



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES

Thursday, February 6, 2014  
Council Chamber – Farmington City Hall

The meeting was called to order at 8:05a.m. by President Andrade.

ROLL CALL

PRESENT: Andrade, Buck, Gallagher, Galvin, Greer (8:16a.m.), Higgins (8:22a.m.), Key (8:07a.m.), Murphy (8:07a.m.), Platzke

ABSENT: None

OTHERS PRESENT: Vincent Pastue, City Mgr./DDA Exec. Dir.  
Annette Knowles, Asst. to City Mgr.

INTRODUCTION OF NEW MEMBERS

President Andrade welcomed new board members Tom Buck, Rachel Gallagher and Kathleen Platzke.

Key and Murphy entered the meeting.

CONSENT AGENDA ITEMS

MOTION by Galvin, SECONDED by Murphy

RESOLVED, that the board accepts and files the regular minutes of October 3, 2013 and December 5, 2013 and the special minutes of October 24, 2013 and November 9, 2013; the November and December, 2013 Invoice Distribution and the October, November and December, 2013 Financial Reports, as presented. MOTION CARRIED, ALL AYES.

PUBLIC COMMENT

Councilperson McShane mentioned the concept of pop-up businesses and inquired if they are part of the business development strategy.

TABLED ITEMS

MOTION by Key, SECONDED by Galvin

RESOLVED, that the consent agenda items from December 5, 2013 be removed from the table. MOTION CARRIED, ALL AYES.

MOTION by Galvin, SECONDED by Murphy

RESOLVED, that the board accepts and files the October, 2013 Invoice Distribution and the July, August and September, 2013 Financial Reports, as presented. MOTION CARRIED, with Buck abstaining.

The Board identified a preference to receive each month a Revenue and Expenditure Report in addition to the Trial Balance Report. The Revenue and Expenditure Report has improved ease in interpretation.

Greer entered the meeting.

#### FARMINGTON FARMERS & ARTISANS MARKET – REVIEW OF 2014 RULES AND REGULATIONS

Andrade described the history of the Farmers Market as it relates to the DDA and the recent reorganization. The DDA Board now retains an annual review of the rules and regulations so the interests of the business community are considered.

Changes proposed from last year include a reset of the start date to the week following Mother's Day. The winter market was suggested as a means to provide an opportunity for the market vendors.

Higgins entered the meeting.

The board agreed that it will assist in promoting the DDA-merchant space and the DDA-restaurant space to the downtown business community, but it will be up to the Market Manager to solicit participation.

A discussion was held concerning a change to the location or day of the week of the Farmers Market. Many board members favor changing the date to Sunday. City administration does not support that direction.

The board would like continued conversation on making changes to the market that benefit the downtown businesses, specifically those located nearest to the market.

MOTION by Key, SECONDED by Murphy

RESOLVED that the board approves the 2014 Farmers Market Rules and Regulations, with the following changes: strike "solicited by the DDA working in conjunction with the Market Manager" and add "The DDA will inform the downtown businesses of the opportunity through the Strictly Business newsletter."

MOTION CARRIED, ALL AYES.

#### BUSINESS PROMOTION SPONSORSHIP PROGRAM – THE VILLAGE MALL SPRING FLING

An application #2014-02 was received from the Sacred Sage for a new promotion at the Village Mall called Spring Fling. The promotion is a charity shopping event that will be held at the Village Mall. The Business Promotion Sponsorship Program requires downtown-wide participation and a broader location designation.

MOTION by Higgins, SECONDED by Buck

RESOLVED, that the board approves application #2014-02 received from the Sacred Sage for the Spring Fling promotion through the Business Promotion Sponsorship Program, with the following stipulations: the name of the event should reflect the entire downtown and each downtown business shall be invited to participate. MOTION CARRIED, ALL AYES.

#### WORK PLAN UPDATES

Knowles passed to allow the committee chairs to report on their activities.

The volunteer appreciation celebration planned by the Organization Committee shall be held on Wednesday, March 12 in the evening. The newsletter team is gearing up for the next edition of the Main Street Messenger, which shall be themed around the DDA, post-reorganization.

Andrade reminded the board to review and provide comment on the Vision and Mission Statements.

The Design Committee is working on the plan for the restoration of Riley Park once the ice rink is removed. A number of options are available, including grass, grass pavers, hardscape or turf. Ideas for next year are being collected. Higgins suggested a banner similar to what we hang during Rhythmx in Riley Park. Higgins suggested a weekly Friday night activity when the rink is open next season.

Buck departed the meeting at 9:00 a.m.

Greer reported on the Promotions Committee. Restaurant Week happens February 24-28. Coasters, poster and flyers will be used to promote restaurant week. A slide at the Civic Theater is an idea.

Murphy intends to host a formative meeting for the Business Development Committee this month. Six members have committed to participation.

#### BOARD COMMENT

Higgins inquired about the 2014 calendar year financial report for events. A draft of the report is under review by staff and will be ready for the March meeting.

Higgins requested an evening meeting time. After discussion, it was determined that Wednesday evening would be convenient for board members. Knowles will research conflicts with other boards and commissions to select the first, third or fourth Wednesday.

Galvin commented on the caliber of interviewees for open board and commission appointments. Several candidates would be excellent Main Street committee members.

Higgins inquired about the status of legislation impact tax increment financing. Knowles responded that legislation that will severely impact TIF in a negative way is forthcoming.

#### ADJOURNMENT

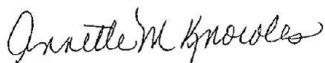
MOTION by Gallagher, SECONDED by Galvin

RESOLVED, that meeting be adjourned. MOTION CARRIED, ALL AYES.

The meeting was adjourned at 9:26a.m.

The next regular meeting will be on Thursday, March 6, 2014 at 8:00 a.m.

Respectively submitted,



Annette Knowles,  
Executive Director