

MINUTES (DRAFT)
KOCHVILLE TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
APRIL 15, 2011 – 8:30 AM (Township Board Room)

Board Members Present: Lyle Davis, Jr. (Chairman), Vern Weber (Vice-Chairman), Dave Abbs (Treasurer), Jim Loiacano (Township Supervisor), Tom Basil, Jr., Jon Howell, Don Jackson, Dave Maine

Board Members Absent: Scott LaDouce (Secretary)

Others Present: Steve King (Director), Rob Eggers, Mike Burger, Judy FathJackson

Proceedings

I. Opening of Meeting

Lyle Davis opened the meeting with the pledge of allegiance at 8:30 a.m.

II. Approval of Agenda

- Moved by Maine, second by Loiacano, to approve the agenda as presented. MOTION CARRIED UNANIMOUSLY.

III. Public Comment

Judy FathJackson commented that the Kochville Township Parks & Recreation Committee was hosting another fundraiser at Bennigan's on April 21, where it would net 20-percent of sales that evening.

IV. Communications / Information (None)

Mr. King referenced a summary he had provided regarding a recent sign variance request within the district, where a business was denied a variance request to raise the height of their sign. There will be a training on detecting and preventing shoplifting on April 28. The DDA had recently mailed out its spring quarterly newsletter to the community.

V. Reports

a. Financials

Mr. Abbs noted that the March 31 end-of-year statements were not provided in the packet because there were some questions being resolved by the DDA's accountant.

b. Police Protection (None)

Mr. Weber noted that the DDA has only paid invoices for the contract through the end of December 2010. As of right now it appears that the DDA's police protection expenses could be under budget for the 2010-11 fiscal year. He also noted that the DDA's shoplifting seminar would take place on April 28 at 9am at Davenport University. The upcoming millage request for the Saginaw County Sheriff's Department is "a must." Among painful cuts without the millage approval would be a lack of jail space to hold non-violent offenders and no detectives to solve crimes.

Mr. Howell commented that the Sheriff's Department even backs up the Saginaw Township Police Department.

Mr. Davis said that Marc McGill and Sheriff Federspiel had spoken recently in Frankenmuth about the millage request, which "turned a lot of heads" in the audience.

Mr. Jackson asked what the DDA's startup budget was for law enforcement, which Mr. King said was \$180,000 prorated for fiscal year 2010; the budget for 2011 is \$250,000. Mr. Weber noted that the total budget for 2010 including equipment and the vehicle was about \$258,000.

Mr. Maine noted that the DDA's sheriff's deputies are also available to the greater community when emergencies occur as a backup.

VI. Consent Agenda

- a. Meeting Minutes of February 18, 2011
- b. Treasury Report / Payment of the Regular Bills

April 15, 2011

- c. DDA FY 2011-2012 Budget (Motion to Reaffirm)
- d. Next Board Meeting: Friday, May 20, 2011

- Moved by Loiacano, second by Jackson, to approve the consent agenda as presented. MOTION CARRIED UNANIMOUSLY.

VII. Unfinished Business

- a. Bay Road (M-84) / Pierce Road Sewer Extension Update

Mr. Eggers said that the project is “moving right along.” Some boring was recently done under Pierce Road from the SVSU lift station, with the 18-inch sanitary sewer lead installed. Regular progress meetings are being held. The contractors will try to eliminate one bore under Bay Road and instead join two sections of line. He noted that Mr. Loiacano had requested that the contractor notify property owners when their property will be worked on as part of the project.

- b. Tittabawassee Road Streetscape Project (Bay to Davis) - Update

Mr. Eggers noted that several lighting options were being weighed and evaluated for the project, considering short- and long-term costs and light output. These options include both conventional halide light fixtures and LED fixtures.

Mr. Weber noted that Thomas Township’s streetscape project was delayed a bit in order to evaluate a recent quote for LED fixtures in line with the quote for halide fixtures.

Mr. Davis asked Mr. Eggers when he anticipated this project to begin. Mr. Eggers said the fixture decision could likely be made fairly soon based on the evaluation. The DDA has more flexibility as to its lighting options because Tittabawassee Road is not a State route.

Mr. Jackson asked if the new streetlights would be dark sky compliant, or if making the fixtures dark sky compliant would add cost to the project. Mr. Eggers said that the lights used on Trautner do have a small window at the top of the fixture to allow some light to escape to create an ambient character for the lights. However, the spec lights for Tittabawassee would not have this window.

Mr. Weber noted that if LED fixtures were used, the light could be specifically pointed at various directions to avoid any “escape” upward.

Mr. Maine asked what the dark sky initiative is. Mr. Eggers said that a dark sky initiative is a voluntary, conscious decision by a community – usually rural communities – to keep light from spilling into the sky in order to keep stars more visible.

Mr. Weber said that after the photometric study has been completed for the different fixture types, the DDA can test the fixtures it finds interesting to make a final decision.

- c. DDA Banner Designs

Mr. King recalled that the DDA had approved cost parameters for a new set of banners at its March meeting, but the board did not approve a design. The company whose quote was approved, Sign Image, generated several new design ideas for the board’s consideration.

Mr. Basil questioned what the goal of the banners is: to advertise Kochville Township and Cardinal Square; or, to promote the business district as a terrific-looking, unique place. He said his opinion is to promote the Kochville DDA district as a unique and attractive place.

Mr. Davis said that the DDA, through its gateway signs, has improved awareness of Kochville Township and Cardinal Square.

Mr. Maine asked for clarification on what, exactly, Cardinal Square is. Mr. Eggers recalled that the planning commissions of Saginaw Township and Kochville Township had met jointly on some sign and other issues about seven years ago, and those commissioners realized that the two Township’s developments were very similar. SVSU and other stakeholders also met with those planning commissions to discuss how to differentiate the area as a unique, desirable place. A number of names and monikers were suggested, but eventually all parties agreed on the name Cardinal Square.

April 15, 2011

- Moved by Basil, second by Howell, to approve a design featuring a blue backdrop with “Kochville Township” and “Cardinal Square” text, as identified in the proposed design by Sign Image, Inc. (upper left corner of six proposed renderings).
MOTION CARRIED UNANIMOUSLY.

d. 2012 Soccer Tournament – Shuttle Bus Discussion

Mr. King said that a proposal for shuttle bus service during the 2012 Saginaw Township Soccer Association soccer tournament would be to the board for consideration by no later than June, and possibly even the May meeting.

Mr. Maine suggested that it may be a good idea to survey local businesses to see if they would benefit from the event, and possibly ask about the shuttle service as part of that survey.

Mr. Davis said that more jurisdictions than the DDA should be represented as part of the plan to service this event, if it is to go well and be memorable for out-of-town attendees. He said that the Saginaw County Convention and Visitor’s Bureau should be a significant driver of the efforts. He stressed that the event and services need to be done right.

Mr. Howell noted that the soccer association is hoping to make a bid for this tournament every three years so the community’s best foot must be put forward to secure the tournament in the future.

Mr. Maine suggested that if the DDA is to help fund a component of this soccer tournament, such as a shuttle service, then the DDA needs to have a voice in planning that component. He volunteered to assist in this capacity if needed.

- Moved by Basil, second by Maine, to postpone consideration of funding transportation services for the 2012 soccer tournament. MOTION CARRIED UNANIMOUSLY.

e. Gateway Signs

Mr. Eggers said he had received an easement for Township signatures in order to construct the Applebee’s gateway sign.

Mr. King noted that the board had already approved up to \$40,000 to construct the gateway sign, and the actual quote came in at \$30,850 from the project contractor, Pumford Construction.

VIII. New Business

a. Proposed Conceptual Overlay Districts Affecting DDA

Mr. King noted that he had been working on developing ideas to build on the Cardinal Square concept to improve the DDA district. After a great deal of research and a number of discussions, a pair of conceptual overlay districts were drafted that would enable “Town” and “Gown” districts within the DDA – the Gown district falling on the south side of SVSU and the Town district encompassing the core DDA district and a bit north. Legislation has been proposed in the State House of Representatives to enable Town and Gown districts throughout Michigan, so this overlay set would put the DDA in line with other statewide planning efforts. The overall aim of the overlays would be to facilitate a pedestrian-friendly, beautiful business district. The Gown overlay would help direct future growth in a manner appealing to the broader community and more in line with a smaller, village scale of development. The Town overlay would help facilitate a broader range of infill within the built area of the DDA in order to make it more sustainable and vibrant in future years.

b. Litter and Maintenance in the DDA

Mr. Davis recalled that he was recently driving around the DDA district with his wife and was appalled by the amount of litter scattered on and near Krossroads Park. The Township enforces property maintenance codes, and it is important to keep the district looking as clean as possible. He asked whether the DDA can direct someone to clean up unattended trash for a property owner and then bill them if the problem is not being addressed.

Mr. Loiacano noted that a business cannot control what their customers might do outside of the business, for example if a customer litters in a parking lot and that blows across the street to a park.

April 15, 2011

Mr. Howell noted that the Township enforces a weed ordinance and will bill for cutting grass if that is not addressed by a property owner. He suggested the Township could do the same with trash and litter.

Mr. Jackson commented that the Township's Parks and Recreation Committee runs a clean-up day every year and organizes other projects to keep the Township's facilities and streets as clean as possible.

Mr. Davis said the Township's volunteer programs are wonderful, but the litter situation needs to be addressed proactively. He asked Mr. Loiacano to work with the code enforcement officer to address the litter situation in the district.

IX. Township Supervisor's Report (Jim Loiacano)

Mr. Loiacano said that Wal-Mart had donated unused escrowed funds from a stamping project that did not occur on Bay Road, with the donation for more than \$10,000 going to the Township's parks and recreation efforts. Progress is being made to connect lines for the second phase of the interceptor sewer project. The Township was ordering a new GPS unit to mark fire hydrants and other utilities for the GIS system update. The DDA liquor license guidelines, application, and fact sheet were approved by the Township Board.

Mr. Basil asked if the DDA liquor license guidelines or application require first going to the DDA director.

Mr. Davis asked what the basic process is for the Township if a business expresses interest in locating within the Township or the DDA district. Mr. Loiacano noted that the development process is statutory as outlined in the development guide. Mr. Davis asked who a business would talk to. Mr. Loiacano thought that a business might go to Mr. King, but if not they would come to the Township. Mr. Davis said the process should be made as simple for a business as possible so that if someone from outside the area is interested in doing business, they know who to go to for help.

Mr. Abbs asked if business inquiry calls to the Township would be referred to Mr. King.

Mr. Davis suggested that one focal point be established for interested businesses looking to locate in the Township. He asked Mr. Loiacano to work with Mr. King on simplifying this process.

Mr. Jackson suggested that Tammy, the administrative assistance, should be informed as to the process.

X. Planning Commission Report (Don Jackson)

Mr. Jackson noted that Warren Collisi had retired from the Planning Commission. The Planning Commission had approved the master plan draft to send to the Township Board for consideration.

Mr. Davis asked Mr. Loiacano to consider some kind of commendation for Warren Collisi's service to Kochville Township.

XI. Board Member Comments

Mr. Jackson noted that the entire Planning Commission had attended a class on Complete Streets legislation in Michigan, which aims to make communities more walkable and bicycle friendly. The basic idea fits into the DDA's efforts toward placemaking.

April 15, 2011

XII. Adjournment

The meeting adjourned at 9:47 a.m.

Minutes written by Steve King

Lyle Davis, Jr. – Chairman _____
Date

Steve King – Director _____
Date