

## Charter Township of Canton Board, DDA and Chamber Proceedings-February 4, 2010

A Canton Marketing Partners Focus Group meeting of the Board of Trustees of the Charter Township of Canton, Downtown Development Authority and the Canton Chamber of Commerce was held Thursday, February 4, 2010 at 1150 Canton Center S., Canton, Michigan. Supervisor LaJoy called the meeting to order at 7:02 p.m. and led the pledge of allegiance. **Roll Call** of Trustees Present: Anthony, Bennett, LaJoy, McLaughlin, Taj, Williams Board of Trustees Absent: Caccamo Staff Present: Debbie Bilbrey-Honsowetz, Kathleen Salla, Jon LaFever, Jennifer Tobin, Kristina Natoli, DDA Board Present: Laura Giove, Lisa Grasso, Greg Green, Barb Jones DDA Board Absent: Roger Philipi, Rob Ramey, Patrick Rugiero, Janet Volante, Mark Waldbauer, Dave Wisniewski Chamber Board Present: Mary Bartlett, Terry Jobbitt, Kim Scartelli, Scott Coates, Shane Fritz, Ruth Fuchs, Heater Langinsue-Moll, Lisa Mininni, Bart Patterson, Denise Staffeld, Thomas Paden, Dianne Cojey Chamber Board Absent: Marty Heator, Jason Lewkut, Wayne Pedlar, Linda Stansell, Judy Wetmore

**Adoption of Agenda** Motion by Bennett, seconded by McLaughlin to approve the agenda. Motion carried by all members present.

**STUDY SESSION TOPIC Item 1. INTRODUCTION TO CANTON MARKETING PARTNERS** Canton DDA Primary Funding Source and Oversight **Canton Chamber of Commerce** Networking, Billing and Accounting, Staff Resources, and Volunteers **Canton Leisure Services** Event Planning, Logistics, and Staff Resources **Turn IKEA Blue and Yellow into Green for your Business, Holiday Fest, Chamber Benefits** - Sponsorship Identity at Events, Promotion of Chamber Businesses, Membership Recruiting Incentive **What's the Mission?** Raise level of awareness among – Residents, Neighboring Communities, Visitors, Increase business for the District, Retain and attract quality businesses **DDA's Contributions** - Primary source of funding for ShopCanton Marketing, Utilizes DDA Property Tax Revenues (some limitations), Oversight and coordination, Staff and volunteers, DDA Hires Marketing Consultants 2005-2009, Canton Visitor Guide, Canton Live! Portable Stage, ShopCanton Tent Gazebo, USBC Bowling Tournament, Leadership Canton, Pins on Parade, \$20,000 investment by the DDA, Showcased local artists, Involved the community in the event, **Public Art Greeting** to Bowling Visitors, Showcased *Canton's Ford Road*, Radio Disney Events, Radio – Cable TV, Radio spots were aired on - V98.7 Smooth Jazz, WDRQ Doug FM, WWJ 950 AM, WMGC Magic 105.1, A professional TV commercial was produced by Canton's own cable studio, Commercials aired on Canton Cable, as well as on Comcast and WOW Cable TV, Television Ads **Benefits to the DDA** - Expands available resources, Marketing attracts residents and visitors to the DDA District Feedback from other partners, Business perspectives, Event planning expertise **Canton's Mission Statement** Our vision is to provide responsive and efficient service to the Canton Community. In delivering this service we shall be: Proactive in our approach, Creative in our thinking, Innovative in our solutions, Fair and honest, Committed to a quality work environment, Thus fostering pride, partnership and a high quality of life for our community **Canton Township Contributions** - Leisure Services - Advance Planning, Site selection, review, and permissions, Administrative support, Resource management, Canton Live Stage, Event signage and supplies, Logistical support Event set-up and take down, Many internal resources, Alternate plan for weather, Public Safety - Involved in planning process and site review, Ensures pedestrian safety and traffic control, Additional support on request Communications - Promotion of Canton Community, Focus Newsletter, Canton Cable Television, Press Releases & Media **Benefits to Canton Township** - Partnership allows for expansion of services to the community, Additional promotion of Township services and events, Shared resources - Canton Live! Portable Stage, Information Gazebo, Equipment and Supplies Improved Communication between Departments, Provides opportunities for complementing services provided by partners, Creates avenue for sharing information about Community happenings in a timely manner **Benefits to Canton - Economic Development** - Opportunities for additional contacts and relationships with the business community, Assists w/Retention & Recruitment Collaboration of Resources, Training and Education **Where We Are Now** - Identity and Campaign Brand: "ShopCanton", Coupon Books, ShopCanton Art Car, Coupon Bags, Kiosks, Street Banners, Stage Banners, Shopping Cart Drill Team, Novelties and Reusable Bags, Vacant Store Posters, **Signature Events** - Summer Jazz Concerts, Annual Holiday Fest, Liberty Fest Participation, Radio Disney Events, Color Block Season Events **Other Media** - Radio, Social Media (Facebook), Cable TV, Print, Website **Current Commitments** DDA Contract with New Moon Visions, 2010 Jazz Concert Series, ShopCanton Guide (Spring and Fall editions) **Focus Groups Ground Rules for Focus Groups** Be candid and professional, Be brief, Allow others the opportunity to speak, Be open to differing opinions and ideas, Do not debate, Be positive – don't be critical of someone else's idea **Break Down into Focus Groups** - Dismissal to Focus Groups for discussion of strengths, weaknesses, opportunities and treats related to the marketing partnerships. Ms. Bilbrey-Honsowetz indicated after a short wrap up that the information collected in the focus groups would be compiled and shared with the participating boards and the partnership. **Adjourn** Motion by Bennett, supported by McLaughlin at 8:45 p.m. to adjourn. Motion carried by all members present. – Philip LaJoy, Supervisor – Terry G. Bennett, Clerk –

Copies of the complete text of the Board Minutes are available at the office of the Charter Township of Canton, 1150 S. Canton Center Rd, Canton, MI 48188, during regular business hours and can also be accessed through our web site [www.canton-mi.org](http://www.canton-mi.org) after Board Approval.