



**CITY OF GROSSE POINTE WOODS
20025 Mack Plaza Drive
Grosse Pointe Woods, Michigan 48236-2397**

(313) 343-2440
Fax (313) 343-2785

NOTICE OF MEETING

COMMISSIONS:		COMMITTEES:		BOARDS:	
Beautification Advisory		Building Authority		Board of Canvassers	
Citizens' Recreation		Cable TV Ad Hoc		Board of Review	
Community Tree		Compensation & Evaluation		Construction Board of Appeals	
Historical		Construction		Community Enhancement Fund Advisory	
Local Officers Compensation		Finance		Downspout Board of Appeals	
Planning		Fireworks		Pension	
Senior Citizens'		Judicial Liaison			
		Mayor's Mack Ave Business Study	X		
		Public Relations			

PUBLIC INVITED: IN ACCORDANCE WITH PUBLIC ACT 267 OF 1976 (OPEN MEETINGS ACT), ALL MEMBERS OF THE GROUP SELECTED ABOVE, AS WELL AS THE GENERAL PUBLIC, ARE INVITED TO ATTEND THE FOLLOWING MEETING:

DATE: August 14, 2013 TIME: 6:00 p.m. PLACE: Community Center – Garden Room
Regular meeting (X) or Re-scheduled Regular Meeting ()

AGENDA OF MEETING

1. Roll Call
2. Approval of Minutes: 04/24/13, 06/12/13
3. Parking Matters:
 - A. Parking meters
 - B. Parking meter rates
 - C. Employee parking passes
4. Update: Mack Avenue Business Association
5. Update: Grosse Pointe Chamber of Commerce
6. New Business
7. Adjourn

cc:
Ahee Matouk Fincham
Boettcher Novitke Hathaway
Curis Shetler Kowalski
DiClemente Vitale File
Fahrner Post (8)

Submitted by: Kevin Ketels Office Held: Chair Telephone: 313 343-2440

MAYOR'S MACK AVENUE BUSINESS STUDY COMMITTEE
04-24-13

MINUTES OF THE MEETING OF THE MAYOR'S MACK AVENUE BUSINESS STUDY COMMITTEE OF THE CITY OF GROSSE POINTE WOODS HELD ON WEDNESDAY, APRIL 24, 2013, IN THE COMMUNITY CENTER LAKE ROOM, 20025 MACK AVENUE, GROSSE POINTE WOODS, MICHIGAN.

PRESENT: Kevin Ketels, Chair
MEMBERS: Robert E. Novitke, Mayor
Peter Ahee
Jennifer Boettcher
Daniel Curis
Angelo DiClemente
William Matouk
Richard Shetler Jr.
John Vitale

ABSENT: Thomas Fahrner

ALSO PRESENT: Skip Fincham, City Administrator
Lisa Hathaway, City Clerk
Gene Tutag, Building Official

The meeting was called to order at 6:02 p.m. by Chair Ketels.

Motion by Novitke, seconded by Shetler, that the minutes of the October 10, 2012, meeting be approved as submitted.

MOTION CARRIED by the following vote:

YES: Ahee, Boettcher, Curis, DiClemente, Ketels, Matouk, Novitke, Shetler, Vitale
NO: None
ABSENT: Fahrner

Alex Lucido, Lucido Real Estate – Grosse Pointe Woods, was in attendance at tonight's meeting to provide an overview regarding the current commercial real estate market, and to provide suggestions for improving and attracting business on Mack Avenue. Mr. Lucido identified three main points:

- Create an identity, a focus, a uniqueness on Mack Avenue.
 - Form an identity with architecture other than colonial.
 - Need a "go to" area.
 - Examples of favorable design and architecture included Preva, Hanson's, Ahee Jewelers, Woods Fine Wine, and Lamia Lamia. Move away from colonial-style architecture.
- Attain a leader, family, or group of individuals to cultivate Mack and create a vision.

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- Consider bundling parcels (Example: From Schumers to Hawthorne.)
- Parking
 - Approach homeowners to buy properties behind businesses on which to build parking lots.
 - Consider assessing business owners for a period of time.

The Committee discussed the need to attract businesses to Mack that will keep customers from the outside in the district after shopping. The Planning Commission's 2020 Committee has been meeting to discuss items such as rezoning, sculpture, parking, art, median use, and an overall global review of Mack Avenue exploring all possibilities. Recent changes in ordinances (multi-use) have been made to attract developers, and the historical colonial theme has changed to an attractive, appropriate theme. The preliminary plan of the 2020 Plan is being discussed at the Planning Commission Workshop on May 28th.

Mr. Lucido briefly discussed values and stated that obtaining national companies would increase values, currently \$12 per sq. ft. for an entrepreneur and \$30 per sq. ft. for a national chain.

The Mayor emphasized the importance of positive perception when doing business in Grosse Pointe Woods, and stated it was important to get the word out, advertise, and to get the Association and its members involved, as well as the Chamber. He suggested use of a trolley to make it easier to travel Mack and that perhaps a group of businesses may be interested in getting involved to participate in creating a more walkable district. The Mayor noted that residential deed restrictions are legal drawbacks when trying to attain properties behind businesses for the purpose of constructing parking lots.

Discussion ensued regarding the neon sign issue in years past causing a perception of Grosse Pointe Woods not being business friendly. Suggestions were made such as publishing press releases and launching a teaser campaign regarding "The New Grosse Pointe Woods" acknowledging the City as having attained "Redevelopment Certification", being "Business Friendly", and that the City is "Open for Business". There were suggestions to publish snippets from the proposed 2020 Plan in DBusiness, Crain's Detroit Business, and Hourly Magazines and to possibly engage a marketing firm.

Member Boettcher provided a verbal report on the Grosse Pointe Chamber of Commerce. The Chamber is:

- Willing to assist with promoting Grosse Pointe Woods through the use of social media and the website;
- Is working on publishing a resource guide and map providing a profile for every City.
- Promoting the USODA Sailing Competition being held July 6-14, 2013, which will draw several thousand people.
- Promoting Restaurant Week being held April 26-May 5, 2013.

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- Involved with, and promoting, the Live Well Program. Details will be provided as they come available. Signage will be posted in front of City Hall.
- The Chamber is taking over the Santa Clause Parade with more information coming out next week.
- Next Thursday, May 2nd, at 6:30 p.m. St. John is holding an Open House at the former Border Building to discuss their plan to purchase property in the Village, its use, and the development of two commercial properties. All were invited to attend.

Member DiClemente provided a verbal report on the Mack Avenue Business Association. He discussed the upcoming Shop the Mack event, and Discover Mack Sidewalk Sale events. The Association is looking for a sponsor to provide a band for entertainment. He stated more business involvement is needed.

Building vacancies in the Grosse Pointe area was discussed under New Business.

- Grosse Pointe Woods is 7%.
- Village is approximately 15-18%.
- Hill is 6-7%.

Motion by DiClemente, seconded by Vitale, to adjourn tonight's meeting at 7:06 p.m. PASSED UNANIMOUSLY.

Respectfully submitted,

Lisa Kay Hathaway
City Clerk

MAYOR'S MACK AVENUE BUSINESS STUDY COMMITTEE
06-12-13

MINUTES OF THE MEETING OF THE MAYOR'S MACK AVENUE BUSINESS STUDY COMMITTEE OF THE CITY OF GROSSE POINTE WOODS HELD ON WEDNESDAY, JUNE 12, 2013, IN THE COMMUNITY CENTER GARDEN ROOM, 20025 MACK AVENUE, GROSSE POINTE WOODS, MICHIGAN.

PRESENT: Kevin Ketels, Chair
MEMBERS: Robert E. Novitke, Mayor
Peter Ahee

ABSENT: Thomas Fahrner
Jennifer Boettcher
Daniel Curis
Angelo DiClemente
William Matouk
Richard Shetler Jr.
John Vitale

ALSO PRESENT: Al Fincham, City Administrator
Melanie Ryska, Deputy City Clerk

Discussion began at 6:11 p.m.

Due to a lack of quorum, Members present and guests held an informal discussion regarding a potential weekly Farmer's Market in front of City Hall.

Discussion ended at 7:05 p.m.