



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY
Meeting Minutes
Wednesday, April 10, 2019
Farmington City Hall

The April 10th meeting was called to order by Todd Craft at 6:04 p.m.

1. Roll Call

Todd Craft, Tom Buck, Sean Murphy, Stephanie Clement, Kathy Griswold (7:02 Exit), Micki Skryzcki

Others present: Kate Knight, Jessica Westendorf, Mary Martin

Absent: Rachel Gallagher, Tom Pascaris, Steve Schneemann

2. Approval of Items on Consent Agenda

Motion to change LNO date, Motion to update 6's
Griswold Motion, Skryzcki Second

Motion carried 6-0-3.

3. Approval of Regular Agenda

Motion to approve Buck, Skryzcki Second

Motion carried 6-0-3.

4. Public Comment

Greg Cowley- Conversation regarding TIF. Focus on resources and how we are applying. Farmington Road streetscape doesn't grow TIF, why is the DDA supporting? Why has Cowley not heard anything about Maxfield Training Center? As business owner, tax payer, resident, he considers streetscape a "nice to have", but not as large a generator of TIF revenue as purchasing MTC. DDA should drive council.

Craft- Would you buy MTC over bank? Cowley- Yes

Cowley believes we could get at least 3 votes from council.

Craft Motion to close public comment closed at 6:14pm.

5. Financial Snapshot (6:15)

Buck- Questioned \$289K for Oakland Street is not included yet?

Knight- Not yet, contingent upon proceeding with the project once bids are in.

6. Greater Farmington Area Chamber of Commerce 2019 Founders Festival

Presentation by Executive Director Mary Martin (6:18)

Mary Martin provided an overview of map- shutting down Shiawasse Road at Farmington and Power Road due to foot traffic from parking at Our Lady of Sorrows. Leaving opportunity for programming. Touch a truck from 1-3 on Friday.

Board discussion with Martin: how we engage merchants & businesses downtown-
Swing Farmington- 7/18 @ Sundquist Pavilion

Friday Night Concert Series on Friday,

Saturday- Color Run through downtown & Founders fest parade & full farmers market, Warner Mansion activities & United Methodist Church ice cream social Opportunity to communicate to business during that weekend. Encourage sidewalk sales, other fun activities. Chamber is considering shuttle services going from downtown and back to park.

Skryzici- Confirm that 3 hour parking will be suspended as suspended last year?

Martin- double checking.

Shuttle can have coupons for businesses, business logo.

Mary presented draft letter to engage businesses to show joint communication from chamber and DDA.

Buck- Comment welcoming ideas from Mary that would strengthen idea downtown. Lesson learned for all of us to start brainstorming earlier to be collaborative between DDA and Chamber.

Mary to sending pricing for shuttle & share any ideas.

Alley regally can't happen due to Pavilion being permitted by Council to Farmers Market that festival Saturday.

7. Executive Director Update

Volunteer Celebration: well attended, great venue, great opportunity to drive business for 1UP.

Knight spoke in Lansing at Michigan Downtown Organization- 2 public meetings

Presenting budget at City Council next week.

May 9 is Oakland County Main Event.

Nominated Chris for Volunteer of the year Oakland County; Steve – nominated for outstanding elected official. Riley Park light installation nominated, What's Up Downtown nominated for communications; Competing for Spirit of Main Street Video- Radio Show Interview Theme, film festival, volunteer appreciation, and other footage from downtown.

Oakland Street- Utilities have been relocated. Project is still out to bid.

Blue Hat Coffee PUD approved by planning commission

St. Joe's dropped long-running Rhythms in Riley Park sponsorship due to merge with IHA, Beaumont application has been turned in. DDA will fund ourselves until we have a sponsorship (\$12K)

8. Committee Updates: (6:50)

a. Design Committee

Knight provided update- 7:30 am meeting 4/10

Sundquist Pavilion- spec floor finish for Pavilion. Covered in DPW budget.

Discussion of other pavilion requests, tree removal, curb cut elimination, bench removal.

Discussion of Refinishing Floor- sample installation in a couple weeks

Buck- Request to remove manufacturer signs on the corners, possibly replace with city or DDA logo

Furnishings- Reviewed commercial suggestions.

Buck : Discussion of need to have commitment from DDA board on items that require funding prior to approval.

Discussion on DDA board approvals on requiring funding- should we consider a purchasing policy, or expenditure.

Craft- Day to day maintenance should be approved without need to have Board review.

Buck- Clarified the Executive Director has the authority from the board to spend funds.

Farmington Road Project- Easement procurement and design fee- being split between the city and DDA. Requested completed construction documents.

Buck/Skryzici- Requesting clarity whether DDA is expected share costs.

Skryzici- Make sure we call Oakland Street the “Oakland **Streetscape** project” so the public understand extend of the updates.

b. Public Art Committee

c. Promotions Committee (7:36)

Murphy provided update of introductory meeting.

Metromode, What’s Up Downtown- discussed ideas for future projects.

Advisory committee- will be advising new website development.

On the Ground series- consensus that this is well received by merchants, residents, and committee. Foundation support, big businesses, are still potential coalition partners. May be able to receive funding from MEDC- Pure Michigan through partnership with city, once Redevelopment Ready (RRC) status is achieved this year.

d. Founders Festival Committee (7:47)

Skryzcki and Buck provided update on survey. Overwhelming majority response is that businesses relying on entertainment, food, drink, very upset. Skryzcki canvassed South and East corner of Grand River and Farmington Rd.

Tres Sorelle- was also unhappy with move.

Fresh Thyme- happy with Festival Move

Ruby Blu- neutral

All businesses interested in sidewalk sale.

Discussion of what the board will do support traffic during festival

- a. Restaurant- progressive event
- b. Board Endorses – Tom & Skryzici to seeking a restaurant willing to support Alley Regally event. Potentially find \$2500 in budget to be allocated.
- c. Encourage Sidewalk Sales- discussion of whether permit is needed
 - i. Support the same way as do Ladies Night Out. Post, Promote, Collaborate

Discussion of shuttle / 3 hour parking limit- consensus to not suspend 3 hour parking. Need to have resolution to City Council.

Buck Motion, Skryzcki Second,

RESOLVED, that DDA staff will draft resolution stating: “The DDA board wants to maintain 3 hour parking in downtown, supporting the normal business activity downtown. There should be enforcement.”

Motion carried 6-0-3.

Discussion of shuttle stop downtown

- d. Need strategic spots of pickup and drop off
 - i. Village Commons
 - ii. Huron River Club
 - iii. Dedicated Uber / Lift / Ride Share between 8pm & 2am
 - iv. Salem Church Lot
 - v. Orchard Street Lot behind Fresh Thyme

9. Budget FY 2018-2019 Amendment (8:18pm)

\$50K additional for Oakland Streetscape, City has budgeted similar amount. \$12K increase for Metromode- allowing coverage for farmers market, LNO, patio activity, Farmers Market.

Motion by, Buck, Seconded by Skryzcki,
RESOLVED, to amend the DDA 2018/19 Budget, increasing revenues from \$647,790 to \$682,270 and increasing expenditures from \$677,189 to \$954,968.

Motion carried 6-0-3.

10. Budget FY 2019-2020 Approval (8:28pm)

Oakland Streetscape prioritized.

Buck Amended Motion to support 20K allocated to continuation of communication, not vendor specific.

Motion by, Buck, Seconded by Clement,
RESOLVED, to approve the DDA 2019/20 Proposed Budget.

Motion carried 6-0-3.

11. Other Business

Buck- Need fresh partner to find presenter, host or co-host Innovate Farmington. 1900 members in group, but needs fresh partner.

Buck- Comment that Cowley made, resonated. As a Board, need to look at projects that increase TIF. Other projects that are like Maxfield need to have our attention. Craft- Agreed. Murphy- Concerned about passing up on Farmington Streetscape when it's close to finished; understand no direct ROI in TIF, but there is a significant opportunity in improving Farmington Road.

Craft- Main Street National Conference in Seattle. 15 classes in 3 days. A lot of information. "How to create destination businesses" class. Consider spending the money to subsidize bringing this person to present in Oakland County. Will share additional information in next meeting.

12. Board Comment

None

13. Adjournment

Murphy motion, Clement Second

Motion carried 6-0-3.

Upcoming Dates:

Apr 25 Ladies Night Out

Respectfully Submitted,

Jessica Westendorf
Promotions Coordinator
Farmington DDA

The next regular meeting will be held at 6:00 p.m. on Wednesday, May 1, 2019, in the conference room at Farmington City Hall.