

**20/20 TASK FORCE
MEETING MINUTES
AUGUST 6, 2007**

The meeting was called to order by Chairperson Gary Clark at 7:40 p.m. Roll call was taken.

Members Present:

Lisa Bashert
Kent Baumkel
Gary Clark
Nat Edmunds
Kevin Hill
Linda Horne
Karen Maurer
Mark Maynard
Sean Stidd

Members Absent:

Nicole Brown
Deborah Strong

The minutes of the previous meeting were approved with minor amendments. Linda Horne volunteered to take the minutes.

Gary suggested that we solicit a volunteer with a computer to take future minutes for the meetings. It was also suggested that the volunteer follow the format of the agenda and continue to use the recorder.

Gary opened the meeting by stating that the special guest, Brian Vosburg, Director of the Ypsilanti DDA and Depot Town DDA was unable to attend the meeting, but did express interest in meeting with the group at a future meeting. Brian did respond to questions from the group that was generated from a previous 20/20 Task Force meeting. Gary passed out Brian's response to the group and went over them. Kevin added that you don't have to be a merchant to join the DDA. The cost of membership is \$25. The DDA is a 501C6. Kevin will bring a copy of by-laws to the meeting. Mark requested further clarification of "Blueprint for Main Streets". He wanted to know is there a time line and is there a process committee? Kevin mentioned that the list of people has been already established and might be on the DDA's, but he wasn't sure. It was mentioned that COOL Cities is linked to "Blueprint for Main Street". A question was raised about the facade study and if those plans were available somewhere. Preservation Urban Design of Ann Arbor did the study. A study was also done for the Mid-Town Association. Gary will follow up on the study. Kent recommended that this study should be posted on the City's

website. Sean suggested that the group look at the Master Plan pages 64 – 74. Karen mentioned that the neighborhood Mid-Town studies aren't current. The question was raised, when does the Master Plan have to be revised? The group had a lot of discussion regarding studies that has been done in Ypsilanti. This committee would like more information on "Blueprint for Main Streets".

Under "Old Business", three committee members shared their ideas on future directions on moving the city forward.

Lisa Bashert presented "Tower Hours", A Local Currency for Ypsilanti. She passed out information and reviewed it with the group. She talked about the steps of how to use the local currency and other areas that have used it. Lisa also talked about the research on the benefits of using local currency. Gary Clark presented Lisa's presentation at a previous 20/20 Task Force meeting.

Linda Horne talked about her personal and professional experience. She works for High/Scope Educational Research Foundation and is the Vice-President of the Board of Education. She is a member of numerous committees in the community, such as the Teen Health Coalition, which was formed from the Children of Children Traveling Museum. She helped this committee with fundraising and planning and she also does planning with High/Scope Foundation. Linda talked about the advantages that she sees in Ypsilanti as being a small city that can bring groups like this one together to brainstorm ideas and to network. She mentioned that the disadvantage for Ypsilanti is the financial crises that the state is in.

Karen Maurer presented on ideas of how we think the city can move forward. She had two ideas to move the city forward. One idea is to begin a marketing campaign, which would start with t-shirts for sale. This will help our image. The other idea is to start a contest. This will increase awareness. People are really committed here and if we could use that energy to turn the city around that would be a good direction. We need to stabilize downtown. We need people to rehab houses.

Gary will continue to chair the committee for at least the first quarter. There will be a working session in mid-September.

Items tabled for next meeting: eCivis grant update: prices etc. and the US Department of Commerce Economic Development Assistance Grants.

Kevin passed out a packet for everyone with information about what is downtown.

Sean talked about the quality of life issues and agreed with Karen about the need for a strong downtown. Community activities, more walking space, improving the downtown area and more neighborhood stuff.

Mark mentioned that there are some schools that help people to stay in the areas and give incentives such as helping them with the down payment on a house. EMU had some talk

about it and he thought this group should push that idea. Gary mentioned that the 20/20 Task Force would like to take part in the hiring of the new president of EMU.

Kevin mentioned that people have a lot of good ideas, but there isn't enough staff to do the work. He suggested that they could have a central location for volunteers to help out.

Kent talked about the DDA money and said that the University of Michigan will be coming to our next meeting. She passed out a document for the group to review.

SPARK and the University of Michigan will be guest at the next meeting on August 20, 2007.

The meeting adjourned at 9:30 p.m.

Minutes submitted by Linda Horne