above would be templates*
- Event ideas (to be hosted by DDA, Chamber, or City)
 - Outdoor music in downtown
 - Outdoor art market/small-scale fair
 - Shopping event
 - Downtown Scavenger Hunt
 - 5K/10K walk/run
 - Walking or biking tour of key points in downtown
 - Offer a tour/ visit with your legislator in your downtown
- Variety of promotion ideas (to be hosted by individual businesses)
 - "Happy hour" where you can encourage merchants to stay open late (and offer incentives) and have restaurants/cafes/bars have a special drink or app (or discount)
 - Downtown gift certificate - patrons spend X amount and get X amount in a gift certificate
 - Host small-scale event such as a shopping day or host a musician or artist
- Share the MDA Facebook event we created for Downtown Day - encourage City employees and other City organization employees to partake
- Tag or share your event with the MDA on our social media sites and we will help promote your activities



City of Madison Heights, Michigan

Item 2.

City Hall Municipal Offices
300 W. Thirteen Mile Road
Madison Heights, MI 48071

Department of Public Services
801 Ajax Drive
Madison Heights, MI 48071

Fire Department
31313 Brush Street
Madison Heights, MI 48071

Police Department
280 W. Thirteen Mile Road
Madison Heights, MI 48071

www.madison-heights.org

Dear Business Owner,

The time has come for your restaurant to participate in our 3rd annual Madison Heights Restaurant Week! The City of Madison Heights started Restaurant Week in 2020 to get residents and surrounding community members to come try some of the best food around. We like to say that this is a chance to discover that we have the most global dining within Oakland County.



We're sure you are wondering what this means for you. Unlike others, our restaurant week is completely FREE to join! You get to pick what specials, discounts or even menus you want to offer during September 18-23rd - your restaurant, your choice! The goal is to entice new customers into your restaurant that will become regulars. We only ask that you help us with the list below.

Participating Restaurants Must:

1. Be locally and independently owned—no chains or franchises.
2. Be willing to participate by offering menu deals the week of September 18-23, 2022.
3. Apply by the deadline, August 12th, and submit (AnnaPereny@Madison-Heights.org) your promotion pictures and menu special no later than August 26th
4. Educate their entire staff on the event details and menu to answer any guest questions and provide an excellent dining experience.
5. When possible and appropriate, promote the Madison Heights Restaurant week event through their marketing efforts including social media and marketing materials inside the restaurant

Visit www.Madison-Heights.org/MHRWSignUp or scan the QR Code

If you have any questions, Please contact me today!

Looking forward to a very successful #MHRW2022

Thanks,
Anna Pereny
Multimedia Specialist
Direct: (248)837-2668
AnnaPereny@Madison-Heights.org



Area Code (248)

Active Adult Center..... 545-3464
 Assessing..... 858-0776
 City Clerk..... 583-0826
 City Manager..... 583-0829
 Community Development..... 583-0831
 Department of Public Services..... 589-2294

Finance..... 583-0846
 Fire Department..... 588-3605
 43rd District Court..... 583-1800
 Human Resources..... 583-0828
 Library..... 588-7763
 Mayor & City Council..... 583-0829

Nature Center..... 585-0100
 Police Department..... 585-2100
 Purchasing..... 583-0828
 Recreation..... 583-0828
 Water & Treasurer..... 583-0828

Downtown Development Authority of City of Madison Heights**Memorandum**

Date: August 4, 2022
To: Design Committee/ DDA Board
From: Giles Tucker, Community & Economic Development Director
Subject **The Supply House Sign Grant- Amended Reimbursement Request**

A sign grant for The Supply House was approved at the Regular DDA meeting on April 12, 2022. This grant was for the installation of a new backlit sign for the business's new storefront location. The applicant provided a quote for the work totaling \$9,532.00 and a grant was approved for 50% of these costs for a total of \$4,766.00.

The applicant has indicated that the work for this project nearly completed and has been paid for, but it requesting that this reimbursement be increased to \$5,147.66, 50% of the actual costs of the project which total \$10,295.32. The reason for the difference between the quote provided when the DDA approved the project and the final costs of the projects are due to \$345 in permit fees (\$100 electrical; \$245 sign) and \$418.32 in taxes. It is at the discretion of the DDA board if they would like to amend the reimbursement grant amount, as the limit for sign grants per the application guidelines is capped at \$10,000. However, this request would exceed the \$5000 budgeted for Sign Grant in FY22-23.

Staff has confirmed that that all taxes and utility payments are current, but the final electrical inspection for the sign has not been completed as of the writing of this memo. However, sign inspection is typically next day and will likely completed next week.

Staff Recommended Action:

1. Staff needs direction from the DDA board as to whether the reimbursement amount should be amended to \$5,147.66 or should remain the previously approved \$4,766.00.
2. Staff recommends that the DDA board approved the reimbursement amount contingent on the applicant receiving final inspection approval.

INVOICE

PAID

REMIT PAYMENT TO:
 FAIRMONT SIGN COMPANY
 PO BOX 1712
 WARREN, MI 48090-1712
 US
 313-368-4000
 AR@fairmontsign.com

Item 3.

PURCHASE ORDER NO. GORDIE DAVIGNON	JOB NO. 104880	INVOICE DATE 7/29/2022	INVOICE NUMBER 305239
--	--------------------------	----------------------------------	---------------------------------

BILL

TO: CADILLAC STRAITS
 27651 JOHN R. ROAD
 MADISON HEIGHTS, MI 48071 US
 ATTENTION: Accounts Payable

LOCATION:

CADILLAC STRAITS
 27651 JOHN R. ROAD
 MADISON HEIGHTS, MI 48071 US

CUSTOMER NO. 200079		ACCOUNT MGR SM	TERMS DUE UPON RECEIPT			
QTY ORDERED	PART #	DESCRIPTION	PREVIOUSLY BILLED	QTY BILLED	UNIT PRICE	TOTAL AMOUNT
1.00	INSTALL	INSTALLATION FEE TRAVEL TO LOACTION, INSTALL SIGN AND CONNECT TO EXISTING POWER Provide a 4'-0" x 7'-5 5/8" sign with the following characteristics: - 4'-0"x7'-5 5/8" fabricated aluminum panel 2" deep painted dark brown. - illuminated top hat with red plastic face - illuminated (THE SUPPLY HOUSE) With white plastic face. - Illuminated leaf shapes with golden plastic face. - Non illuminated 1/4" Aluminum (AT CADILLAC STRAITS) - Non illuminated 8 vertical bars mounted to panel	0.00	1.00	2,160.00	2,160.00
1.00	SURVEY	SURVEY	0.00	1.00	100.00	100.00
1.00	PERMITACQ	PERMIT ACQUISITION	0.00	1.00	300.00	300.00
1.00	PERMIT	PERMIT FEE AT COST	0.00	1.00	345.00	345.00
1.00	WALLSIGN	CUSTOM/NEW WALLSIGN FOR NEW CUSTOMER Provide a 4'-0" x 7'-5 5/8" sign with the following characteristics: - 4'-0"x7'-5 5/8" fabricated aluminum panel 2" deep painted dark brown. - illuminated top hat with red plastic face - illuminated (THE SUPPLY HOUSE) With white plastic face. - Illuminated leaf shapes with golden plastic face. - Non illuminated 1/4" Aluminum (AT CADILLAC STRAITS) - Non illuminated 8 vertical bars mounted to panel	0.00	1.00	6,972.00	6,972.00
For your convenience, we accept MC, VISA, AMEX and Discover. Thank you for your business!					SUBTOTAL	9,877.00
					FREIGHT	0.00
					TAXES	418.32
					LESS AMOUNT RECEIVED	4,766.00
					TOTAL DUE	5 11
SALESPERSON <i>Nick Hanna</i>		AMOUNT PAYABLE IN USD				

QUOTE

CUSTOMER Cadillac Straits Brewery	LOCATION 27651 John R road Madison Heights MI 48071	QUOTE DATE 2/18/2022	Salesman name: Nick Hanna
			Salesman phone #:
			Contact Name: Gordie Davignon
			Customer phone #: FAX
			Customer Email: Gordie@cadillacstraits.com

ITEM	ITEM DESCRIPTION	SUPPLY EACH	INSTALL ESTIMATE	OTHER	QTY	TOTAL
A-1	Provide a 4'-0" x 7'-5 5/8" sign with the following characteristics: - 4'-0" x 7'-5 5/8" fabricated aluminum panel 2" deep painted dark brown. - Illuminated top hat with red plastic face. - Illuminated (THE SUPPLY HOUSE) With white plastic face. - Illuminated leaf shapes with golden plastic face. - Non illuminated 1/4" aluminum (AT CADILLAC STRAITS) Letters mounted to panel. - Non illuminated 1/4" aluminum 8 vertical bars mounted to panel.	\$ 6,972.00			1	\$ 6,972.00
A-2	Travel to location and install sign and connect to existing electrical power.		\$ 2,160.00		1	\$ 2,160.00

SUB-TOTAL \$ 9,132.00

1. Customer to provide electrical service within 5 feet of sign location(s). The service MUST meet all codes.
2. Customer must provide written authorization if Fairmont Sign Co. is to fabricate signage prior to obtaining permits.
3. Fairmont Sign is not liable for increase cost for excavation due to under earth obstacles or obstructed access.
4. Freight estimate assumes all products ship on same load.
5. Customer must approve Signage Fabrication design prior to permits being released.
6. Terms:
7. Installation quotations are estimates subject to verification of technical survey and confirmed access to signage.

PERMIT FEES	At Cost
PERMIT ACQUISITION	\$ 300.00
TAXES (6%)	
FREIGHT	included
SITE SURVEY	\$ 100.00

Quotation prepared by:	Signature / Date	TOTAL \$ 9,532.00
-------------------------------	-------------------------	--------------------------

To accept this quotation, sign here, date and return:

Downtown Development Authority of City of Madison Heights**Memorandum**

Date: August 1, 2022
To: Downtown Development Authority Board Members
From: Giles Tucker, Community & Economic Development Director
Subject: Trash Bin Replacement or Refurbishment

Last year the DDA considered the replacement or refurbishment of the DDA area trash bins. At that time the DDA board decided to not buy new trash bins, and to not expand the amount of the trash bins deployed throughout the DDA area. At the June 21st Design Committee this topic was raised and the committee recommended that the DDA board refurbish the existing trash bins for an estimated cost of \$100-\$200 per bin not to exceed \$2000. If the DDA boards agrees to move forward on the refurbishment of the trash bins staff will work with Sean Ballantine from DPS to find a company that would be able to refurbish and powder coat these bins. If the costs for this project exceed \$2000 I will bring quotes to the next DDA meeting for consideration.

Staff Recommended Action:

Staff recommends that the MHDDA board approve authorize the Executive Director to work with DPS to seek out a company to refurbish and powder coat the existing trash bins in the DDA area with a total budget not to exceed \$2000.

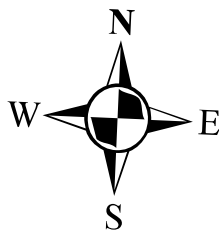


Downtown Area Features



Legend

-  DDA Trash Bin
-  SMART Trash Bin
-  SMART Bus Stop
-  DDA Boundary



1 inch = 721 feet



Downtown Development Authority of City of Madison Heights**Memorandum**

Date: August 3, 2022
To: Downtown Development Authority Board Members
From: Giles Tucker, Community & Economic Development Director
Subject: Holiday Decorations & Electric Costs

Holiday Decorations

During the holiday season last year the DDA discussed the possibility of bringing holiday decorations back to the downtown. In the past the City would put up holiday decorations along John R Rd, but with budget constraints has not done so in many years. Today the DPS has two semi-truck trailers full of Holiday décor that with some cleaning and refurbishment could be used in the DDA area. On July 28th Sean and I took a look at these decorations and they appear to be in good condition. It is likely that these decorations will need replacement bulbs and possibly some rewiring. While I was not able to get an exact count of each decoration, it appears that we could put a decoration on every DDA light pole if desired. We will not have a firm cost for refurbishing until DPS brings out all of the decorations for cleaning and repair in October-November, but Sean from DPS estimated we should add in \$500 or so for these kind of repairs. Within this FY budget we have allocated \$5000 for holiday decorations, so we should have plenty of funds available to make necessary repairs.

Electricity

At the beginning of each November DTE emails communities asking them how many posts they will need electricity for during the holiday season. We will have a firm electricity cost per pole then, but based off what I have learned from Sean and from Debra from DTE we can expect a cost of around \$12.50 per pole, per month so about \$37.50 in electricity per pole. If we were to light 106 poles, this is \$3,975. While it is possible that the total of \$5000 could cover both the refurbishing of the decorations and cover electricity, it is certainly something that we think about.

Staff Recommended Action:

The DDA board has already authorized up to \$5000 in total costs for holiday decorations within the budgeting process earlier this year. The amount of holiday decorations we install will impact the costs for refurbishing as well as how much we spend on electricity. Staff is asking the DDA board aside from this total cost limit of \$5000 is there a limit to the amount of these funds should go to electric costs?









