



**Fenton
Downtown
Development
Authority**

City of Fenton – Downtown Development Authority
Board Meeting of Tuesday August 21, 2012
6:00 p.m. – Council Chambers – City Hall

Call to Order

Roll Call

- 1) Director's Report
- 2) Financial Report
- 3) Consent Agenda
 - a) Accounts Payable – Authorize payment of bills in the amount of \$98,666.27.
 - b) Request by St. John Church to use Lincoln St property for parking at Applefest between September 13th and 16th
 - c) Minutes of the June 11th Fenton Design Committee Proceedings
 - d) Minutes of the July 17th DDA Board Meeting.

CITIZEN COMMENTS: If you wish to address any agenda item, please identify yourself and you will be called on when that item is reached. Comments on items not on the agenda may be made at the Call to the Audience.

- 4) Streetscape Presentation
- 5) 106 Shiawassee Parking Lot and Cornerstone Parking Lot Proposal
- 6) Streetscape Public Relations Plan
- 7) Community Center Financing

Upcoming meeting: September 18, 2012

EXP CHECK RUN DATES 07/26/2012 - 08/29/2012
 UNJOURNALIZED OPEN
 BANK CODE: 05

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND					
Dept 851 DOWNTOWN DEVELOPMENT					
401-851-818.400	MARKETING	REGENT BROADCASTING OF F	ART WALK ADVERTISEMENT ON CARS 108	980.00	
401-851-818.400	MARKETING	FENTON PRINTING, INC.	REWARDS FLYERS	50.00	
401-851-818.410	EVENT MARKETING	CUMULUS MEDIA	RADIO ADS	1,168.00	
401-851-818.410	EVENT MARKETING	THE UPS STORE	UV COATED POSTCARDS	146.20	
401-851-820.911	DISPATCH EQUIPMENT	ADVANCED WIRELESS TELECO	DISPATCH PRODUCTS	7,324.55	
401-851-820.911	DISPATCH EQUIPMENT	BLUMERICH COMMUNICATIONS	1/2 DOWN PER P.O. 96 CH LOGGING RECOR	7,871.00	
401-851-820.911	DISPATCH EQUIPMENT	BLUMERICH COMMUNICATIONS	NETCLOCK PSAP COMMAND CNTR	4,522.00	
401-851-820.911	DISPATCH EQUIPMENT	M-33 ACCESS	TOWER AND FACILITY GROUNDING UPGRADE	7,294.95	
401-851-820.911	DISPATCH EQUIPMENT	DISPATCH PRODUCTS COMPAN	ADD ON SORAGE CABINETS	2,383.00	
401-851-825.300	STREETSCAPE	LANDSCAPE ARCHITECTURE S	DOWNTOWN STREETSCAPE PROJECT	2,250.00	
401-851-825.300	STREETSCAPE	OHM ENGINEERING ADVISORS	DOWNTOWN STREETSCAPE/ ROADWAY	16,814.00	
401-851-826.000	LEGAL FEES	FAHEY SHULTZ BURZYCH RHO	DDA BOARD MEETINGS	367.50	
401-851-826.000	LEGAL FEES	FAHEY SHULTZ BURZYCH RHO	REAL ESTATE MATTERS	2,513.50	
401-851-864.000	CONFERENCES & DUES	MICHAEL BURNS	MILEAGE REIMBURSEMENT MLGMA CONFERENC	113.22	
401-851-956.100	MISCELLANEOUS	FENTON LOCK & SAFE	KEYS CUT	10.50	
401-851-971.413	LANDSCAPING MAINT	CJ CALLAGHAN & SONS	LANDSCAP DDA PROPERTIES	1,114.13	
401-851-971.413	LANDSCAPING MAINT	CJ CALLAGHAN & SONS	PLANTING BED MAINTENANCE	125.02	
401-851-971.414	LAWN CARE	CJ CALLAGHAN & SONS	LAWN MAINTENANCE DDA PROPERTIES	945.00	
401-851-971.414	LAWN CARE	CJ CALLAGHAN & SONS	LAWN MAINTENANCE ADDITIONAL WORK	80.00	
401-851-971.414	LAWN CARE	QUALITY LANDSCAPE	THIRD APPLICATION OF FERTILIZER	153.00	
401-851-975.807	COMMUNITY CENTER RESTORATION	LINDHOUT ASSOCIATES ARCH	JULY COMMUNITY CENTER CORE ADDITION	10,015.96	
401-851-975.807	COMMUNITY CENTER RESTORATION	LINDHOUT ASSOCIATES ARCH	ARCHITECTURAL SERVICES JUNE 2012	13,020.74	
401-851-975.807	COMMUNITY CENTER RESTORATION	OHM ENGINEERING ADVISORS	COMMUNITY CENTER ENGINEERING ASSISTAN	1,154.00	
401-851-975.812	CORNERSTONE	MANSOUR REALTY, INC	AUGUST CONSULTING FEE	3,000.00	
401-851-975.812	CORNERSTONE	SAA ARCHITECTS, INC.	FENTON CORNERSTONE BUILDING	15,250.00	
Total For Dept 851 DOWNTOWN DEVELOPMENT				98,666.27	
Total For Fund 401 DDA CONSTRUCTION FUND				98,666.27	
Fund Totals:					
Fund 401 DDA CONSTRUCT				98,666.27	
Total For All Funds:				98,666.27	

EXP CHECK RUN DATES 07/19/2012 - 07/19/2012

JOURNALIZED PAID

BANK CODE: 05

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND					
Dept 851 DOWNTOWN DEVELOPMENT					
401-851-719.000	EMPLOYEE FRINGES	AMERAPLAN	AUGUST PREMIUMS	2.98	3936
401-851-719.000	EMPLOYEE FRINGES	HEALTHPLUS	AUGUST PREMIUMS	278.36	3938
401-851-818.410	EVENT MARKETING	FENTON REGIONAL CHAMBER	FREEDOM FESTIVAL SPONSORSHIP	5,000.00	3937
401-851-818.410	EVENT MARKETING	SOUTHERN LK REG MET PARK	1ST HALF OF SLPR EVENT SPONSORSHIP	10,000.00	3940
401-851-864.000	CONFERENCES & DUES	PARK PLACE HOTEL	MLGMA CONFERENCE - MIKE BURNS	220.43	3941
Total For Dept 851 DOWNTOWN DEVELOPMENT				15,501.77	
Total For Fund 401 DDA CONSTRUCTION FUND				15,501.77	
Fund Totals:					
Fund 401 DDA CONSTRUCT				15,501.77	
Total For All Funds:				15,501.77	

EXP CHECK RUN DATES 08/02/2012 - 08/02/2012
 JOURNALIZED PAID
 BANK CODE: 05

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND					
Dept 851 DOWNTOWN DEVELOPMENT					
401-851-719.000	EMPLOYEE FRINGES	MERS	JUNE DEFINED CONTRIBUTION M. BURNS	340.38	3942
401-851-719.000	EMPLOYEE FRINGES	METLIFE	AUGUST PREMIUMS	19.93	3943
401-851-719.000	EMPLOYEE FRINGES	THE STANDARD INSURANCE C	AUGUST PREMIUMS	15.29	3944
401-851-719.000	EMPLOYEE FRINGES	VISION SERVICE PLAN	AUGUST PREMIUMS	6.56	3945
Total For Dept 851 DOWNTOWN DEVELOPMENT				<u>382.16</u>	
Total For Fund 401 DDA CONSTRUCTION FUND				<u>382.16</u>	
Fund Totals:					
Fund 401 DDA CONSTRUCT				<u>382.16</u>	
Total For All Funds:				<u>382.16</u>	

08/17/2012 12:13 PM
User: JDEHMEL
DB: Fenton

INVOICE GL DISTRIBUTION REPORT FOR CITY OF FENTON

EXP CHECK RUN DATES 08/09/2012 - 08/09/2012
JOURNALIZED PAID
BANK CODE: 05

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND Dept 851 DOWNTOWN DEVELOPMENT 401-851-975.000	FIRE HALL	CITY OF FENTON	OLD FIRE HALL SUMMER TAXES	3,522.70	3947
		Total For Dept 851 DOWNTOWN DEVELOPMENT		<u>3,522.70</u>	
		Total For Fund 401 DDA CONSTRUCTION FUND		<u>3,522.70</u>	
		Fund Totals:			
			Fund 401 DDA CONSTRUCT	3,522.70	
			Total For All Funds:	<u>3,522.70</u>	

EXP CHECK RUN DATES 08/16/2012 - 08/16/2012

JOURNALIZED PAID

BANK CODE: 05

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND					
Dept 851 DOWNTOWN DEVELOPMENT					
401-851-825.400	RENTAL PROPERTIES	CONSUMERS ENERGY	DDA 111 LEROY	38.84	3948
401-851-864.000	CONFERENCES & DUES	VISA	JULY VISA MICHAEL BURNS	394.50	3950
401-851-956.100	MISCELLANEOUS	VERIZON WIRELESS	DDA CELL PHONE	49.71	3949
401-851-975.721	RIVER STREET UTILITIES	CONSUMERS ENERGY	DDA STREET LIGHTS 125 RIVER STREET	111.12	3948
Total For Dept 851 DOWNTOWN DEVELOPMENT				594.17	
Total For Fund 401 DDA CONSTRUCTION FUND				594.17	
Fund Totals:					
Fund 401 DDA CONSTRUCT				594.17	
Total For All Funds:				594.17	

RECEIVED
JUL 30 2012
CITY OF FENTON

July 21, 2012

To: Fenton City Council
Re: Request the use of the city owned lot located on the corner of Lincoln St. and Jefferson St. for St John Applefest Parking.
From: David & Sara McDermott – St John 2012 Applefest Chair-couple.

On behalf of St John Church and the entire Applefest Committee, we would like to start by saying “Thank You” to the City Council and the entire City of Fenton for your ongoing support and assistance with our St. John Applefest! Last year’s Applefest was a huge success for our church and hopefully for the entire community.

It is hard to believe, but July is almost over and the summer seems to be flying by. With that, we start our planning for Applefest 2012, which will be held this year on the church grounds from Thursday, Sept. 13th through Sunday, the 16th.

As part of that planning process, we would like to be placed on the agenda for the next available City Council meeting to request the use of the lot located on the corner of Lincoln St. and Jefferson St. which we have used in the past for parking. This year, we would also like to request a temporary noise permit from the City, allowing the Applefest activities to continue until the midnight hour during that weekend.

Sincerely,



David & Sara McDermott
810-629-2524



**Fenton
Downtown
Development
Authority**

FENTON DESIGN COMMITTEE PROCEEDINGS

10:00 a.m.

Monday

June 11, 2012

The meeting was called to order at 10:00 a.m. by Chairman Schmidt.

ROLL CALL:

PRESENT: Saule, James, Strayer, Bayer, Canever,

OTHERS: Michael Burns, DDA Director, Chad Brennan, Crust LLC.

Agenda Items

Façade Improvement Program Application

Burns informed the committee that he received an application to the Façade Improvement Program by Crust LLC in a reimbursable amount of \$36,500. Burns informed the committee that the majority of the work had already been completed and that the program stipulates that approval must be given by the DDA Committee and Board prior to the work commencing. Burns stated that while the work completed does meet the design standards in the Downtown District, this application did not comply with the guidelines set by the DDA Board. Burns stated that was the reason he could not recommend the project. Burns mentioned that Carmen Avantini stated in his review that better screening of the dumpster needed to occur along with screening the mechanical equipment above the building. Burns stated that he could support providing funding for these activities.

Strayer stated that in his understanding of the guidelines, that there is latitude that does allow the DDA Board to waive the requirement pertaining to the approval process. Burns stated that is correct, however, Burns stated that the guidelines were set to prevent this from happening.

Brennan was asked as to why they did not follow protocol. Brennan admitted that he did not realize this happened until he spoke to Burns about this. He said that this was not their intention and that they forgot.

Strayer continued by saying that what has been done by Crust in this area of the Downtown District is remarkable. He understands that while protocol was not followed, this is a case where maybe the DDA should allow for this reimbursement to take place due to the large investment in the area.

James stated that he is upset that the protocols weren't followed; however, he doesn't want this to be a reason to stifle moving forward in the downtown district.

Saule stated that with our financial situation, he doesn't like that the protocols were not followed. However, he would agree to fund the application of Crust. However, he doesn't agree with funding the dumpsters.

Strayer made a motion to approve a cost not to exceed \$36,500 for the façade grant application filed by Crust LLC. He made the additional motion to approve \$1,000 if they complete the screening of the dumpsters and the mechanical enclosures.

MOTION PASSED ALL AYES

CALL TO AUDIENCE: (no comment)

ADJOURNMENT:

The meeting adjourned at 10:25 p.m.

Respectfully submitted by,
Michael T. Burns
Michael T. Burns
DDA Director



**Fenton
Downtown
Development
Authority**

FENTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

6:00 p.m.

Tuesday July 17, 2012

The meeting was called to order by Chairman Schmidt at 6:00pm.

ROLL CALL:

PRESENT: Bayer (phone), Bertschy, Canever, Henderson, James, Osborn, Saule, Schmidt, Strayer, Sweetman, Wesch

ABSENT: Green, Kasper

OTHERS: Michael Burns DDA Director/Assistant City Manager, Lynn Markland City Manager, Attorney Steve Schultz

EXECUTIVE DIRECTOR'S REPORT:

The ArtWalk and Bastille Day Race were very well attended this past Saturday July 14th. The ArtWalk estimated it had 800-1000 people visiting the city and Mark Hamel reported approximately 12,000 attending The Bastille Day Race. A few lessons were learned from the experience of having both activities on the same day. Everyone involved felt it was good timing in combining the two. The businesses had asked for the ArtWalk to be from 10am-6pm. It was suggested that the hours for next year be 11am-4pm. Attendance dropped off after 4pm. The heat could have played a role as it was close to 100 degrees.

- Held a meeting and showed plans for the Street Scape Project.
- Back to the Bricks is scheduled for Aug 9, 2012.
- Taste in Fenton is scheduled for Aug 11, 2012.

FINANCIAL REPORT:

Shane reported that the auditors are not scheduled until September 13, 2012. We can still accrue invoices until then.

- James asked if we will get back the 911 funds.
- Markland said we would.

CONSENT AGENDA:

- a) Accounts Payable – Authorize payment of bills in the amount of \$101,453.33.
- b) Minutes of the May 22, 2012 DDA Fire Hall Selection Committee
- c) Minutes of the June 19, 2012 DDA Board Meeting

Motion made by James, supported by Saule to approve the Consent Agenda as presented. With the correction pointed out by James that the word “he” was left out of the paragraph “Discussion of Interviews” in the minutes of the DDA Fire Hall Selection Committee meeting of May 22, 2012. Correction made.

MOTION CARRIED, Roll Call Vote: Bayer (phone), Bertschy-aye, Canever-aye, Henderson-aye, James-aye, Osborn-aye, Saule-aye, Schmidt-aye, Strayer-aye, Sweetman-aye, Wesch-aye.

LEASE AGREEMENT WITH UNION JOINTS:

- The lease will be \$1.00 per year for five years, with a purchase price of \$1.00 and a financial incentive for leasehold improvements not to exceed \$100,000.
- Restrictive covenant provisions did not allow for the sale of liquor and beer however City Council waived enforcement of those provisions at their July 16, 2012 City Council Meeting.
- Michigan Brewing Co was allowed a waiver.
- Union Joints asked for the same waiver to be able to sell.
- Schultz clarified some of the legal language in the lease agreement. Also he answered questions regarding utilities, insurance, restrictions and occupancy.
- Union Joints, Kurt Catallo said that he is looking forward to getting started. He also stated that his attorney said that the lease was written very well. They are asking for input on insurance issues.

Motion made by Schmidt, supported by Canever that the Downtown Development Authority approve the Lease Agreement with Union Joints as written, pending final agreement, insurance language and other legal issues.
MOTION CARRIED, ALL AYES.

CORNERSTONE PRE-DEVELOPMENT AGREEMENT:

We have been working on a proposed PRE-DEVELOPMENT AGREEMENT for the Cornerstone Project. Representatives from SAA Architects, Inc. and OHM Engineering were on hand to help answer any questions. With the way James Saule understood the agreement, he felt there needed to be some clarity in the motion. Discussion ensued among the board. Attorney Schultz was on hand to answer any questions.

Motion made by Saule, supported by James that the PRE-DEVELOPMENT AGREEMENT between the DDA and Corlin Development , as presented to the Board tonight, be approved with the understanding that certain technical terms related to insurance and certain other technical wording discussed tonight will be resolved by the DDA's legal counsel and is approved if it is acceptable to the Executive Director.

MOTION CARRIED, ALL AYES

COMMUNITY CENTER FINANCING:

At a joint meeting in February, the Fenton City Council, Fenton Downtown Development Authority and Fenton Community Center Board of Governors discussed the funding of the Community Center Project.

Discussion ensued among board members. Those who spoke felt that it was important to get approval tonight, and to move forward on this project.

Motion made by Schmidt, supported by Sweetman that the Downtown Development Authority obligate paying debt service on a bond sale approved by the City Council in an amount not to exceed \$1 million dollars for the expansion and restoration of the Fenton Community Center.

MOTION CARRIED, ALL AYES.

CALL TO THE AUDIENCE:

- Les Beare, UPS Store, asked for some help with marketing from New Moon.
- Burns said that he would talk to New Moon.
- Les said that he would like to do a boat show in the spring.
- Markland thought that a boat show was a good idea.

ADJOURNMENT:

The meeting adjourned at 7:16pm.

Respectfully submitted by,

Craig Schmidt
Craig Schmidt, Chairman
Downtown Development Authority

Elaine McGreevy
Elaine McGreevy
Recording Secretary

**FENTON DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM**



THE CITY OF
FENTON

DATE: August 17, 2012
TO: Downtown Development Authority Board of Directors
FROM: Michael T. Burns, Executive Director *MB*
RE: Streetscape

A presentation will be made by OHM and LAS providing an update of the plans for the Downtown Streetscape project.

**FENTON DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM**



THE CITY OF
FENTON

DATE: August 17, 2012
TO: Downtown Development Authority Board of Directors
FROM: Michael T. Burns, Executive Director *MTB*
RE: Parking Lots

Due to awarding the Clarkston Union \$100,000 of the \$400,000 budgeted for the Fire Hall Project; this has allowed the City Administration to utilize the additional \$300,000 for needed municipal investments in the Downtown District.

We had previously discussed expanding the Museum Parking Lot to behind 106 Shiawassee; however our budget constraints did not allow us to complete this project as soon as we would have liked. With the additional revenue we have currently, the Administration would like to consider installing that parking lot and propose installing a parking lot in the Fenton Square walkway near the Cornerstone Development. This will add additional parking and somewhat alleviate future parking concerns that will result with the opening of the Clarkston Union and the Downtown Streetscape Project next spring.

We are working toward installing the parking lots this fall so there will be additional parking in place for next summer's activities.

At the time of preparing the DDA Packet, OHM was finalizing their proposal for these projects. I am unable to provide that information to you currently. I will provide more detailed information to you prior to the meeting on Tuesday.

FENTON DOWNTOWN DEVELOPMENT AUTHORITY MEMORANDUM



DATE: August 17, 2012
TO: Downtown Development Authority Board of Directors
FROM: Michael T. Burns, Executive Director *MTB*
RE: Streetscape Public Relations Plan

This past February, the DDA presented a Public Relations Plan for the 2013 Downtown Streetscape Project. At that time, the City Council had concerns about the costs of the plan and we were asked to reduce the costs. Due to our budget situation and all of the projects the DDA is currently involved in; the DDA reduced their budget for this plan from \$126,000 to \$50,000. This was the amount that was approved by City Council and is accounted for in the DDA Streetscape line item.

I have asked New Moon Visions to revise the plan for the budgeted amount listed which they have presented to me. I presented this to the City Council for feedback at their August Work Session. I did not sense any reservation from them about what was presented.

New Moon Visions has submitted a proposal for the entire project that will entail the following costs throughout both Fiscal Year 13 and Fiscal Year 14:

- \$ 30,400 for New Moon's Services (\$19,550 is for FY 13 and \$10,850 for FY 14)
- \$ 19,500 for the Media Buys (\$11,000 for FY 13 and \$8,500 for FY 14)
- Total cost over both Fiscal Cycles is \$49,900

I have submitted both the proposal from February 2012 and the current proposal to show how much has been reduced from the overall plan.

I am recommending that the Downtown Development Authority approve the Streetscape Public Relations Plan as presented at a cost not to exceed \$49,400.

Fenton DDA Streetscape Marketing & PR Campaign - Service Plan and Hard Costs

Presented by New Moon Visions, Aug 2, 2012

New Moon submits this proposal of services to specifically prepare and promote business during construction and assist with communications with both Fenton's merchants, and the community before, during and after the Streetscape project. Sharman Lamka will be the point person for New Moon with support of the entire staff. This project differs from the existing marketing work that we provide for Fenton, in that the current marketing plan covers a multitude of services with the primary focus of creating brand awareness to the community and beyond to what Fenton has to offer. Quite often New Moon has spent more hours at no additional cost to Fenton. The streetscape project work is over and above the scope of services provided currently. The approved general marketing plan covers monthly FentonBeCloser.com website directory updates; the Fenton Focus online magazine which promotes individual merchant stories and events; the ongoing social media management for Facebook.com/FentonMichigan and Twitter.com/DowntownFenton, posting merchant promotions and community events on FentonBeCloser calendar and social media; marketing strategy for the brand message, creation and production of ads for print; facilitation of merchant workshop; development of merchant eNews; 24 press releases and tracking of news coverage highlighting merchants, event and DDA initiatives; creative and handling media buys for signature event- Jingle Fest; benchmarking; 12 meetings- (one rep per meeting); merchant outreach, communications, project coordination; updates and preparation of art for entertainment guide/map and promo items, and coordination of ArtWalk and Silver Lining Rewards.

Pre-Construction

Oct. 2012 - Mar. 2013

Schedule	Hours	Description
Jan. of 2013	0	Merchant Meeting: Merchant meeting held at the same time as Administrative meeting, handled by Mike Burns and Dan Czarnecki to inform merchants of changes to construction plans, timelines, campaign information etc., and to allow a forum for discussion, questions and concerns. Mike Burns will provide detailed written information to New Moon Visions, as they will not be present.
Jan. of 2013	2	Administrative Meeting and Communication: A New Moon Visions representative will attend one meeting with engineering, construction and a City DDA representative to engage, stay informed, and ask questions, in order to communicate effectively as an ambassador through internal and external PR regarding the project. Mike Burns will keep the marketing firm up to date with detailed written information from meetings that they are not present.
October. of 2012	0	Merchant Survey: Mike Burns and Dan Czarnecki will conduct the survey to ascertain any specific issues relevant to project prior to construction and provide any necessary information to New Moon Visions.
Mar. of 2013	0	Communications Network: Utilize existing community eNews list to share construction information.
Dec. of 2012	2	Press Release: New Moon will write and distribute 1st press release regarding the upcoming streetscape project and campaign based on information collected from Mike Burns.

Feb. of 2013	0.5	Press Release: New Moon will distribute 2nd press release written by Mike Burns to media contacts regarding the upcoming streetscape project	
Mar. of 2013	0.5	Press Release: New Moon will distribute 3rd press release written by Mike Burns to media contacts regarding the upcoming streetscape project	
Oct. of 2012 – Dec. of 2012	35	Streetscape Ad Campaign Development: Develop a campaign for the streetscape complete with logo, Ad theme and a PR and media plan. In order to be cost effective, time efficient and the most productive, New Moon will create design, develop a strategy, and report to one point of contact, Mike Burns for approval.	
Jan. of 2013	7	Web Presence: A dedicated page on the FentonBeCloser.com site will be developed for up-to-date streetscape information. An informational streetscape construction only Facebook page will be developed. Questions will be referred to the City of Fenton website	
Oct of 2012 – Jan. of 2013	20	Development of Marketing Pieces: Marketing pieces, such as a map including detours, construction schedules and business information will be developed to distribute to the public throughout the campaign. Have printed for availability at Public Meeting in Feb. 2013	
Jan of 2013 – Feb. of 2013	12	Tool Kit: In addition to meetings and online communications, a handy printed information guide will be developed and filled with tools to assist merchants throughout the construction process. Detailed information shall be provided by Mike Burns to New Moon to include in kit. New Moon will create and produce print-ready art for the kit that will include contact lists, project facts and FAQs, parking, loading and deliveries, scheduled meetings, and marketing pieces to hand out ie. map of detours and construction schedules. Information for any event during construction will be referred to FentonBeCloser.com website and facebook.com/Fenton. It is recommended for all organizations coordinating events Downtown to provide Mike Burns with event plans well in advance. These will be turned over to New Moon to be included and promoted on FentonBeCloser.com.	
Oct of 2012 – Jan. of 2013	8	Signage Plan: New Moon will develop a plan for "Pardon Our Dust" type signage during construction. These signs are separate from standard construction detour signs. Signs should mark "Accessible Walkway", "Enter Here", "Open for Business During Construction" and Thank You for Your Patience". New Moon will create design to provide consistent streetscape theme.	
Feb. of 2013	0	Public Streetscape Introduction Meeting: A public meeting will be held by Mike Burns and Dan Czarnecki to inform residents of the project and campaign, along with tips for detours, timeline information, etc. Residents in neighborhood surrounding the project area should be specifically targeted. Mike Burns will inform New Moon of any feedback and new information as they will not be present.	
Pre Construction Totals	Hours	Hard Costs Related to Above Services	Budget
Oct. of 2012 – Mar. of 2013	87	Estimated Printing of Marketing Pieces & Merchant Tool Kit, Signs	
(Budget Year: 2013)	\$8,700	\$5,000	\$13,700

**Construction April 2013
through September 2013**

Schedule	Hours	Description
Apr. of 2013 – Sept. of 2013	0	Merchant Meetings: Merchant meetings held at the same time as Administrative progress meetings, will be handled by Mike Burns and Dan Czarnecki to inform merchants of changes to construction plans, timelines, campaign information etc., and to allow a forum for discussion, questions and concerns. Mike Burns will provide detailed written information to New Moon Visions, as they will not be present.
Apr. of 2013 – Sept. of 2013	0	Administrative Progress Meetings: Meetings held by Mike Burns and Dan Czarnecki with engineering, construction and a City DDA representative. Mike Burns will keep the marketing firm up to date with detailed written information from meetings as they will not be present.
Apr. of 2013 – Sept. of 2013	20	Merchant Consultations: New Moon to provide marketing consultation to individual merchants on a case by case basis, to brainstorm and assist addressing construction issues pertaining to the affect on their flow of business. New Moon will also problem solve as challenges arise regarding access to individual businesses during construction.
Apr. of 2013 – Sept. of 2013	0	Weekly Coffee Hours: Once a week City DDA staff representative will be available to answer questions and address concerns in a visible and accessible place during regular hours. An example might be every Monday at the French Laundry's café between 8 and 10 am.
Apr. of 2013 – Sept. of 2013	0	Streetscape Customer Service: City Hall acts as customer service point for all questions and concerns throughout project. Dedicated email address should be created by CityofFenton.org webmaster for inquiries and forwarded to the appropriate representative, Mike Burns.
Apr. of 2013 – Sept. of 2013	27	Monthly eNews Updates: All who are interested in streetscape information including community and merchants, will receive an Enews blast once a month, plus redistributed communication updates provided by Mike Burns 2 or 3 times per month
Apr. of 2013 – Sept. of 2013	120	Streetscape Campaign Maintenance: New Moon to provide: <ul style="list-style-type: none"> • Admin./implementation of marketing plan, coordinating buys- 40 hrs • Appoximately 8 press releases- 12 hrs • Updating the dedicated Streetscape page on website- 26 hrs • Social media maintenance pertaining to Streetscape- 12 hrs • Door to door distribution and explanation of Tool Kit and marketing materials to merchants- 30 hrs
Apr. of 2013 – Sept. of 2013	0	Implementation of Signage: As construction progresses, the maintenance and changing of "Pardon Our Dust" type signage will be handled by City staff.
Jun. of 2013	0	Community Outreach: City Staff to organize family tour of construction project, with ice cream social
Apr. of 2013 – Sept. of 2013	50	Construction Themed Retail Events: New Moon to develop, organize and coordinate two new events to encourage shopping and dining in construction zone during particular times. ie. Expanding on Farmers Market days. Includes coordinating with Merchants to participate.

Construction Totals			
Schedule	Hours	Hard Costs Related to Above Services	Budget
Apr. of 2013 – Sept. of 2013	217	Media buys, Print	
	\$21,700	\$12,000	\$33,700
(Totals per Budget Year)	\$10,850/yr	\$6000/yr	

Post-Construction			
October 2013			
Schedule	Hours	Hard Costs Related to Above Services	Budget
Oct. of 2013	0	Wrap-up Merchant Meeting: A final merchant meeting is held by Mike Burns and Dan Czarnecki to field final questions, hear a summary of the construction	
Post-Construction Totals	Hours	Hard Costs	Budget
Oct-13	0	Media buys, Print	
(Budget Year: 2014)		\$2,500	\$2,500

Grand Totals by Phase			
Schedule	Hours	Hard Costs Related to Above Services	Budget
Pre-Construction	87	Estimated Printing of Marketing Pieces & Merchant Tool Kit, Signs	
Oct. of 2012 – Mar. of 2013		\$5,000	\$13,700
		\$8,700	
Construction	217	Media buys, Print	
Apr. of 2013 – Sept. of 2013		\$12,000	\$33,700
		\$21,700	
Post-Construction	0	Media buys, Print	
October 2013		\$2,500	\$2,500
			\$49,900

Grand Totals by Budget Year			
Schedule	Hours	Hard Costs Related to Above Services	Budget
(Budget Year: 2013)	\$19,550	\$11,000	\$30,550
(Budget Year: 2014)	\$10,850	\$8,500	\$19,350
			\$49,900

**FENTON DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM**



THE CITY OF
FENTON

DATE: August 17, 2012
TO: Downtown Development Authority Board of Directors
FROM: Michael T. Burns, Executive Director *MTB*
RE: Community Center Financing

At last month's DDA meeting, the DDA Board approved to obligate them to repay a \$1 million bond to restore and expand the Fenton Community and Cultural Center. We will need to approve a resolution as a part of the bonding process. That resolution will be presented at Tuesday's meeting for approval.