



## **DOWNTOWN DEVELOPMENT AUTHORITY**

### **WORK SESSION**

**May 2, 2012 4:00 p.m.**

**Brownstown Township Hall – Board Room  
21313 Telegraph Road  
Brownstown, Michigan 48183**

- 1.) Clock Tower proposal discussion
- 2.) DDA Initiatives – quarterly update
- 3.) Annual event...”Walk in the Water”
- 4.) DDA Draft Vision & Mission Statement

Posted: 4/27/12 12:00pm

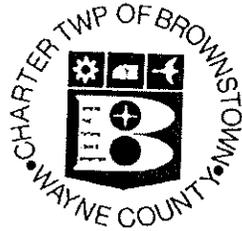
## BROWNSTOWN DDA INITIATIVES - Quarterly Update

Project	Primary Responsibility	Project Status
<b>BFF --Brownstown Fresh Farmers Market</b>	Sue T.	On-going effort to determine weekly/seasonal vendors and other attractions and activities. BFF Market starts June 12th. Every Tuesday thru September. Approximately ten vendors have signed up, waiting for eight to ten vendor applications to be submitted.
<b>DDA Vision &amp; Mission Statement</b>	Vern G.	Finalize and get DDA acceptance
<b>DDA Newsletters</b>	Sue T.	Develop content and work with newsletter consultant on next issue
<b>Township Dog Park</b>	Sue T.	Plan grand opening, prepare rules/regulations, application and fees
<b>DDA Facebook</b>	Sue T.	Provide updates, add photos, and answer questions
<b>Phase III Pathway Program</b>	Vern G.	Finalize bikelane cost estimate, DDA approval on appropriate option (Bikepath or Bikelane.) Prepare design/CD package.
<b>Grant Funding: Phase III Pathways</b>	Vern G.	Once a pathway alternative and cost estimate is selected/approved, submit grant requests to CS Mott Foundation, Community Foundation for Southeast Michigan, etc.
<b>Town Center - Market &amp; Financial Update</b>	Vern G.	RCLCO back in Brownstown May 3 to May 5 for initial site visit and project kick-off. DDA June and July Work Session to be attended by RCLCO to present draft Market Study and Financial Analysis, respectively.
<b>Town Center - Developer/Tenant Recruitment</b>	Vern G.	Ongoing discussions to explore interest and development requirements
<b>Business Support Programs</b>	Vern G./Sue T.	Review business support programs and revised documents to clarify business owner's responsibilities. Work with local and regional business owners to determine eligibility, etc.
<b>Jobs EXPO</b>	Sue T.	Develop an annual event/program, Next Jobs EXPO spring 2013
<b>B2B EXPO</b>	Sue T.	Begin to program/plan for fall 2012 B2B EXPO event
<b>B2B Seminar</b>	Vern G.	Plan quarterly seminars for Brownstown businesses
<b>Brownstown Annual Event</b>	Vern G./Sue T.	Develop theme and program for an annual event in 2013
<b>Update Development &amp; TIF Plan</b>	Vern G.	Work with Joe and Rob to amend and extend the DDA's Development and Tax Increment Finance Plan
<b>DDA Web Site</b>	Sue T.	Web designer delivered final website. Begin to populate with information, events, photos, documents, etc. Go live within a month.
<b>Telegraph Corridor Plan</b>	Vern G.	Begin to develop inventory, assessment, and recommendations for DDA review. Conduct a visioning session with DDA. Prepare draft plan to present to corridor business owners and property owners.

# CHARTER TOWNSHIP OF BROWNSTOWN

## Community Services Department

21313 Telegraph Road  
Brownstown, MI 48183-1399  
734-675-0166



April 23, 2012

Ms. Teri Rybski, Chair  
Downtown Development Authority  
21313 Telegraph Road  
Brownstown, Michigan 48183

Re: Brownstown Township Annual Event... "Walk in the Water"

Honorable Chair and Members:

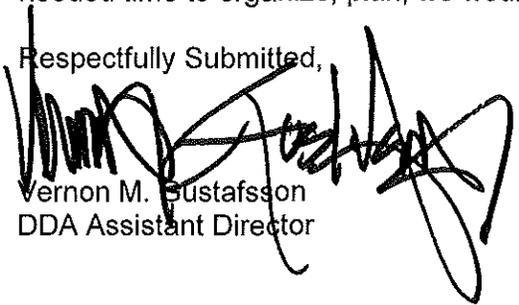
Several months ago the DDA discussed the topic of a new annual Brownstown Township event. We mentioned that successful community events around the state and the country are typically rooted in the community's geographic development and history. To that end, we explored some Township's historic documents, reports, articles, photos, etc. We found an exciting link between one of the Township's first pioneers, Thomas Long and the first Great Lakes steam/sail cruise ship "Walk in the Water."

As a young man growing up near Buffalo, New York, Mr. Long helps build the "Walk in the Water" that traveled from the Village of Buffalo to the Village of Detroit along Lake Erie and the Detroit River. This advanced technology cruise ship was powered by steam and wind. Mr. Long's passion for ingenuity and exploration brought him to Michigan. Traveling along the shores of Lake Erie with his sights on the Village of Detroit mistakenly traveled up the Huron River, not the Detroit River. He grew fond of the region, bought 30 acres in the Township, which fronted on an Indian trail (present day Telegraph Road) near Brownstown Creek.

To celebrate one of the Township's early settlers, his inventive skills and the innovation of the Great Lakes first cruise ship, we thought an annual event of food, fine arts, health/fitness, technology, and manufacturing be themed on aspiring qualities of ingenuity, imagination, cleverness, and innovation and entitled "Walk in the Water."

We would like to hear your thoughts on a new signature annual event for the Township. With needed time to organize, plan, we would suggest a 2013 kick-off for this annual event.

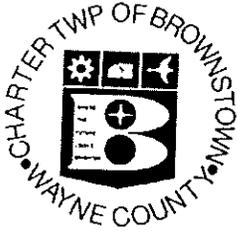
Respectfully Submitted,

  
Vernon M. Gustafsson  
DDA Assistant Director

# CHARTER TOWNSHIP OF BROWNSTOWN

Community Services Department

21313 Telegraph Road  
Brownstown, MI 48183-1399  
734-675-0166



April 26, 2012

Ms. Teri Rybski, Chair  
Downtown Development Authority  
21313 Telegraph Road  
Brownstown, Michigan 48183

Re: DDA Draft Vision & Mission Statement

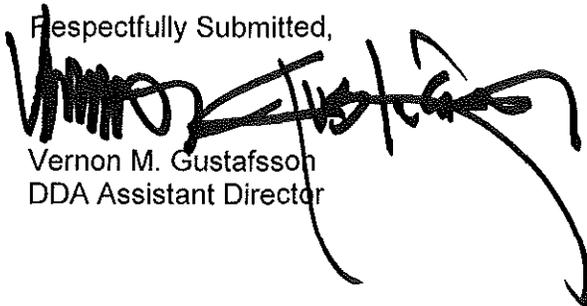
Honorable Chair and Members:

At the DDA's Work Session on March 7<sup>th</sup>, we presented a summary of your insightful responses to the visioning questions and descriptive words that describe Brownstown DDA's future and discussed a draft DDA Vision and Mission Statement that we prepared based on your responses at the visioning session. See attached documents.

At this time, we are seeking your creative wisdom to finalize the Draft Vision and Mission Statement. Once the DDA approves the Vision and Mission Statement will begin preparing an Action Agenda that will prioritize future DDA projects, plans, events, and programs and their associated costs.

We look forward to your comments/suggestions and/or edits.

Respectfully Submitted,



Vernon M. Gustafsson  
DDA Assistant Director

## Visioning Session...

Responses received at the Brownstown Downtown Development Authority  
Tuesday, February 16, 2012, 12:00pm Meeting

### Visioning Questions

1. **What new economically significant activities/events mark a new vitality for Brownstown DDA in five years? (promotions, special events, cultural/social activities, business development programs, marketing projects, neighborhood spirit)**
  - a. *Business retention and recruitment program-review and enhance*
  - b. *Façade improvement program-review and enhance*
  - c. *Establish business to business events with local or state recognized speaker(s)*
  - d. *Program winter activities or events*
  - e. *Coordinate a career day – college and post college*
  - f. *Establish a neighborhood pride program*
  - g. *Create a Brownstown T-shirt....to show community pride*
  - h. *Foster a brand/marketing program*
  - i. *Showcase projects, i.e., bikepath, recreation campus, etc. thru tours, events, maps/publications*
  
2. **What strengths define Brownstown DDA currently and five years in the future? (physical, economic, social, and institutional assets)**
  - a. *Progressive/aggressive DDA*
  - b. *Create opportunities*
  - c. *We have the financial, development area, commitment to grow bigger and better*
  - d. *Metro park and shopping district in the southern and central areas of the Township, respectively*
  - e. *Unique Features*
  - f. *Diversification of culture*
  - g. *Multi-generational*
  - h. *Established infrastructure*
  - i. *Quality storm and water systems*
  - j. *Financially sound*
  - k. *Henry Ford Health Center and Ashley Capital*
  - l. *Great DDA Board*

### Ten Descriptive Words

List ten separate words to describe the future Brownstown DDA. This is meant to see which words confirm what was mentioned in the previous two questions.

*Opportunity*

*Green (2)*

*People-Orientated (2)*

*Advancement*

Community (3)  
Excitement  
Vision  
Business  
Better  
Tomorrow  
Diversification (2)  
Targeted Growth  
Strength in Residential Values  
3 Unique Areas  
Number of Citizens with Bachelors Degree  
Events-Business to Business  
Internet Site, Social Media  
Marketing  
Financial Strength, Standard & Poor's  
Long-Term Growth  
Strategic  
Admired  
Safe  
Fun  
Vibrant  
Connected  
Unique (2)  
Evolving  
Innovative (2)  
Attentive  
Engaged  
Progressive  
Focused  
Green Technology  
Fresh  
Creative  
Cultural  
Expanding  
Heartfelt  
Family  
Faith  
Home  
Peaceful  
Future  
Original  
Technological  
Educational  
Marketable  
Possibilities  
Successful  
Direction

**Existing Mission Statement...** *To actively pursue, support, facilitate, and welcome initiatives that aid and encourage private development, as well as promote and coordinate public development within the Downtown Development District of Brownstown Township. We exist to help Downtown Development Authority District business owners, residents and visitors have the best experience possible in Brownstown Township.*

The draft tag line and vision/mission statements are based on key words that the DDA believed were important to describing the future Brownstown DDA. Words in **Bold** are key descriptive words.

#### NEW TAG LINE

BROWNSTOWN DDA...*Moving Towards a **Better Tomorrow!***  
or  
BROWNSTOWN DDA...*Visit us Today, Because we Believe in **Tomorrow***

#### NEW VISION STATEMENT

The **vision** of Brownstown DDA will be a **progressive and targeted** area with a **vibrant, connected**, and pleasing environments and a **diverse** and vital economy that services its residents and visitors.

#### NEW MISSION STATEMENT

The Brownstown DDA development areas will be maintained, enhanced, and **expanded** for current and new uses through its retention/recruitment program. Existing storefronts/facades will also be rehabilitated with designs that reflect the **diversity and creative** quality of the businesses through its façade improvement program. There will be additional open **people-orientated** spaces or public plazas, with pedestrian pathway facilities into the surrounding neighborhoods; and an enhanced streetscape, with new landscaping, lighting, street furniture, and public amenities that will attract pedestrians and neighborhood activities to the district. The public realm will also be routinely maintained and **families** will feel **safe** and secure. There will be **opportunities** for **unique and exciting** developments in Brownstown DDA occurring at **strategic, targeted-growth** sites/districts that will be designed similar to the architectural style/materials and **green technology** features of the Township Recreation Campus' facilities and site amenities.

Brownstown DDA will support an **evolving** mixture of uses from small independent specialty stores, restaurants, expanded entertainment venues, to enterprises that reflect the **cultural diversity** of the **community and opportunities** for mixed-use

developments. There will be a **focused** comprehensive program of economically significant promotions, social activities, and **educational business-to-business events** that enhance the quality of life for all people, whether children or adults. Undertaking promotion, social activity, and **business-to-business events** efforts will be achieved by a strong partnership between the **businesses**, property owners, the Brownstown DDA, and other community organizations and entities with the use of effective **marketing, the DDA internet site, and social media.**

Brownstown DDA has a vast number of **admired** strengths and assets. These strengths will translate into **innovative** values that the Brownstown **community** hold as important for guiding principles in future **successful and marketable** developments. The **community** values the **uniqueness and diversity** in Brownstown DDA's sustainable development, natural (**green** and blue) landscape, and the **financial strength** of the DDA; and the tremendous **attentive and engaged community** on part of all stakeholders and neighborhood residents to **better** shape Brownstown's future...that we call **home.**

Brownstown DDA will also support its neighborhoods with volunteers participating from all neighborhoods. The Brownstown DDA will continue to develop strong partnerships with adjacent communities, Southern Wayne County Regional Chamber, and other community-based organizations to accomplish the **advancement** of the Brownstown DDA.