

**Monday, December 17, 2007**

**Meeting of the Ypsilanti 2020 Task Force**

**Minutes by Katy Wortman**

**1. Meeting called to order by Chair Gary Clark at 7:38pm**

**2. Roll call taken**

**Members Present:**

Kent Baumkel  
Gary Clark  
Kevin Hill  
Linda Horne  
Karen Mauer  
Mark Maynard  
Sean Stidd  
Deborah Strong (arrived at 7:51)

**Guests:**

Brian Vosburg  
Tony VanderWorp

**3. DDA Blueprint for downtown, presented by Brian Vosburg**

Brian Vosburg began by giving a brief history of the Blueprint for Downtown program and how Ypsilanti's downtown area is a good match with the program. Mr. Vosburg attended the first orientation session for the blueprints program (Sept 6) along with Karen Maurer, Peter Rinehart, Karen Hart, and two people from EMU marketing department. Hyett Palma is the consulting firm that will be helping to construct the blueprint plan. Mr. Vosburg pointed out that Hyett Palma is the same firm that developed the last downtown strategic plan in 1992.

Next Mr. Vosburg discussed the process for the blueprints plan, which will be as follows:

*Data Collection* – The DDA will need to collect data from various sources (surveys of business owners, Vacancy rates, types of businesses, square footage, ESRI data from within downtown trade area) and get the data to consultants by February.

*Consultants Visit* – Consultants from Hyett Palma will be in town for meetings during the last week of February. On the final day they will meet with the process committee to touch base and make sure that the process committee agrees with that they are on the

right track.

*Presentation of Formal Plan* – Hyett Palma will come back a month after the weeklong visit with a formal plan to present to community.

*Process Committee Carries Forward 5 Year Plan* – The process committee will report to MichDA regarding yearly targets.

Mr. Vosburg stated that the Blueprints for Downtown program is based on the National Main Street Model which consists of, design, promotion, organization, and economic restructuring.

Karen Maurer stated that the consultants stressed that they will not be advising the DDA to restructure downtown. They are interested in getting a flavor for, and improving upon what is already in existence.

Mark Maynard asked who will be on the process committee. Mr. Vosburg responded that the process committee would consist of representatives of the DDA board, DAY, Chamber of Commerce, City Council, Historic District Committee, EMU Business School, EMU Marketing Department, and perhaps Ypsilanti Township.

Mark Maynard asked if the area covered by the blueprint project will include the Water Street property. Mr. Vosburg responded that the Blueprint project is focused on the traditional downtown area and will not include the Water Street area.

Sean Stidd asked if consultant recommendations are going to be focused on retail development or if they will be of a broader nature to include parks and other activity centers. Mr. Vosburg stated that the recommendations will be focused on physical infrastructure, including activity centers.

Mark Maynard asked if funding for the Blueprints program is already set. Mr. Vosburg stated that the local match (25k) already budgeted.

#### **4. Approval of minutes**

Kent moves to approve 9/17 minutes, Stidd seconded, motion approved.

Katy will incorporate changes from previous 4 meeting minutes and recirculate.

#### **5. Quarterly report to city council**

Gary Clark introduced the task of organizing elements that the task force will report on in the quarterly report to city council. He outlined the task force's 6 charges (below) and

solicited group participation in listing active projects under each of the five charges.

**Supplement state funding:**

1. Proposed ecivis subscription for city staff & to include community organizations/partners (public/private subscription)
2. Planning grant submission for city - submitted to EDA/DOC
3. Grants for law enforcement & first responders (police/fire)
4. Info to city & county for economic assistance grant
5. ID local & regional stakeholders
6. Expansion of FYPD (Friends of the Ypsilanti Police Department) to include fire – FYFR (Friends of Ypsilanti First Responders)
7. Encourage regional growth

**Spur business development, especially downtown:**

1. Shop Ypsi campaign (business promotion & awareness campaign)
2. Shadow Art Fair
3. Volunteer support for Blueprints project
4. Downtown Starlight Spree
5. Downtown Association of Ypsilanti brochure and map including business names and locations (promotional marketing)
6. B-side and downtown incubator
7. ELG vision & development
8. Meeting w/ SPARK
9. Proposed local currency
10. Solar panels on city hall project
11. Community asset mapping

**Encourage affordable transportation options:**

1. Attended MDOT meetings - informational update – WATS (Washtenaw Area Transportation Study)
2. Eastern Leaders Group

**Partner with local educational institutions:**

1. Participation in Eastern Leaders group
2. Exploratory work towards Southeastern Michigan Children's Film Festival including EMU, UM, local schools, arts council
3. Projects & initiatives mapping
4. Awareness and inclusion of youth movements, including b-side
5. Housing incentives for EMU professors and other employees discussed

**Sustain and expand affordable regional recreation:**

1. Intergenerational linkage of youth and adult – specifically connecting b-side with the parks and recreation master plan update process.
2. Southeastern Michigan Children's Film Festival

**Benefit nonprofits:**

1. Ecivis proposal
2. Generated stakeholders list
3. Give local initiative
4. Representation at first large Arts Alliance community meeting
5. Attended affordable housing meeting

## **6. Reports and updates**

A. Sean Stidd moved to table the general discussion of projects, Mark Maynard seconded. Motion to table general discussion of projects passed.

B. Gary Clark suggested that the members of the task force send letters (as individual citizens, rather than members of the board) to the EMU Board of Regents regarding community participation in the EMU presidential selection process. Kevin Hill suggested that perhaps the 2020 task force should be a signatory on city's letter of inquiry on the matter.

C. Gary Clark mentioned that the United Way is going to put on a community workshop for nonprofit grant writing.

D. Deborah Strong informed the task force that she has a listing of the 10 best government websites and thought that the list might be helpful in visioning possible changes to the city's website. She stated that she will forward the list to Kent Baumkel, as revision of the city website is one of Kent's personal projects. Kent then promised to review the information and send along to the appropriate parties at the city, crediting Deborah.

## **7. Meeting Adjournment**

Sean Stidd moved to adjourn the meeting, Kevin Hill seconded. Motion to adjourn passed. Meeting adjourned at 10:07pm.