



8:00AM Wednesday, October 2, 2024  
City Hall Conference Room  
23600 Liberty Street  
Farmington, MI 48335

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## MINUTES

The meeting was called to order by Todd Craft at 8:04am

### 1. Roll Call

**Present:** Tom Pascaris, Linda Deskins, Johnna Balk, Todd Craft, Donovan Singleton

**Others Present:** Kate Knight, Jess Westendorf

**Absent:** Claire Perko, James McLaughlan, Sean Murphy, Shawn Kavanagh

### 2. Approval of Consent Agenda

a. Minutes: September 4, 2024 DDA Regular Meeting

b. Minutes: June 26, 2024 DDA Public Art Committee

**Motion by Balk, seconded by Deskins, to approve the items on the consent agenda.  
Motion passes unanimously.**

### 3. Approval of Regular Agenda

**Motion by Pascaris, second by Singleton, to approve the items on the regular agenda.  
Motion passes unanimously.**

### 4. Public Comment

Opened by Craft at 8:05am.

Welcome to Walker Spitsbergen, 24005 Gill Rd. Visiting for school to observe a meeting and hoping to bring some of his interests to his hometown.

### 5. Executive Director Report

Fantastic Harvest Moon and Grand Raven Festival experienced growth. September 27 was a successful GRF opening with hundreds strutting through downtown, including closure of Farmington Road with Gabriel Brass Band. Evening culminated with lighting installation/exhibition by Kresge Artist Gabriel Hall commissioned by Bicentennial Committee Earlier in the week we hosted the unveiling of the Bicentennial timeline mural and alley lighting at Fresh Thyme Alley while SOCMA (South Oakland County Mayors Association) was in town. Project was funded with a \$10K Oakland County Board of Commissioners grant to add form and function to the alley. Dozens of volunteers convened to prep in flash mob fashion at the same time on September 25. This is a heavy lift for our volunteer base, turning seasonal programming to be ready for October after Harvest Moon. Special acknowledgement goes to Board member Sean Murphy, who worked late into the evening in setting up the season. Major news hits as the national announcement came out this week that Downtown Farmington is a Great American Main Street (GAMSA) semi-finalist, one of eight in the country- the only recognized program and community in the Great Lakes region. Masons Corner construction is progressing well. WDIV Channel 4's Kim DeGuilio came out to interview and cover the opening of construction the week of Harvest Moon, it was an excellent opportunity to tie promotion back into our Harvest Moon Celebration, in which event proceeds support public art and public space.

Visit Detroit is coming October 11<sup>th</sup> with more than 17M visitors to its platforms, hosted through our alliance with Main Street Oakland County. Visit Detroit fills a crucial role in promoting CVB market presence for regional visitors to SE Michigan. Perfect timing with MALT mural in the works beginning next week.

Nov 7-8 Michigan Downtown Association Annual Conference this year in Ann Arbor. We have the honor of representing Farmington on a panel with Fleis & VandenBrink and Team CORE, discussion community-initiated increment development and process from site selection to construction.

**6. Masons Corner Additional Services Request Grissim Metz Andriese**

Motion by Singleton, seconded by Pascaris, to allow the DDA Board authorize Executive Director to execute the Additional Services Request from Grissim Metz Andriese for \$3,740 for value engineering and revision of construction plans for Masonic Plaza.

Motion passes unanimously via roll call.

Ayes: 5, Pascaris, Singleton, Craft, Balk, Deskins

Nays: 0

Absent: 4

**7. Harvest Moon Update**

Another record-breaking weekend. Initial reporting is showing revenues up around 6.5%. Three beautiful days and smooth set up with over 100 volunteers making it possible.

**8. Committee Updates:**

**a. Promotions Committee**

a. Harvest Moon, Grand Raven, LNO and an excellent engaged merchant group working on tactical / private sector

**b. Organization Committee**

a. Nothing to add other than exciting and busy Harvest Moon

**c. Business Development Committee**

a. Spirit of collaboration among downtown businesses – including tailgate team up with Loft and Heights. Hollywood haunt in the evening of October 26<sup>th</sup>.  
Master plan

**d. Design Committee**

a. Masons Corner underway

**e. Public Art Committee**

a. Ravens are in flight with raven art, including Edgar, Wings, and Raven Flights

**9. Other Business**

Balk: Mansion cleanup update – estate offload is planned this month. Two heritage pieces from carriage house are in Dolcetto – an old scale and pie safe being used as a display. Great re-use incorporating community and small business.

Craft: Three more meetings and Craft, Deskins, and Perko terms are expiring, any potential candidates send them to Kate or Todd.

**10. Board Comment**

Craft: Thank you for your time and energy.

**11. Adjournment**

Motion by Singleton, seconded by Balk to adjourn. Motion passes unanimously.