



The October 3, 2018 meeting was called to order by Todd Craft at 6:05 p.m.

**1. ROLL CALL**

PRESENT: Tom Buck (arrived late at 6:23 p.m.), Stephanie Clement, Todd Craft, Rachel Gallagher (arrived late at 6:10 p.m. and left early at 8:03 p.m.), Sean Murphy, Tom Pascaris, and Micki Skrzycki

ABSENT: Kathy Griswold, Steve Schneemann

OTHERS PRESENT: Kate Knight, DDA Executive Director  
Lydia Macklin-Camel, DDA staff  
Dylan Johnstone, Revize

**2. APPROVAL OF ITEMS ON CONSENT AGENDA**

**Motion by** Skrzycki, seconded by Clement to approve the following items on the consent agenda:

- a. Financial Report
- b. Minutes: September 6, 2018 Meeting

**Motion carried 5-0-4.**

**3. APPROVAL OF REGULAR AGENDA**

**Motion by** Murphy, seconded by Pascaris to approve the October 3, 2018 agenda as presented.

**Motion carried 5-0-4.**

**4. PUBLIC COMMENT**

Call to the Public at 6:06 p.m.

None.

Call to the Public closed at 6:06 p.m.

**5. FINANCIAL SNAPSHOT**

Knight reviewed the August 2018 Financial Snapshot with the Board explaining that there was no July snapshot. The snapshot is a summary of the 17-18 FY and budget amendments made at the September 2018 meeting are not reflected.

## **6. EXECUTIVE DIRECTOR UPDATE**

### **Economic Development + Communications**

Negotiations on the Farming Savings Bank property continue. DDA and MEDC representative Dominic Romano met with a potential buyer's representative to discuss economic development incentive for mixed use investment at the site. The potential buyer's offer was rejected by the seller at \$2.55 mil cash. The original selling price of the property was set at \$3 mil. The potential buyer is still interested, however, and has a track record of historic preservation.

News articles were published in Crain's and Oakland Press regarding DDA partnership with MSOC Retail Recruitment specialist Cindy Ciura, targeting investment in our select Main Street community.

Metromode, our new communications vendor, began the project with our editorial advisory group on October 1. About 15 people from the community showed up to the meeting and offered a multitude of perspectives. The kick off for our On the Ground effort included introducing our project manager, Veronica Johnson, project editor Brenda Dominick, and Issue Media Group co-founder Brian Boyle.

Please also follow Metromode on social media to get the latest updates on the coverage. I have attached a document that describes other ways you can share our content.

Facebook <https://www.facebook.com/METROMODEDTW/>

Twitter <https://twitter.com/MetromodeDTW>

Instagram <https://www.instagram.com/MetromodeDTW/>

We will be having our next editorial advisory meeting in mid to late November. Look for a formal invitation closer to the date of the meeting. If you have any further story ideas for the program, feel free to email our project editor Brenda Dominick at [brendalynndominick@yahoo.com](mailto:brendalynndominick@yahoo.com) or if you have any questions about the program in general, please feel free to email me.

### **Events**

Harvest Moon was a smooth operation in its 14th year. Numbers look good, on par with other successful years. We're still sorting out costs and revenues. As always, it was a phenomenal volunteer effort. Kudos to chairs Kathy Griswold and Sean Murphy for spearheading the effort. Lydia Macklin-Camel worked tirelessly to execute the staffing of the event. Metromode covered the event with a great photo essay, which was distributed locally through social media, and statewide through Second Wave Media syndication.

## **Other**

Knight and Skrzycki will attend the Michigan Downtown Association conference on October 11 and 12 in Frankenmuth.

### **7. Approval of Sign Incentives**

Knight shared that the Design Committee met on September 27 to review two new sign applications. The DDA offers incentives to business owners in the downtown district to update their signs at an amount of 50% of the cost of the sign, not to exceed \$500. Signs must meet the standards of the design committee and sign ordinance to qualify for the incentive. The Design Committee reviewed sign applications submitted by Sidecar Slider Bar and Loft Cigars. The Committee recommends that the DDA Board approve a \$500 incentive for both Sidecar Slider Bar and Loft Cigars.

#### a. Sidecar Slider Bar

**Motion by** Buck, seconded by Skrzycki to approve a \$500 sign incentive for Sidecar Slider Bar.

**Motion carried 7-0-2.**

#### b. Loft Cigars

**Motion by** Buck, seconded by Gallagher to approve a \$500 sign incentive for Loft Cigars.

**Motion carried 7-0-2.**

**Motion by** Gallagher, seconded by Skrzycki to swap item (8) for item (9).

**Motion carried 7-0-2.**

### **8. Other Business**

Knight let the Board know that 33419 Grand River Avenue is changing to a restaurant use, the building needs to be ADA accessible from the street entrance per city code. Knight and the merchant have discussed plans with Bill Willson, the City's contractor and those plans have been reviewed by the City's code enforcement. Knight is bringing this to the DDA Board because in the past, the DDA has financially assisted merchants and building owners in bringing buildings up to code when the public sidewalk is involved. The precedent has been that the DDA goes in on 1/3 of the cost of the project in partnership with the merchant and the landlord.

In this case, the landlord is not interested in supporting the project financially. The merchant, however, cannot obtain a Certificate of Occupancy until this project is completed. This could have been leveraged in favor of the merchant to make the landlord cover a portion of the project, however, the merchant has already settled with the landlord and agreed to pay 2/3. The estimated cost of the project according to the City's contractor is not to exceed \$2,000 so the DDA would be asked to cover up to \$667.

**Motion by** Buck, seconded by Gallagher to provide up to \$667 to support of the execution of the ADA project and authorize the DDA Executive Director to enter into the partnership agreement with the merchant.

**Motion carried 7-0-2.**

Knight let the Board know that the Michigan Downtown Association Conference is coming up soon on October 11 and 12. Knight and Skrzycki are going and there is funding to support other Board members to attend as well. Cost to attend is \$165 per person. Several Board members were interested and let Knight know they would confirm their attendance in the following days.

**Motion by** Gallagher, seconded by Clement to swap item (9) for item (10).

**Motion carried 7-0-2.**

## **9. Board Comment**

Buck shared that the 1 Up is now open and will be doing a ribbon cutting with the Chamber and encouraged DDA Board members to attend.

Buck suggested that the DDA assess the sidewalks and curbs within the downtown district in order to create an inventory that helps the DDA prioritize streetscape improvements.

## **10. Revize Website Development Work Session with Dylan Johnstone**

Dylan Johnstone, Project Manager, and Alex Parent, Web Designer opened a discussion with the DDA Board to gather input that will assist in the first round draft of the DDA's website redesign. The discussion focused on site aesthetics, navigation, and functionality. The Board gathered ideas by looking at comparable sites including Downtown Charlevoix, Downtown Birmingham, Downtown Nashville, Downtown Rochester, City of Converse, and Duluth, GA.

The feedback received in this initial meeting will be taken into consideration by Johnstone and Parent and a first draft of the site will be available for a second round review with the Board in about 2-3 weeks. Revize will work with DDA staff to schedule the second design meeting with the Board.

## **11. Adjournment**

**Motion by** Skrzycki, seconded by Murphy to adjourn at 8:18 p.m.

**Motion carried 6-0-3.**

Respectfully Submitted,

Lydia Macklin-Camel  
Staff, Farmington DDA

The next regular meeting will be held at 6:00 p.m. on Wednesday, November 7, 2018, in the conference room at Farmington City Hall.