



## Downtown Development Authority

THOMAS TOWNSHIP  
DOWNTOWN DEVELOPMENT AUTHORITY  
8215 Shields Drive, Saginaw, MI 48609  
Special Meeting – June 5, 2012 - 8:00 a.m. Michigan Time

1. The Board Meeting was called to order at 8:00 a.m. by Chairman Radewahn.
2. MEMBERS PRESENT: Radewahn, Ryder-Petre, Weise, Burns, Gray, Martin and Streeter.  
  
ABSENT: Doyle and Duclos.  
  
ALSO PRESENT: Russ Taylor, Township Manager, Dan Sika, Director of Community Development, Susan Coggin, Planning Assistant/Code Enforcement Officer and Dave Hollis, Hollis Marketing.
3. The Pledge of Allegiance was recited.
4. Motion was made by Martin, seconded by Ryder-Petre to approve the agenda with the addition of the following:  
Unfinished Business  
3. Review of Detailed Contract – Hollis Marketing – DDA Infomercial  
Motion carried unanimously.

AGENDA  
THOMAS TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY MEETING  
8215 Shields Drive, Saginaw, MI 48609  
Special Meeting – June 5, 2012 – 8:00 a.m.

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Approval of Agenda
5. Consent Agenda
  - A. Approve the minutes of the May 22, 2012 meeting.
6. Approval of Expenditures.
7. Communications-Petitions-Citizen Comments  
**It is requested that you state your name and address for the record.**
8. Public Hearing – None.
9. Unfinished Business
  1. Gratiot Road Banner Poles
  2. DDA Vertical Banners.
10. New Business
  1. Insurance Endorsement Changes to DDA Insurance Policy.
11. Discussion
  1. Cancel June 26, 2012 DDA Meeting. Next Scheduled Meeting – July 24, 2012.
12. Reports
  - A. Chairperson
  - B. Vice-Chairperson
  - C. Secretary
  - D. Board Members
  - E. Staff
13. Adjournment

5. Consent Agenda

A. Motion by Streeter, seconded by Martin to approve the minutes of May 22, 2012 as presented. Motion carried unanimously.

6. Approval of Expenditures – None.

7. Communications-Petitions-Citizen Comments – None.

8. Public Hearing – None.

9. Unfinished Business

**1. Gratiot Road Banner Poles.**

Sika stated that on May 31, 2012, he spoke with Mr. Mark Latsch who is the engineer from Spicer Group reviewing the design changes proposed by Mr. Nick Deal. Mr. Latsch is suggesting that the Township DDA consider not putting the existing banner poles up in the way in which Mr. Deal has proposed in his May 17, 2012 email.

Mr. Latsch explained that he can complete a structural analyses of the poles, cables, banner, connections and the footings and may be able to come up with an alternative proposal for the DDA Board to consider. Mr. Latsch pointed out that he may do all the necessary calculations and work only to find out that nothing better will work. He feels that the cost to do the necessary review, calculations and design would be nearly \$5,000.00 based on the time required. Mr. Latsch pointed out that to this point he has been making sure that the Township was getting sound advice and options based on what was submitted by Mr. Nick Deal and reviewing his proposed changes to make sure we were properly informed.

Mr. Sika further stated that he discussed the potential of using telephone poles as an option with Mr. Latsch as an alternative to reinstalling the existing poles with the breakaway bolts. Mr. Latsch recommended submitting a change to MDOT using a telephone pole and a support cable. Based upon the fact that two examples of this type of banner support system working in the area, we would have a good chance of getting approval by MDOT. I asked Mr. Latsch for a cost to provide the necessary MDOT required drawings showing a side profile and cabling diagram. He said that for the drawings and limited engineering necessary, the cost would be around \$1,500.00. If MDOT request load calculations from him on the telephone poles and banner, the cost will be around \$5,000.00.

Discuss followed among the DDA members. The DDA recommended tabling this item until more concrete options including costs were obtained.

**2. DDA Vertical Banners.**

Sika stated that the DDA Vertical Banner Committee met on May 22, 2012 to review the proposed designs for the DDA vertical banners. The banners approved by the committee were presented to the DDA members. With the creative help of Pam Keith, the committee was able to design seven (7) banners with wording that represents the business community of Thomas Township. Upon approval of the banner designs, a request for proposals will be drafted and sent to prospective bidders with the results presented at the next available DDA meeting.

Motion by Ryder-Petre, supported by Streeter to approve the seven (7) DDA banner designs as presented. The DDA Board instructed the staff to prepare a request for proposal to seek bids on the proposed banners and present the results of the bids at the next DDA meeting. Motion carried unanimously.

### **3. Review of Detailed Contract – Hollis Marketing – DDA Infomercial**

Dave Hollis presented the DDA members with a revised letter of agreement for the completion of the DDA infomercial. Hollis summarized the services of Hollis Marketing and staff as follows:

1. Provide all creative, copywriting, production and direction to develop a two (2) to four (4) minute infomercial promoting Thomas Township. Arrange photography, videotaping as needed. Carry through production in all aspects to completion.
2. Provide continuous, as-needed, account service and consultation to ensure prompt completion of projects. Provide regular contact reports on all meeting decisions, regular financial and project status reports.

Hollis also presented the DDA members with the following timeline:

List of scenes.	June 14, 2012
First draft of copy/storyboard.	June 21, 2012
Approval of draft with changes.	June 28, 2012
Final copy.	July 14, 2012
Photography and video raw.	October 1, 2012
Audio approval.	October 1, 2012
Rough edit.	October 20, 2012
Final delivery.	November 1, 2012

Discussion followed among the DDA board members regarding the timeline. It was felt that the DDA board should be kept up-to-date on the progress of the infomercial and allowed to review the product as it is being produced.

#### **10. New Business**

##### **1. Insurance Endorsement Changes to DDA Insurance Policy.**

Sika stated with the addition of the newly installed streetlights along Gratiot Road, it was brought to our

attention that the DDA insurance policy would need to be adjusted in order to cover the streetlights under the current policy. The DDA member were presented with the endorsement changes to the policy. This change will cost an additional \$252.00 per year.

Motion by Weise, supported by Ryder-Petre to approve the insurance endorsement changes to the DDA policy as presented. Motion carried unanimously.

11. Discussion

**A. Cancel June 26, 2012 DDA Meeting.**

Motion by Martin, supported by Gray to cancel the June 26, 2012 scheduled meeting. The next scheduled meeting is July 24, 2012.

12. Reports

A. Chairperson – None.

B. Vice-Chairperson – None.

C. Secretary – None.

D. Board Member – Weise encouraged the DDA members to promote the upcoming Shields Festival.

E. Staff – None.

13. It was moved by Weise, supported by Burns to adjourn the meeting at 8:42 a.m. Motion carried unanimously.

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David Duclos, Secretary