



Annual Meeting
6:00 p.m. Wednesday, April 1, 2020
Virtual Zoom Conference Room
23600 Liberty Street
Farmington, MI 48335

MINUTES

Called to order by Todd Craft at 6:03pm

1. Roll Call

Present: Todd Craft, Chris Halas, Kathy Griswold, Rachel Gallagher, Sean Murphy, Micki Skrzycki, Tom Pascaris, Sara Bowman, Tom Buck

Absent: None

Others Present: Kate Knight, Jess Westendorf

2. Approval of Items on Consent Agenda

a. Financial Report

b. Minutes: March 4, 2020 DDA Regular Meeting

c. Minutes Design Committee, February 27, 2020

Motion to approve items on the consent agenda

Result: Approved [Unanimous]

Moved: Skrzycki

Seconded: Griswold

3. Approval of Regular Agenda

Motion to approve items on the regular agenda

Result: Approved [Unanimous]

Moved: Buck

Seconded: Murphy

4. Public Comment

None

6. Financial Snapshot

- Overview: By Knight
- Discussion regarding if our budget would coming lower under our current circumstances.
- Chris Weber added that there is debt service that the DDA will still need to pay that hasn't occurred yet. (DDA's commitment to pay for Grove and GD river streetscape)

7. Executive Director Update

- COVID-19: DDA staff has transition to working from home, but still in contact with Downtown Businesses. Working with the lawyer to determine what is deemed essential services. Currently only contractor is Sean O'Reilly.
- Shout out to the promotions committee for jumping on emergency calls to work through COVID-19!
- Staff is in discussion with MDA, MSOC, and County executive, MML, and MEDC in forums to help maximize our resources and keep our district informed.
- Asking for approval of our FY2020-2021 budget with the caveat that it will be reexamined with our current economic realities in mind. Consider these priorities:
 - DDA staff and engagement in crisis management. Just trying to support our local businesses as best as possible

- Focus on maintenance and stewardship of existing assets
- Support public/private partnership in investment (Village Mall redevelopment)
- Adapt our approach with the projects we've initiated with retail study, TIF development tools to keep flexible and applicable to our new conditions.

10. FY 2020-2021 Draft Budget

Discussion of if we should keep a portion of our allocated budget for triage and other needs related to COVID-19.

- Knight: expressed that we need to be intentional on how we support our downtown business community. One thing available to one business needs to be available to all. A tool available is the reallocation of our professional services. Consider having a town hall for available retailers to answer specific questions about finance, or other. It would be a great opportunity for our downtown merchants to ask questions, have conversations, relay needs and relay how they can see us supporting their needs.
- Discussion ensued.
- In agreement that we need to continue to provide details regarding tools such as SBA loans and grants are available. Mayor Bowman outlined some of the resources available with \$3.9B available for the State of Michigan.

Discussion on if we need to put approval of budget on hold until a later date.

Discussion of putting the retail study on hold, TIF study, and other programs on hold until we understand the ramifications of COVID-19.

Discussion of retaining funds to potentially help our small businesses that may see tough times, but also consider that they can receive funding elsewhere. ie state programs, county programs, and more.

Discussion of capital outlay on events and ramifications of cancelling events.

Discussion of converting 2 Mil Levy from TIF to PSD. This will not affect the amount of money we are generating, but the intention of where to spend it. Not changing how we are capturing it.

Overview of revenue sources by Chris Weber: PSD, 2 Mil Levy, Property taxes are all stable for at least one year.

Motion to approve DDA 2020/21 Proposed Budget

Result: Approved [Unanimous]

Moved: Buck

Seconded: Skrzycki

11. Committee Updates:

a. Design Committee

Overview by Knight: Streetscape preparation effort. Still moving forward to develop documents. Obtaining easements, Late Feb/Early March- anticipating that there would be some technical review questions for our project. Conversation still continues. Once we get approval from MDOT that this would be fully supported by SHPO, we will plan to move forward. This could result in lower bids, but we will know more in a few months. Need to know what we are receiving from the state before we can allocate professional services.

DDA Board consensus that we need to continue with this project.

Purchased umbrellas for Riley Park for when we are ready to gather.

b. Public Art Committee

Committee has not met in light of the current situation. We had an effective public art event in February to get the word out. We are putting crowd funding on hold at the moment as we make helping downtown businesses the primary focus.

Discussion of potentially moving programming to weekend of Founder's Festival.

c. Promotions Committee

Update from Halas: Outlined the extreme efforts of the Promotion Committee during the COVID outbreak. Within 24 hours, the team put together a plan and executed social media and in print for the water bill. Promotions will need to continue to stay relevant as businesses continue to

stay open. Listed examples of: getting the word out on carryout parking and creative conversation with Metromode on "What is deemed Essential" in Farmington. This will be the next push for Metromode. Content that can be shared as a cohesive statement and also split up for social media features.

d. City Parking Committee

Update from Gallagher: 15 minute parking executed and suggested to Public Safety to ease up on parking enforcement.

Mayor Bowman informed that council liaison will be Maria Taylor.

12. Other Business

Halas: Expressed the need to make sure that we have action items in place to help the businesses.

Knight: MEDC and Oakland County are working on a stabilization fund. Knight and Christiansen will be sitting on a board to determine grant and loan distribution. County will be cutting checks directly to those businesses.

MEDC and many other companies are at a halt on everything not COVID-19 related.

Gallagher: Urged board members to help share on social media.

Buck: Tom Buck's niece was on the embassy plane coming in for Nepal, she may be interested in an interview on facebook.

13. Board Comment

Buck: We need to be creative in holding events to get people out to get carry out.

Skrzycki: Offered a special "thank you" to Kate and Jess for setting up the video and coordinating efforts.

Halas: Offered a "thank you" to Sean Murphy for creating google doc with latest news on what businesses are open.

Craft: Thank you promotions committee, Kathy, Jessica, Sean, Halas, everyone for working hard to get everything done.

14. Adjournment

Motion to adjourn.

Result: Approved [Unanimous]

Moved: Buck

Seconded: Gallagher