1. ROLL CALL

| Present          | Russ Collins, Bob Guenzel, Joan Lowenstein, Al McWilliams, John Mouat, Rishi Narayan, Keith Orr, Steve Powers, Sandi Smith, John Splitt |
|-----------------------------------------------|
| Absent            | Cyndi Clark, Roger Hewitt |
| Staff             | Susan Pollay, Executive Director |
| Present           | Joseph Morehouse, Deputy Director |
|                   | Jada Hahlbrock, Management Assistant |
| Audience          | Art Low, Republic Parking |
|                   | Dave Askins, Ann Arbor Chronicle |
|                   | Nancy Shore, getDowntown |
|                   | Ray Detter, Downtown Area CAC |
|                   | Martha Valadez |

2. AUDIENCE PARTICIPATION

Martha Valadez, Partners for Transit, said the group works to share information about the benefit of transit, as their goal is to expand transit in the County, particularly in the urban core areas. They have been working with AAATA to gather community feedback about a possible millage.

3. REPORTS FROM CITY BOARDS AND COMMISSIONS

Downtown Area Citizens Advisory Council. Mr. Detter said that CAC members continue to support public art, and downtown residents appreciate the Art Commission’s efforts over the years, and believe a commitment to more public art installations remains an important community goal.

The CAC support a proposed resolution to designate a significantly sized public plaza on the Fifth Avenue side of Library Lane. CAC members also believe that any planning for this site must include the possibility of a new, tax-producing, private development on the majority of the property. This future private development should be encouraged to integrate itself with, and complement, the adjoining public plaza and spaces.

4. COMMUNICATIONS FROM DDA MEMBERS

DDA Retreat Debriefing. Ms. Smith led the board in a review of retreat discussions. Board members agreed that the next step should include reviewing the 5 year work plan and 10 year financial plan, and DDA staff were asked to help arrange this next session.
5. APPROVAL OF MINUTES

Mr. Mouat moved and Ms. Lowenstein supported approval of the January 2014 DDA meeting minutes.

A vote on the motion showed:
AYES: Collins, Guenzel, Lowenstein, Mc Williams, Mouat, Narayan, Orr, Powers, Smith, Splitt
NAYS: none
ABSENT: Clark, Hewitt
The motion carried.

6. A. PARTNERSHIPS/ ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE

Marketing. Mr. Narayan reported that leaders from the four downtown Area Associations attended to provide information about their membership organizations, including the role they play in their neighborhoods and the marketing efforts used to promote their areas and businesses. While these groups feel they are effectively reaching locals, they suggested that the DDA could assist by marketing the downtown to a larger audience outside Ann Arbor. Mr. Narayan said Pure Michigan, the CVB and the Associations each have their own audience, perhaps the DDA could assist with the gap in the middle.

Ann Arbor Housing Commission Request. Ms. Lowenstein said that Jennifer Hall updated the committee on the Housing Commission financing transition process. In addition to the DDA’s earlier grant, Ms. Hall presented an additional request for $600,000 to be used for capital improvements at Baker Commons and Miller Manor. The Committee will continue the discussion and receive additional information at the February committee meeting.

The next Partnerships/ Economic Development and Communications Committee meeting will be February 12th at 9 am.

6. B. OPERATIONS COMMITTEE

getDowntown & AAATA Presentations. Mr. Orr said Bill DeGroot, The Ride, presented info on AAATA’s recently approved 5-year service plan. If this plan were to find funding, benefits to downtown could include more evening and weekend service, more service along existing corridors, and new Ypsilanti connector service. Nancy Shore shared the 2013 GetDowntown Impact Report. The goPass continues to be a valuable employer tool and the report includes usage details. Mr. Orr said the committee anticipates reviewing next year’s costs at the next meeting.

Financial Statements. Mr. Splitt reviewed the 2nd Quarter financial statements and parking reports.

Parking Operations. Mr. Splitt said that Art Low, Republic Parking, shared information on parking system use on New Years Eve and Day. Board members thanked Republic Parking and all those that worked hard to make these events successful.

Evening use of loading zones. Mr. Splitt said City & DDA staff have developed recommendations for using certain loading zones as taxi stands in the evening. Area Associations are being consulted and DDA staff will meet with the City’s Taxi Cab Board later this month to get their input.
**Meter Removal Policy.** Mr. Splitt said that City Council recently approved a policy to assign a cost when a parking meter is permanently removed, unless a public benefit has been determined. The Committee reviewed a draft staff document defining what constitutes a “public benefit”.

**Downtown Ambassadors.** Mr. Splitt said that research continues. A RFQ is being created with the goal of getting additional information about the kinds of services that could be provided. A draft of this RFQ will be circulated for comment. Mr. Splitt said the RFQ may be released soon assuming the board has no concerns.

The next Operations Committee meeting will be February 26th at 11:00 am.

7. **OTHER DDA BUSINESS**

Ms. Smith said that at the direction of the DDA, Republic Parking has been working to remove snow piles from around parking meters and haul it out of downtown. Republic Parking and City crews have been working very long hours to remove snow, and their efforts are very much appreciated.

8. **OTHER AUDIENCE PARTICIPATION**

None

9. **ADJOURNMENT**

There being no other business, Mr. Guenzel moved and Mr. Mouat supported a motion to adjourn. Ms. Smith declared the meeting adjourned at 1:14 pm.

Respectfully submitted,
Susan Pollay, Executive Director