

**MEETING MINUTES**  
**JOINT GRAND RIVER CORRIDOR IMPROVEMENT AUTHORITY**  
**CITY OF FARMINGTON HILLS AND FARMINGTON**  
**FEBRUARY 27, 2014 – 7:30 AM**  
**JON GRANT COMMUNITY CENTER**  
**29260 GRAND RIVER, FARMINGTON HILLS, MI**

**CALLED TO ORDER BY CHAIRMAN BROWN AT 7:35 A**

**FARMINGTON HILLS MEMBERS PRESENT:**  
**Brazzle, Brickner, Brown, Gendjar, and Haight**

**FARMINGTON HILLS MEMBERS ABSENT:**  
**Mann & Smith**

**FARMINGTON MEMBERS PRESENT:**  
**Carron, King, Scott and Thomas**

**FARMINGTON MEMBERS ABSENT:**  
**Anthony**

**OTHERS PRESENT:**  
**Steve Brock, City Manager, City of Farmington Hills**  
**Kevin Christiansen, Economic and Community Development Director, City of Farmington**  
**Nate Geinzer, Assistant to the City Manager, City of Farmington Hills**  
**Brittany Townes, City Management Intern, City of Farmington Hills**

#	AGENDA ITEM	DISCUSSION SUMMARY/PERTINENT INFO	FORMAL MOTIONS:
2	APPROVAL OF THE AGENDA		<b>MOTION BY: King</b> <b>SUPPORT BY: Carron</b>  <b>MOTION CARRIED: Unanimously</b>
3	APPROVAL OF JANUARY 23, 2014 JOINT MEETING & FARMINGTON HILLS MINUTES		<b>MOTION BY: Brazzle</b> <b>SUPPORT BY: Haight</b>  <b>MOTION CARRIED: Unanimously</b>
4	AGENDA ITEM: PRESENTATION/DISCUSSION ON BRANDING & MARKETING WITH BOB DIAKOW	Bob Diakow, Branding Professional, discussed the principles of branding, the difference between branding and marketing, and answered Board questions.	
5	AGENDA ITEM: ELECTION OF MDOT MEETING SUMMARY	Mr. Christiansen and Mr. Geinzer updated Board members on the recent meeting with MDOT, the positive tone, and the commitment from MDOT to “scope” Grand River in 2015. Mr. Christiansen and Mr. Geinzer stressed the opportunity the scoping presents and to be ready with feasible ideas that reflect the goals of the Vision Plan.	

#	AGENDA ITEM	DISCUSSION SUMMARY/PERTINENT INFO	FORMAL MOTIONS:
6	<b>AGENDA ITEM: DISCUSS BRANDING AND MARKETING SOLICITATION VS. OTHER PRIORITIES</b>	<p>Board members and Staff discussed moving forward with preparing for MDOT and Branding. Mr. Geinzer pointed out that branding did not fall in the top priorities adopted by the Joint Board and that resources are not unlimited. There was general disagreement on what should be the focus. Ms. Haight suggested the creation of two Task Forces to focus on each issue and bring back recommendations to the next meeting.</p> <p>It was the consensus to create the two groups with the following volunteers.</p> <p>MDOT Scoping: Brazzle, Gendjar, Haight, Scott &amp; Thomas</p> <p>Branding: Brickner, Brown, and Thomas (?).</p>	
7	<b>DEVELOPMENT &amp; TIF PLAN UPDATE/ TIMELINE</b>	Mr. Geinzer provided an update on the status of each Community's plan. He suggested there may be a need for an additional meeting with the Farmington Hills Board in March and that discussions with the County are planned to start in March.	
8	<b>PUBLIC COMMENTS</b>	Steve Brock, City Manager, Farmington Hills: Mr. Brock explained the singular opportunity that the MDOT Scoping presents. He stressed the importance of the two Boards and its members to be on the same page with its ideas and priorities for Grand River, particularly from a social and economic standpoint. Not doing so will risk an unfavorable plan. He closed by suggesting the CIA Boards do all that they can to be ready.	
9	<b>BOARD COMMENTS</b>	None	
10	<b>ADJOURNMENT</b>		Meeting adjourned at 9:20 am
	<b>MINUTES PREPARED BY</b>		Nate Geinzer, Assistant to the City Manager, City of Farmington Hills.