



8:00AM Wednesday, April 2, 2025
City Hall Conference Room
23600 Liberty Street
Farmington, MI 48335

MINUTES

The meeting was called to order by Todd Craft at 8:03am.

1. Roll Call

Present: Todd Craft, Tom Pascaris, Johnna Balk, James McLaughlan, Karlyn Cassidy, Shawn Kavanagh, Donovan Singleton, Claire Perko, Sean Murphy

Absent: None

Others Present: Kate Knight, Jess Westendorf

2. Approval of Consent Agenda

- a. Minutes: March 12, 2025 DDA Board Regular Meeting
- b. Minutes: February 20, 2025 DDA Design Committee Meeting
- c. Minutes: November 26, 2024 DDA Promotion Committee Meeting

Motion by Kavanagh, second by Craft to approve the items on the consent agenda. Motion passes unanimously.

3. Approval of Regular Agenda

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

4. Public Comment

Opened and closed by Craft at 8:04am

5. Executive Director Report

The Main Street Conference in Philadelphia is next week. We'll be recognized as a GAMSAs semi-finalist during the opening plenary. Knight will present at SEMCOG's Main Street Revitalization and Placemaking Series on April 17 on "Creating Vibrant Spaces in Your Downtown" to communities in the seven-county region: Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne. May 22, Knight will represent small business and Main Street on a panel at Oakland County's Economic Outlook luncheon. In June, the Michigan Municipal League has asked to host their Local Economies Initiative conference in Downtown Farmington, expecting 70 attendees to tour examples of recently revitalized public space.

Welcome new board member Karlyn Cassidy!

Master plan community outreach is planned for opening day of the Farmer Market May 3rd.

Ladies Night Out is April 24, and we look forward to opening the season with a strong merchant-driven event. First quarter consumer sentiment has been weak; we are discussion strategy with our Promotions and Business Development Committees on actions to drive trips downtown. To echo a Detroit brewer's campaign to eat, drink, shop local, "It is important that we encourage locals to spend their dollars intentionally in local businesses that define our communities."

This week, Thursday, April 3, we are contracting with Social Rebels to host an immersive social media workshop for our downtown merchants at 5pm, Farmington Co-Work. Content will be recorded, but don't miss live. We still have a few open seats.

6. Consideration to Approve FY 2025-2026 DDA Budget

Discussion and overview of budget.

Motion by Singleton, seconded by Pascaris to approve the DDA FY 2025/26 Proposed Budget, as shown in the attached report. Motion passes unanimously via roll call

Ayes: 9, McLaughlan, Cassidy, Kavanagh, Singleton, Murphy, Craft, Pascaris, Perko, Balk

Nays: 0

Absent: 0

7. Committee Updates:

a. Promotions Committee

Update by Kavanagh – committee met and discussed promotional strategies for shop local and how to boost signal for Downtown Businesses.

b. Organization Committee

No updates.

c. Business Development Committee

Update by Singleton. Business Development discussed formation of new subcommittee – Farmington After Dark Initiative— to collaborate for businesses that would benefit from being open later. Discussion of keeping Syndicate open until midnight nightly and print materials that note businesses that are open late.

d. Design Committee

Update by Perko. Committee provided feedback to OHM on Thomas Street Plan with the goal to maintain quantity of parking spaces, bring it up to code, maintain flexibility, and keep pedestrian safety in mind with increased traffic connecting Warner with Hillside Townes development, Road Less Traveled Book store, and increased foot traffic from the new Masons Corner.

e. Public Art Committee

No updates

8. Other Business

Public art is installed at Masons Corner.

9. Board Comment

McLaughlan: Excited to be part of the business development committee and keep momentum going.

Craft: Thanked the board for their time and stressed the importance to recruit the right people on the right committees.

10. Adjournment

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