

Shawn MacDonell, Chairperson
Linda Junod, Secretary
Patricia Odette, Mayor
Peter Christoff, Board Member
Carrie Cox, Board Member
Cody Gibson, Board Member
Al Petri, Board Member
Philip Batten, Board Member
Matthew Smith, Board Member
Stephen Pente, Board Member
Josh Smith, Board Member
Jeff Harris, Board Member



Lisa M. Lothringer, Director
Downtown Development Authority
City of Woodhaven
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City of Woodhaven - Downtown Development Authority Regular Meeting

Tuesday, March 19, 2024, at 8 a.m. in the Council Chamber at City Hall

1. Call to order and roll call:

_____ Chairperson MacDonell _____ Secretary Junod _____ Mayor Odette

Board members:

_____ Peter Christoff	_____ Carrie Cox	_____ Cody Gibson
_____ Philip Batten	_____ Matthew Smith	
_____ Stephen Pente	_____ Josh Smith	_____ Jeff Harris

2. Approval of the Agenda

3. Approval of the Minutes of the meeting held:

A. February 13, 2024

4. Directors Report

5. Unfinished Business: None

6. New Business:

- A. NB#1 – Consider leasing 25 holiday lighting pieces from Winterland, Inc. for a light display in Civic Center Park.
- B. NB#2- Consider purchasing 11 holiday lighting pieces from Winterland, Inc. for a light display in Civic Center Park.

7. Communications

8. Closed Session: None

9. Non-Agenda Items (including audience)

10. Motion to Adjourn

DDA Director's Report for March 19, 2024

Civic Center Park –

1. I have signed the agreement with DTE Community Lighting for GFCI's to be added to 29 of the lampposts that light the pathway in the park. Work will be completed as soon as the weather permits.
2. Received proposals on 2024 holiday lights along the pathway in the park. You will find a full report in this packet along with two separate action request items under new business.
3. Did not receive a response from the previous banner arm supplier so I will begin seeking a few new vendor options and bring them forth at a future meeting.
4. Contractor who will be installing the Bike repair stations has met with Tim Neighbors, DPS Director, to confirm optimum locations. One will be near the red roofed pavilion in the park and the other will be alongside the bench near the corner of West Road and Hall Road in front of city hall. Project will wrap up as soon as weather permits.
5. Free Wi-Fi access and charging stations in Civic Center Park – working with SEMCOG on the BEAD (Broadband Equity Access Deployment) project.

Amenities inventory – Still in the process of conducting an inventory of the amenities (light poles, banner arms, benches, bike racks, trash receptacles, etc.) located within the DDA boundaries.

Planning Commission Meeting report out: February meeting - site plan approval was granted for the Dairy Queen Grill & Chill that will be located across from Chick-fil-A and to Culver's which will be in the Northeast corner of the Meijer Parking lot.

The March PC meeting did not have any agenda items directly impacting anything within the DDA.

Meetings & training attended - City Council, Planning Commission, Brownfield Consortium at DCC and several webinars for educational purposes.

Met with a local developer who has expressed interest in potentially developing the Ford Land property.

Met with Joe P. from Carlisle Wortman Associates to discuss getting us back on track to finish the updating of the DDA Development Plan that was started during the pandemic. We will need to have a work session / committee meeting to go over potential projects so we can have CWA provide us with cost estimates, so we are then able to prioritize them.

On my radar:

1. Wayfinding signage
2. Banners for Civic Center Park and the Central Business District
3. Development of forms and resource guides to be placed on the city website
4. Branding campaign for the DDA and the community as a whole

Respectfully submitted,

Lisa M. Lothringer

Executive Director – Woodhaven DDA And Economic Development Director

WOODHAVEN WINTER WONDERLAND

@ Civic Center Park

Long-term goal: To continue to build upon the public amenities offered to residents and visitors at Civic Center Park.

2024 goal: To create a **WOODHAVEN WINTER WONDERLAND** in Civic Center Park that will draw residents and visitors to the park and result in increased engagement with the surrounding businesses. We anticipate that we will illuminate the display every evening through mid-February to encourage families to get outside for an evening stroll. The extended timeline will also provide several opportunities for local non-profit and service organizations to operate hot-cocoa stands and so on.

There is only one other walk-through light display in the Downriver area. The Taylor Winterfest Stroll is only open 5 nights in December and charges an admission for Taylor residents of \$10 for adults and \$5 for a child. Non-resident fees are \$12 for adults and \$6 for a child.

It is the full intention of the DDA that the WOODHAVEN WINTER WONDERLAND will be a free, family friendly experience for residents and visitors.

Obstacle	Solution
The lampposts that run alongside the walking path in Civic Center Park provide no type of plug receptacle on them.	Contacted DTE Community Lighting Department and arranged for 29 of the poles to have GFCI's added to them. The cost for each is \$200.
The two large pine trees that are used for the annual tree lighting event have multiple strands of non-working lights on them.	Arranged with DPS to have both trees stripped of all electrical cords and light strands so that we can start fresh for 2024.
We need one source that will be responsible for the installation and removal of the light strands placed on the two large pine trees going forward.	Grosse Ile Lawn & Sprinkler will be providing us with an estimate to purchase commercial quality light strands. They will install, remove, service and store these lights for us. Additionally, they will wire the lights so that Santa will flip one switch and both trees will light up.

To put this idea into motion, staff developed a concept sketch and sought project costs for:

1. Purchase, lease or combination
2. Annual set-up
3. Annual tear-down
4. Off-site storage during the off season
5. Refurbishing of all pieces during the off season

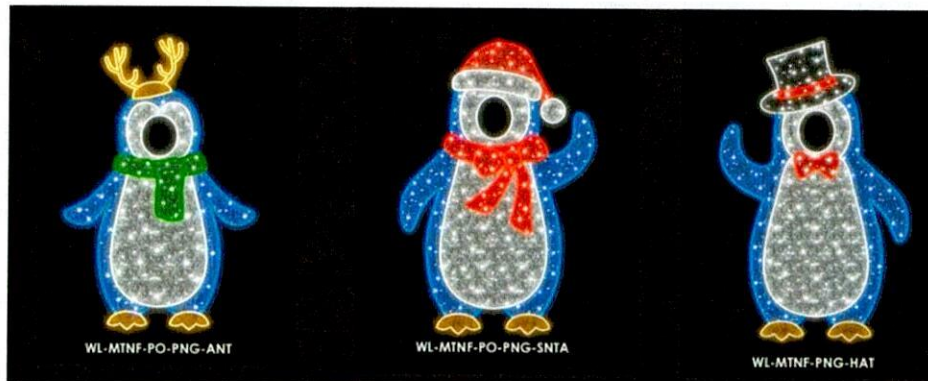
Several of the vendors staffed reached out to were not able to meet the DDA's need for set up and tear down. One vendor, Winterland, Inc. has additional customers in the area and was able to best meet our needs.

They have offered a mixture of purchase and lease light-up pieces. Delivery and set-up will take place during the month of November and in mid-February, they will return to take everything down, package and take it all back to their warehouse. Over the summer months, they will test and refurbish lights and wiring as necessary. Additionally, the pieces that are leased are offered at a 60% cost reduction and we have the option to switch them out each year for something different, allowing us to keep the display fresh and exciting.

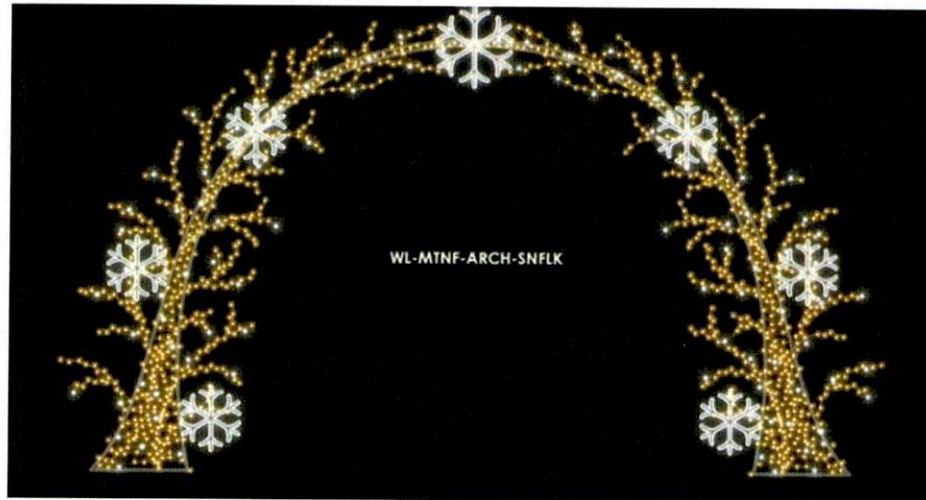
Asking for two motions. (in the DDA meeting packet as NB1 and NB2)

1. For the lease portion of the agreement (3-piece snowman set, 3- piece penguins set and 19 lamppost mount 5' snowflakes) and the cost of set up, tear down, shipping to and from and storage of all pieces.
2. For the purchase of 6 lighted photo-op pieces, 4 extra-large arch pieces to go over the pathways, and a custom "WOODHAVEN WINTER WONDERLAND" piece that will be approximately 6' tall x 22' wide.

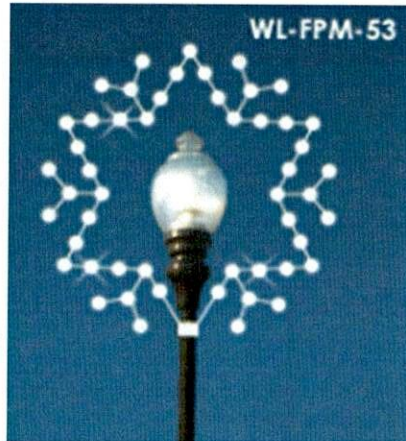
PHOTO OPS: Total of 6 pieces – these will be purchased pieces.



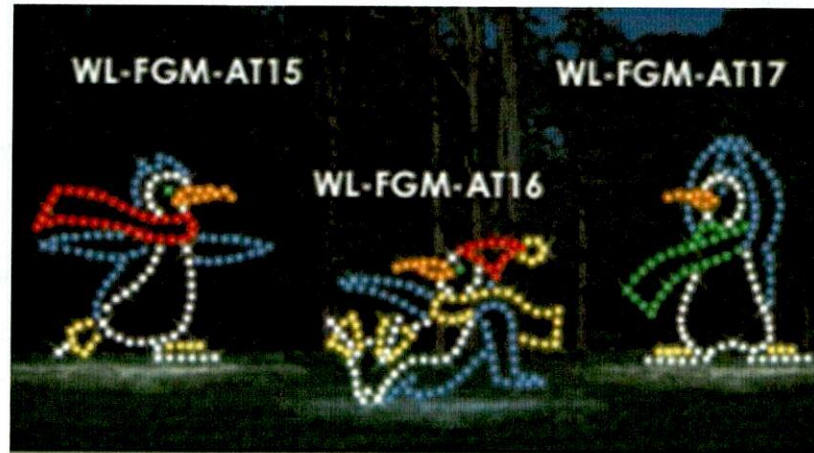
OVER SIDEWALK ARCHES: Total of 4 – these will be purchased pieces.



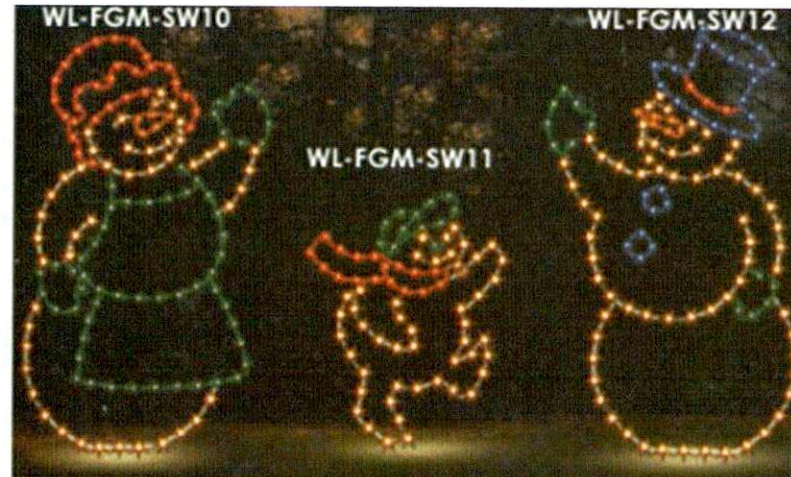
LIGHT POLE MOUNT SNOWFLAKE: Total of 19 – these will be LEASED PIECES



PENGUINS PLAYING: LEASED PIECES



SNOWMAN FAMILY: LEASED PIECES



WOODHAVEN'S
WINTER
WONDERLAND





Meeting Date: 3/19/2024

Agenda Item: New Business #1

REQUEST FOR ACTION: ☒ New Business ☐ Unfinished Business ☐ Public Hearing

ITEM (Subject)	Consider leasing 25 (twenty-five) holiday lighting pieces from Winterland, Inc. for light display in Civic Center Park.
DEPARTMENT	DDA
PRESENTER	Director Lothringer
PHONE NUMBER	734-675-4959
INDIVIDUALS IN ATTENDANCE (Other than presenter)	

Agenda topic

ACTION REQUESTED: To allow Director Lothringer to enter into an agreement with Wonderland, Inc. for the lease of 25 lighted pieces along with the cost of shipping, set up, tear down, annual refurbishment and off-site storage in an amount not to exceed \$10,000 to be expensed from line item 248-729-882-000.
BACKGROUND – (Supporting and reference data, include attachments if available)
BUDGET IMPLICATION:
NEXT STEP IN IMPLEMENTATION:

Additional remarks: Please see the full report provided to the board for more in-depth detail. For the lease portion of the agreement (3-piece snowman set, 3- piece penguins set and 19 lamppost mount 5' snowflakes) and the cost of set up, tear down, shipping to and from and storage of all pieces – including those the DDA will be purchasing.

*Please note that this action may be subject to Attorney/Client Privilege and not available under FOIA



Meeting Date: 3/19/2024

Agenda Item: New Business #2

REQUEST FOR ACTION: X New Business Unfinished Business Public Hearing

ITEM (Subject)	Consider purchase of eleven (11) holiday lighting pieces, including a 6'x22' custom lighted sign, from Winterland, Inc. for light display in Civic Center Park.
DEPARTMENT	DDA
PRESENTER	Director Lothringer
PHONE NUMBER	734-675-4959
INDIVIDUALS IN ATTENDANCE (Other than presenter)	

Agenda topic

ACTION REQUESTED: To allow Director Lothringer to enter into an agreement with Wonderland, Inc. for the purchase of 11 lighted pieces, to include 6 photo-op, 4 extra-large snowflake arches and a 6'x22' custom lighted sign "WOODHAVEN WINTER WONDERLAND" at a cost not to exceed \$16,500 to be expensed from line item 248-729-882-000.
BACKGROUND – (Supporting and reference data, include attachments if available)
BUDGET IMPLICATION:
NEXT STEP IN IMPLEMENTATION:

Additional remarks: Please see the full report provided to the board for more in-depth detail. For the purchase portion of the agreement (6-photo op pieces, 4 extra-large snowflake arches and a 6'x22' custom lighted WOODHAVEN WINTER WONDERLAND sign). The cost of set up, tear down, shipping to and from and storage of all pieces was included in the lease portion of the costs. 3-piece snowman set, 3- piece penguins set and 19 lamppost mount 5' snowflakes) and the cost of set up, tear down, shipping to and from and storage of all pieces – including those the DDA will be purchasing.

*Please note that this action may be subject to Attorney/Client Privilege and not available under FOIA