



8:00AM Wednesday, October 5, 2022  
City Hall Conference Room  
23600 Liberty Street  
Farmington, MI 48335

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**MINUTES**  
**Called to order by Todd Craft**

**1. Roll Call**

Present: Todd Craft, Linda Deskins, Tom Pascaris, Chris Halas, Sara Bowman, Donovan Singleton

Absent: Tom Buck, Miguel Williams, Claire Perko

Others Present: Kate Knight, Jess Westendorf, Diane Bauman (Farmington Public Schools), Chris Delgado (Farmington Public Schools)

**2. Approval of Items on Consent Agenda**

- a. **Minutes: September 7, 2022 Regular Meeting**
- b. **Minutes: June 30, 2022 DDA Design Committee**
- c. **Minutes: July 12, 2022 DDA Public Art Committee**

Motion by Halas, second by Deskins to approve. Motion passes unanimously. Motion passes unanimously.

**3. Approval of Regular Agenda**

Motion by Halas, to approve the items on the regular agenda with moving promotion committee up to the first committee update, second by Bowman. Motion passes unanimously.

**4. Public Comment**

Opened and closed by Craft at 8:07am.

**5. Farmington Public Schools Communication**

Diane Bauman and team presented Headlee Renewal overview.

**6. Financial Snapshot**

**Quarterly updates will be available.**

**7. Executive Director Update**

Harvest Moon Celebration is complete- more than 100 volunteers, significant allocation of staff time, and three beautiful nights. Incredible Grand Raven Kickoff featuring Gabriel Brass Band pop-up strut on September 30.

Farmington Road Streetscape project is underway and facilitating the public private connection is a top priority.

Next Gen Mainstreet – proud to be part of the four selected communities. Rochester, Ferndale, Royal Oak, and Farmington.

**8. Committee Updates:**

**a. Design Committee**

Update by Knight- Robertson Brothers presented art promenade and new elevation at the last design committee meeting as part of their community impact proposal within Maxfield Training Center redevelopment as Hillside Townes. DDA Design Committee comments forwarded to the

Planning Commission for review. Public hearing should be scheduled for Planning Commission in November.

**b. Organization Committee**

Update by Deskins- Harvest Moon... Great volunteer turnout and a lot of work from the committee and staff.

**c. Public Art Committee**

Update by Knight- Kate Aren mural is complete. Raven art has been installed and Edgar the Grand Raven himself is a beacon for "selfies".

**d. Promotions Committee-**

Update by Halas. Committee has been busy the last couple months lining up volunteers to make the next project happen. This project started as an opportunity to share our story on Michigan Downtown Association and has turned into much more with the end result being reels that can showcase our downtown, local businesses, and spark interest.

Board viewed a preview of each reel.

Water bill insert featuring Grand Raven on one side and Yiftee gift card promo on other launched.

**e. Business Development Committee**

Update by Singleton- Working on Placer AI insights and providing usable information to Downtown Businesses and identify what's available to bring in the right businesses that will help grow downtown. Individual merchants may use these data to inform their own marketing outreach and best opportunities.

**7. Event Updates for Harvest Moon Celebration and Grand Raven Festival**

Update by Westendorf

**9. Other Business**

None

**10. Board Comment**

Craft: Thank you for all your time and energy. Craft asked if the morning meetings were working? The consensus was yes.

**11. Adjournment**

Motion by Singleton, Second by Bowman to adjourn the meeting.

*Dates of Interest:*

October: Grand Raven Festival

October 11: Next Gen Main Street Virtual Session

November 2, 2022 DDA Board Meeting 8:00am

November 3-4 Michigan Downtown Association Conference in Muskegon