



DDA Board Meeting Minutes
6:00 p.m. Wednesday, March 4, 2020
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

Absent: Tom Buck

Others Present: Kate Knight, Jess Westendorf

2. Approval of Items on Consent Agenda

- a. **Financial Report**
- b. **Minutes: February 5, 2020 DDA Regular Meeting**
- c. **Minutes Design Committee, January 23, 2020**
- d. **Minutes: Public Art Committee, January 29, 2020**
- e. **Minutes: Promotions Committee, January 30, 2020**

Motion to approve items on the consent agenda

Result: Approved [Unanimous]

Moved: Murphy

Seconded: Gallagher

3. Approval of Regular Agenda

Motion to approve items on the regular agenda

Result: Approved [Unanimous]

Moved: Griswold

Seconded: Gallagher

4. Public Comment

Opened at 6:03pm

- Stephanie Williams, a Farmington resident and Amy Hiccula- Co-chairs for the 30th Farmington High Reunion. Very interested in the Founders Festival and asking for support and ideas to coordinate with the Founders Festival. Goal to partner with Downtown Businesses with activities focused around the reunion. Proposing an 80's themed pub crawl for their class. Have a specialty drink for the 80's at each restaurant. They will be going around to Downtown Businesses asking for collaboration.
- Veronica Jamison, local business owner. Attended the meeting to get an idea of what the pulse is for the city. What is our identity going to be for Farmington and who we are geared towards. Would love to see Rust Belt as a fit for the Dress Barn vacancy. Have we as a community looked at taking the space on as an open store front? Such a strong art community, it would be great to put that in an area. Happy to be a resource to help rustle up a business for the location. Expressed that her wheelhouse is to raise money.
 - Knight- spoke with broker of Grove's retail building. Working hard to attract retail in that space. Vacancy has spurred a podcast with Farmington Voice. Please reach broker with ideas. Planning a retail study with the goal to understand who we attract, who we should be recruiting to our Downtown mix.
- Closed at 6:14 PM

5. Election of Officers

Motion by Halas, Seconded by Pascaris to nominate Todd Craft as President.

Unanimously approved.

Motion by Gallagher, Seconded by Halas to nominate Sean Murphy as Vice President.

Respectfully declined by Murphy.

Motion by Craft, Seconded by Griswold to nominate Chris Halas as Vice President.

Unanimously passes

Motion by Griswold, Seconded by Murphy to nominate Tom Pascaris as Secretary.

Unanimously passes

6. Financial Snapshot

- Overview by Knight: Review of year to date through January 31st.
- Craft- Asked for clarity on outstanding balance on Oakland Street Project.
- Knight- Plant material is the last part. As soon as that's available it will be complete. City will pay for North Parking lot sign.

7. Executive Director Update

- Overview by Knight: Public Art Committee hosted Heart the Art at Legato Salon on 2/22. Around 100 attendees shared ideas for future mural project. Kudos to fantastic team at Legato Salon for hosting us. Reviewed early results of location and themes voted on at the event.
- Art of the Cocktail campaign ran simultaneous. Wonderful teamwork with downtown businesses. Happy to use the model in the future!
- Eligible businesses impacted by redevelopment of the Farmington State Savings Bank have submitted applications for grant reimbursement. Other than one business, all have been relocated in Downtown Farmington. Discussion of needing to have small square footage spaces around 600 sq ft. Suggestion by Bowman to have a time lapse video showing improvement remodeling project of Farmington Savings Bank building.
- Discussion between MDOT and SEMCOG regarding award of the TAP grand funding for the Farmington Road Streetscape. Currently on hold with SHPO to make some design adjustments per recommendations from the review team. DDA staff has met with Design Committee to update as well as Oakland County Planning and Main Street resources to strategize the best direction as we assess the 2014 designs with 2020 compliance evaluation from state agencies. Skrzycki inquired if writing letters to MDOT and SEMCOG to help. Knight will inform the board if letters will be required. This will be a priority for staff time to get this wrapped up and stay on track to bid it out in September for 2021 construction.
- Enlisted consultant quotes for professional services by Gibbs Planning Group. DDA board will have the opportunity to weigh in tonight.
- Staff attended MSOC advisory meeting on February 26 and MSOC Managers Meeting on 2/27. Planning is underway with Ladies Night Out and upcoming volunteer appreciation and will be requesting stewardship from board members for key projects.

8. Retail Market Study Update

- Overview by Knight. DDA commissioned a study in 2014 from Gibbs Planning Group to assess market conditions, capacity and potential for downtown. With a lifespan of 5 years, it's time for an update.
 - Halas: Question regarding if there are there other firms that do this type of work. Wants to ensure that we are getting a fair share of oversight by the key partner on this project.
 - Gallagher: Request to review the study from 2014 to be sent out to the board for a refresher.

- Craft: Reminder that this is in the budget for professional service and that we have the opportunity to move forward without board motion.
- Halas: Knowing the bank project will be shifting the retail mix in Farmington, we want to make sure that all of this is taken into account during a retail study. Goal that we are providing them with razor sharp input as to what we want out of the study prior to them starting.
- Griswold: To start with a whole new firm would require extra work to start from scratch as opposed to building upon past work by Gibbs Planning Group.
- Knight: The goal is that this would be a tool to use for brokers to attract business to Downtown Farmington.
- Gallagher: Ensure that we are acknowledging that the age demographics have actually reduced for the first time ever. Need to ensure that this is taken into account.

Motion to approve the authorization of \$10,000 for Gibbs Planning Group to update the 2014 Retail Market Study to assess current status and recommendations for the next five years.

Result: Approved [Unanimous]

Moved: Gallagher

Seconded: Skrzycki

9. TIF Plan Update

- Overview by Knight- ongoing discussion regarding MTC, which is a collaborative discussion with the City purchasing the property. DDA can't afford to buy the MTC site, but there are ways that we can contribute. Feasible that the DDA may be asked to contribute a rebate with future TIF capture. Need to ensure that we are using all the tools available. DDA staff and the city manager met with consultant of Community Image Builders, who suggested that we explore development implementation strategies for downtown.
 - Skrzycki- Asked for clarification that this does not obligate us to give up TIF at this point, but shows us how we can use this as an opportunity. Confirmed by Knight and Craft: This is just educational at this point with new mechanisms that are available to us.
 - Bowman questioned if we have we ever done tax incentives within Downtown as a way to show a proven successful tool. ie Dimitris. Discussion ensued of possible options.
 - Discussion of joint DDA/City Council meeting on April 1st.
 - Bowman confirmed that City Council approved City Manager Murphy to put Carmine on retainer to discuss the project.
 - Halas regarding item 2 on proposal- Asked if some of the work on their proposal has already been done, knowing the city has been in conversation. ie Updating Maps (item B). Confirming that processes that we are going through with CIB could change the bullet points on the list.

Motion to approve the authorization of up to \$9,500 for Community Image Builders, (CIB), for downtown development consulting to update the DDA/TIFA Plan.

Result: Approved [Unanimous]

Moved: Skrzycki

Seconded: Griswold

10. FY 2020-2021 Draft Budget

Overview by Knight: DDA staff has reviewed with City Treasurer Chris Weber in great detail. Review with the goal to approve it next month in April.

- Property value has increased 12% (about \$50,000) (forecasted only 2%). We will be healthy in 2020.

- Great content provided by Metromode: resetting budget for \$20K in FY 2020
- Public Art \$15K
- Transfer of 2 Mil Levy from TIF to PSD in consideration of investment in downtown maintenance to increase repairs and maintenance budget within PSD, to correspond with increased scope and cost over recent years. (IE hedge replacement, trucks destroying fencing, maintaining new streetscapes, tree trimming which will require new LED lighting on trees downtown).
- Professional Development increase to \$6,900 for two DDA staff and chair to attend National Main Street Conference. Craft encourages all board member to participate in training available.

11. **Committee Updates:**

a. Design Committee

- Knight- Discussed streetscape. The team is on it and engaged to help with a solution.

b. Public Art Committee

- Great event- Heart the Art at Legato.
- Time is up on David Barr sculptures- Knight has enlisted Bill Wilson to spot weld a few repairs needed. PAC will be discussing options at the next meeting.
- Faces of Farmington will be moving to Care By Design as the next stop.
- Committee has made great strides – since implementation of Public Art Blueprint.
- Continue to build the relationship with Farmington Area Arts Commissions with collaboration.

c. Promotions Committee

- Committee has not met since last meeting. They will plan to get an agenda on the calendar next week.
- Had advisory meeting with Metromode to steer content.

d. City Parking Committee

- Has not met.
- Bowman noted that council has been lacking representation with departure of Galvin. Now that there is a full council again, the goal is to have another appointment on the Parking Committee.

12. **Other Business**

- Two positions expiring on the DDA board this month- Griswold and Buck. Their previous terms were partial, so they can serve another term. Both have graciously accepted to serve.
- Discussion of who will be committee chairs.
 - Design Committee- Steve Schneemann will continue.
 - Public Art Committee- Current chair is Craft, previous chair was AJ Cooke. Rachel Gallagher will take over the chair position.
 - Promotions Committee- Current chair is Sean Murphy. Chris Halas will take over as chair.
 - City Parking Committee- Chris Halas is currently the resident liaison. Will discuss and deliberate at a different date.
 - Organizational Committee- Reactivate this committee to work on volunteer management, recruitment, and board member recruitment. Griswold will take on chair position.
 - Economic Development Chair- Tom Pascaris is currently the chair.
- Discussion and consideration that the next public forum should focus on volunteerism.
- Discussion of room and capacity of DDA board and staff. Harvest Moon is all consuming and an example of why the Founders Festival is extremely time consuming for the Chamber to manage. Goal to have a volunteer committee take over as a volunteer effort.

- Discussion of PUD plan with Fresh Thyme agreement in regards to pre- approved special events (Harvest Moon, Art on the Grand, Holly Days, Farmer's Market). Opportunity to ask for approval for any additional events with clarification by Bowman.
- Discussion of parking downtown during Founders Festival.
- Project allocation to have Liaison for special projects:
 - Harvest Moon: Griswold will chair, Murphy will co-chair. Griswold has offered to take time off work leading up to the event for setup with reminder closer to the date.
 - Ladies Night Out: Identify merchant lead to produce with DDA staff- Care by Design willing to take on a merchant lead.
 - Volunteer Appreciation: Craft & Griswold
 - Beer Garden: Pascaris
 - Founders Festival Downtown Efforts: Skrzycki is interested. Will discuss with Tom Buck, who was passionate about Founders Festival last year.
 - Reminder to submit Mary Martin Service Award nominations by 3/19

13. Board Comment

Craft: Moth Story Slam in Ann Arbor- \$17/person. Attend if you haven't. Consider hosting them at FCT. Consider field trip on 3/17 to the Blind Pig.

14. Adjournment

Motion to adjourn.

Result: Approved [Unanimous]

Moved: Gallagher

Seconded: Halas