



6:00 p.m. Wednesday, May 13, 2020
Virtual Zoom Conference Room
23600 Liberty Street
Farmington, MI 48335
DDA Special Meeting

MINUTES

The meeting was called to order by Chris Halas at 6:04PM

1. Roll Call

Present: Chris Halas, Sean Murphy, Micki Skrzycki, Sara Bowman, Tom Buck, Todd Craft, Rachel Gallagher(arrive 6:15)

Absent: Kathy Griswold, Tom Pascaris

Others Present: Kate Knight, Jess Westendorf

2. Approval of Items on Consent Agenda

a. Minutes: April 1, 2020 DDA Regular Meeting

MOTION by Bowman, SECONDED Skrzycki, RESOLVED unanimously, to approve items on the consent agenda.

3. Approval of Regular Agenda

MOTION by Bowman, SECONDED Skrzycki, RESOLVED unanimously, to approve items on the consent agenda.

4. Public Comment

Opened and closed by Halas at 6:07.

5. Patronicity Project Crowdfunding Campaign

Overview by Knight of Crowdfunding project: \$4000 available from MSOC to match contributions to support Downtown Businesses. Campaign will go towards providing PPE and to help to businesses to cover costs to follow new public safety guidelines. DDA staff has set up the campaign using the Patronicity platform and is ready to go upon approval.

MOTION by Buck, SECONDED by Murphy, RESOLVED unanimously, to approve a Patronicity crowdfunding campaign with matching funds from Main Street Oakland County, to support downtown businesses impacted by COVID-19.

6. Main Street Oakland County Technical Assistance Grant

Overview by Knight- We have 24K budgeted in communications and are asking to supply \$6,500 grant to Metromode, as we have for the past 2 years.

Craft: Is the ask to take technical assistance grant and apply to Metromode. Confirmed by Knight.

Halas: Would terms of agreement be consistent of what we have had in the past. We have benefited greatly by repurposing content. Understanding that COVID19 has changed what is being done ie Lewinski has not been out as frequently. We would like to ensure that we have photography content as we have had in the past.

Knight: This grant would fund the effort, but not affect the contract with Metromode.

MOTION by Murphy, SECONDED by Gallagher, RESOLVED unanimously, to approve a 2020 Main Street Technical Visit Request, with a Communications and Marketing Plan Application, specifically toward Metromode IMG.

7. Update on Brownfield Application Process with GLP

Overview by Knight. GLP will be applying for a Brownfield redevelopment plan.

Buck requested that we run scenarios to understand the tradeoffs we would be making for DDA TIF capture vs Brownfield capture.

Knight: Brownfield specialist at Oakland count and Chris Weber will be reviewing and helping us understand next steps. We will need to understand the rubric, and it will depend on DDA board approval.

Consensus that the board would like to receive a scenario, information, or workshop prior to the next meeting to have time to digest and understand the scenarios.

Halas requested a copy of the deck reviewed by Avantini at the last board meeting. DDA staff will acquire this and send it out.

Gallagher inquired about what the last brownfield project was. Buck answered with Bank at 9 mile and Farmington, or Flagstar branch near Orchard Lake and 11 mile.

Murphy inquired if the site is contaminated or functionally obsolete. Knight: Functionally obsolete.

8. Other Business

Knight: Christiansen and Knight were able to allocate an additional 200K for Farmington Businesses! Each will be receiving a \$5K grant. 27 of them were in the DDA. A win!

9. Board Comment

Craft: Thanked everyone for helping us move our downtown forward by attending this special meeting.

Halas: Acknowledged effort by DDA staff and that Kate and Jess have been pulled in a lot of directions since COVID-19.

Murphy: Acknowledge a great job on Ladies Night In!

Halas: Echoing great results on Ladies Night In and statement that we should continue to activate the captive audience.

Craft: Echoing previous statements on successful Ladies Night In.

10. Adjournment

MOTION by Craft, SECONDED by Buck, RESOLVED unanimously to adjourn.

Dates of Interest:

June 3, DDA Board Regular Meeting