

An electronic public meeting of the Troy Downtown Development Authority was held on Wednesday, October 21, 2020. Chair Alan Kiriluk called the meeting to order at 10:05 AM.

Present:	Kiriluk, Alan (Chair)	
	Blair, Tim (Vice Chair)	
	Baker, Mayor Ethan	
	Bush, Cheryl	
	Keisling, Larry	
	Knollenberg, Martin	
	Koza, Kenny	
	MacLeish, Dan	
	Mioduszewski, Brian	
	Randol, Ward	
	Reschke, Ernest	
	Schroeder, Douglas	
	Tomcsik-Husak, Tara	
Absent:	None	
Also Present:	Miller, Mark F. (Executive Director)	
	Maleszyk, Robert (Secretary/Treasurer)	
	Bluhm, Lori	
	Bovensiep, Kurt	
	Buckner, Drew (MDOT; Left 10:20 AM)	
	Huotari, William	
	Lapin, Glenn	
	Licari, Nino	
	Michalik, David	
	Michelson, Jamie (SMZ)	
	Timblin, Stephen (SMZ)	

Resolution to Conduct Electronic Meeting

Resolution: DDA-2020-10-01

Moved by: Randol
Seconded by: MacLeish

RESOLVED, that the Troy Downtown Development Authority (DDA) hereby allows all members to participate in public meetings by electronic means as allowed by Public Act 228 of 2020, since an in person meeting could detrimentally increase exposure of board members and the general public to COVID-19, and would also be difficult to facilitate in light of the recent Michigan Department of Health and Human Services epidemic orders protecting public health and safety.

Members participating electronically will be considered present and in attendance at the meeting and may participate in the meeting as if physically present. However, members must avoid using email, texting, instant messaging, and other such electronic forms of communication to make a decision or deliberate toward a decision.

RESOLVED, that the Troy Downtown Development Authority hereby establishes public participation rules to provide for two methods by which members of the public can be heard by others during meetings. Email sent to economicdevelopment@troymi.gov and received by 9:00 am on the day of the meeting will be read during the public comment period of the meeting. Voicemail left at 248.524.3314 and received by 9:00 am on the day of the meeting will be played during the public comment period of the meeting. Both email and voicemail public comments will be limited to three minutes each.

Yeas: 13
Absent: 0

Approved Minutes

Resolution: DDA-2020-10-02

Moved by: MacLeish
Seconded by: Randol

RESOLVED, Troy Downtown Development Authority approves meeting minutes from June 11, 2020.

Yeas: 13
Absent: 0

Old Business – None

New Business

- A. Introduction of New DDA Members: Cheryl Bush, Founding Member of Bush Seyferth PLLC and Tara Tomcsik-Husak, President/CEO of Troy Chamber of Commerce (Presented by Mark F. Miller, DDA Executive Director and City Manager)

The two new DDA members were introduced and warmly welcomed to the board.

- B. I-75 Reconstruction Update - (Presented by William Huotari, City Engineer and Drew Buckner, MDOT)

Drew Buckner provided an update on I-75 construction progress. Three lanes in each direction on the newly constructed I-75 are expected to be open to traffic by November 15, 2020. In addition, the new Diverging Diamond Interchange (DDI) at I-75 and Big Beaver is expected to be completed by that time as well. The High Occupancy Vehicle lane on I-75 is not expected to open until 2023. Landscaping is expected to be installed in the fall of 2021.

William Huotari briefly discussed capital projects. Chair Alan Kiriluk complimented City staff and City Council for their leadership on providing matching funds in order to take advantage of available governmental agency dollars for road improvements.

- C. 2009 Project Information: I-75/Big Beaver Interchange Gateway Plans – (Presented by Mark F. Miller and William Huotari)

Information and plans from a 2009 DDA project to significantly enhance landscaping at the intersection of I-75 and Big Beaver were shared with the DDA. The plans were not implemented, but the intent was to provide a strong sense of arrival to the area. Today, with a reconstructed I-75 and newly designed interchange at I-75 and Big Beaver nearing completion, there is DDA consensus to explore upgrading the basic landscaping to be installed by MDOT. Potentially supplementing the landscaping to be installed by MDOT would include both the interchange area and the median along Big Beaver. MDOT was not planning to install median landscaping. Any enhanced landscaping plans pursued by the DDA would need to be coordinated with MDOT landscaping work.

- D. Somerset Collection North Parking Deck DDA Repayment – (Presented by Mark F. Miller; Lori Bluhm, City Attorney and Rob Maleszyk, DDA Secretary/Treasurer & Troy Chief Financial Officer)

Reference was made to the memorandum included in the meeting agenda packet. In summary, at its September 21, 2020 meeting, the Troy City Council passed a resolution authorizing the refunding of the 2013 bonds that were used for DDA purposes and are secured by DDA tax increment financing revenues. It is anticipated that the tentative pricing for the refunding will occur on October 28, 2020. After the refunding, there will be approximately \$11,000,000 remaining on the outstanding bonds, with an estimated savings of \$431,000 each year. With the recent receipt of \$4,035,171 from the sale of the Somerset parking structure, the City is now able to pay off the remaining \$3,212,400 that was issued as tax-exempt, and remove this restriction.

With the anticipated annual savings that flow from the anticipated refunding, the DDA may want to amend the Development Plan and Tax Increment Financing Plan for new projects or

initiatives. There is no need for immediate action, especially since the bond refunding has not yet been finalized, and the additional annual sums have not been realized. Also, because of the procedural hurdles that must be taken to amend the Tax Increment Financing Plan and the Development Plan, including public hearings and securing the ultimate approval of the Troy City Council, the DDA may want to wait until after the occupancy of the Zen Apartments as part of the Unicorp Development at 888 W. Big Beaver, since this would require plan amendments to create a residential council.

E. DDA Marketing Strategy Ideas – (Presented by Glenn Lapin, Economic Development Specialist; Jamie Michelson, SMZ and Stephen Timblin, SMZ)

Glenn Lapin provided an overview of the initiative. The current situation regarding COVID-19 and I-75 construction have had a major impact on Troy businesses. Discussions with DDA board member Kenny Koza, Troy Chamber President Tara Tomcsik-Husak, Troy Economic Development Specialist Glenn Lapin and Troy Community Affairs Director Cindy Stewart have brought forth ideas for collaboration on potential marketing strategies. As suggested by DDA board member Kenny Koza, City of Troy and Troy Chamber of Commerce representatives met with SMZ, a Troy-based marketing/advertising company. The purpose of the meeting was to gather professional input on a marketing strategy to help promote the Troy DDA and its businesses.

SMZ has put together marketing ideas for the board's consideration. Jamie Michelson and Stephen Timblin gave a presentation to the DDA summarizing the marketing ideas, which focused on the restaurants in the DDA.

Chair Alan Kiriluk thanked Mr. Michelson and Mr. Timblin for their work and ideas. Chair Kiriluk suggested that maybe a broader marketing effort, in addition to restaurants, is needed in light of increasing office vacancy rates and businesses hard hit by the pandemic and area competition. DDA board member Mioduszewski thought that it was important to keep the restaurants afloat until the area comes back economically.

Chair Kiriluk suggested that this topic needs further discussion in light of new funding potentially coming into the DDA and the desire to enhance landscaping at the I-75/Big Beaver interchange. Further discussion with the Mayor, Troy Chamber of Commerce and others would be helpful to help develop an effective marketing strategy to potentially be launched in the spring or summer of 2021, depending on the status of the pandemic.

F. Planning and Development Update

A report was included in the agenda packet.

G. 2021 DDA Meeting Schedule

Resolution: DDA-2020-10-03

Moved by: MacLeish
Seconded by: Randol

RESOLVED, the Troy Downtown Development Authority approves the 2021 DDA Meeting Schedule – January 20th, April 21st and October 20th.

Yeas: 13

Absent: 0

Public Comment

None.

The meeting was adjourned at 11:48 AM.

The next regular meeting of the Troy Downtown Development Authority is scheduled for Wednesday January 20, 2021 at 7:30 AM.

Chairman Alan Kiriluk

Glenn Lapin, Economic Development Specialist