

**Van Buren Charter Township
Downtown Development Authority**

Tuesday, January 22, 2013

Chairman Dolph called the meeting to order at 5:32 p.m.

ROLL CALL

Members Present: Chairperson Dolph, Director Baskin, Director Bird, Director Blank, Director Miller, and Director Richter

Members Absent: Vice Chair Atchinson (excused), Secretary Zoller (excused), Director Bechtel (excused), Director Laginess (excused), and Supervisor Combs (excused)

Others in Attendance: DDA Executive Director Ireland, Recording Secretary LaMothe, and an audience of nine.

APPROVAL OF AGENDA

Motion Blank, support Bird to approve the agenda as presented. Motion carried.

APPROVAL OF MINUTES

Motion Bird, support Baskin to approve the DDA Minutes of Tuesday, November 27, 2012 as corrected to note Director Miller's absence as excused. Motion carried.

REPORTS

Communication Associates:

Staff from Communication Associates presented a marketing status update, including: branding strategies and website design, print design, graphic and illustration design, brand identity, and social media marketing efforts. The group discussed possible future efforts, including: driving traffic through the DDA corridor with special events; trade show and conference opportunities; and billboards in key locations.

Wade Trim:

Staff from Wade Trim provided a monthly update regarding the work along the Ecorse Road/Belleville Road intersection. Items discussed included the completion status on the pavement, water main and sanitary sewer.

Director's Report:

DDA Executive Director Ireland provided an update on the status of outstanding projects including: sidewalks, Zoo/DIA millage, determining fencing ownership along Belleville Road between Sunrise Drive and Harmony Lane, and streetscape projects including trees, curbs, and fencing.

NEW BUSINESS

1. DDA will work to determine property ownership of Belleville Road fence between Harmony Lane and Sunrise Lane.
2. Directors Laginess, Bird, and Baskin will serve on ad hoc committee for performance review.

ADJOURNMENT

Motion Blank, seconded Bird to adjourn the meeting at 6:50 p.m. Motion carried.

Respectfully Submitted,

Karin E. LaMothe
Recording Secretary