



6:00 p.m. Wednesday, Oct 7, 2020
Virtual Zoom Conference Room
Meeting ID: 846 4737 3160
Passcode: 500510
23600 Liberty Street
Farmington, MI 48335

MINUTES

Called to order at 6:03 by Todd Craft,

1. Roll Call

Present: Todd Craft, Miguel Williams, Tom Buck, Tom Pascaris, Sara Bowman, Chris Halas, Sean Murphy, Rachel Gallagher (6:40)

Absent: Micki Skrzycki,

Others Present: Kate Knight, Jess Westendorf, Tim Colbeck, Carmine Avantini (CIB)

2. Approval of Items on Consent Agenda

a. **Minutes: September 2, 2020 DDA Regular Meeting**

b. **Minutes: August 13, 2020 DDA Design Committee**

c. **Minutes: August 12, 2020 DDA Public Art Committee**

d. **Minutes: August 27, 2020 DDA Promotion Committee**

Motion by Halas, seconded by Buck, to approve the items on the consent agenda.

3. Approval of Regular Agenda

Motion by Buck, seconded by Bowman, to approve the items on the regular agenda.

4. Public Comment

Opened and closed at 6:04.

5. Financial Snapshot

Not far into our fiscal year. Board reviewed both finals through July and August.

6. Executive Director Update

Update by Knight:

RFQ for MTC was published! CIB, City, and DDA worked on this. Link is available on the city website. Knight will confirm the due date.

A conspiracy of Ravens have landed downtown for our inaugural Grand Raven Festival.

Spirit of Harvest Moon campaign on Facebook, culminating with Claire Perko being awarded the Mary Martin Service award winner.

November 5th & 6th Michigan Downtown Conference.

DDA social district in progress.

7. DDA Plan Update Approval

Overview by Avantini of CIB Planning.

Motion by Murphy, Seconded by Halas, passes unanimously, to approve the DDA Plan Amendment, requesting the City Council to call for a public hearing regarding the Plan Amendment, and to notify taxing jurisdictions and provide an opportunity for a meeting regarding the Plan.

Roll Call: Ayes: Craft, Williams, Bowman, Halas, Murphy, Buck, Pascaris.

Nays: None

Absent: Gallagher, Skrzycki

8. Main Street Oakland County Update with Tim Colbeck

Update by Tim Colbeck.

Triage work on everything happening with the pandemic. \$219M of federal CARES act money, put into programs to support small businesses, local government, veterans, rental assistance. Just wrapping up recovery grant.

Supporting cultural institutions and events in county that have been impacted by the closure going live shortly. The DDA can apply and be eligible for revenue on canceled events.

Forecasting 2022 to recoup county revenue lost due to COVID19.

9. Social District Update

Overview by Knight. On June 1, Council authorized the expanded outdoor space. Even late adapters are up and running at this point. We received an extension to expanded outdoor seating through the winter... a green light to figure out how to help businesses adapt throughout the winter.

Offering another point of revenue during a difficult time. Goal is to have commons area where those could pick up carryout cocktail from a downtown business and consume it in Riley Park or another.

Discussion of length of licensing- 4 years. Can be withdrawn with a City Council meeting with public hearing

Motion by Williams, Seconded by Halas, passes unanimously, that the DDA Board authorize staff to pursue the implementation of a social district for downtown.

10. Founders Festival Discussion

Overview by Knight and Bowman.

Beer tent and music are top priority. May have 501c3 moved to Farmington Baseball to pull the liquor license.

Parade, Run and other commitments. American Legion and Optimists Club are ready to help. DDA has statutory authority that the City does not. Liquor licenses and parties. Contract has been drafted between DDA and Events 360.

It's never been the intention to put event this on the DDA from a legwork perspective. All questions will be directed to Event 360 and Julie Law and Mayor Bowman as the DDA liaison to Founders Festival.

Halas- question regarding contingency plan. Events 360 takes on all risk. \$10K retainer and then the liability is on Events 360.

Buck- Expressed thanks to Bowman for helping to make this happen. We need this event back in downtown.

Recognize that this will take some form of staff time, we consider that we may need to have a budget amendment for an additional staffer or more staff time.

Motion by Buck, second by Gallagher, passes unanimously that the DDA board support the direction that Mayor Bowman is taking to bring Founders Festival downtown as described and partnering with Events 360 for 2021 and 2022.

Ayes: Murphy, Pascaris, Buck, Gallagher, Halas, Craft, Williams, Bowman.

Nays: None

Absent: Skrzycki

11. Approval of Light Pole and Luminaire Purchase

Motion by Pascaris, Seconded by Williams, unanimously passes, to approve the authorization of MLS King Luminaire and decorative light pole fixtures purchase, allocated from Maintenance and Repair 248-759.00-930.000 for \$16,077.00.

12. Committee Updates:

a. Design Committee

Update by Knight: on hold with streetscape material until we move forward. Expect installation of plant material approved in June next week. Beds in front of Groves street.

Electrical contractor : MLS electrical in Stockbridge.

Relighting tree canopies with LED lights review in progress.

b. Public Art Committee

Update by Gallagher. Reviewed how to assemble very heavy Raven heads. PAC supported Leila Mullion's work with the stop-motion animation.

c. Promotions Committee

Update by Halas. Very cool stuff happening with Metromode. Great FCT article. Advisory board meeting tomorrow morning. Great traction with the Grand Raven festival and will consider a social district article.

Very successful run with social channels for volunteer recognition.

d. Business Development Committee

No Updates

e. Grand Raven Festival Committee

Update by Murphy.

3 outdoor movies on Friday nights in October queued up.

Great team of volunteers decorating including Halas for pumpkin delivery.

Ravencrows rise on Sunday.

Victorian Walks by the library.

Poe Nights from the FCT all recorded and ready.

Pumpkin Sponsorship from Essentials Family Chiropractic.

Claire and her team have installed window displays at Korner Barber and dress barn.

Raven Cocktail crawl is up and running.

Scavenger hunt is in the works by Miguel. 16 businesses locked and loaded, waiting on 4 to get back.

Large sponsorship from GLP and grant from Oakland County secured by Kate make this possible.

13. Other Business

Knight: Putting together joint meeting next week, October 14th to recap the adoption of the DDA plan update and authorizing the Farmington Road streetscape.

Williams: Has extra hay bales from Global Health Systems charity event that can be used if needed.

14 Board Comment

Buck: We are going on all cylinders. Way to go!

Bowman: Thank you everyone for the support for Founders Fest!

Craft: Echoing Tom Bucks words. Thank you everyone for their effort with the success we've had. Board members have participated in various ways and we are here to support our downtown. Metromode advisory board meeting tomorrow morning. Encourages everyone to participate in the MDA conference.

Pascaris: We have come a long way in the last four years. Opening an insurance agency.

15. Adjournment 8:43pm

Motion to adjourn by Gallagher, seconded by Bowman, passes unanimously.

Dates of Interest:

Month of October: Grand Raven Festival

October 8: Metromode Advisory Meeting

November 4: DDA Board Regular Meeting

November 5 and 6: Michigan Downtown Association Virtual Conference