



**FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY**  
**Meeting Minutes**  
**Wednesday, November 7, 2018**  
**Farmington City Hall**

The November 7, 2018 meeting was called to order by Todd Craft at 6:05 p.m.

**1. ROLL CALL**

PRESENT: Stephanie Clement, Todd Craft, Sean Murphy, Micki Skrzycki, Kathy Griswold, Steve Schneemann, Rachel Gallagher

ABSENT: Tom Buck, Tom Pascaris

OTHERS PRESENT: Kate Knight, DDA Executive Director

**2. APPROVAL OF ITEMS ON CONSENT AGENDA**

**Motion by** Schneemann, seconded by Skryzcki to approve the following items on the consent agenda:

- a. Financial Report
- b. Minutes: October 3, 2018 Meeting

**Motion carried 7-0-2.**

**3. APPROVAL OF REGULAR AGENDA**

**Motion by** Schneemann, seconded by Skrycki to approve the November 7, 2018 agenda as presented.

**Motion carried 7-0-2.**

**4. PUBLIC COMMENT**

Call to the Public at 6:06 p.m.

None.

Call to the Public closed at 6:06 p.m.

**5. FINANCIAL SNAPSHOT**

Knight reviewed the September 2018 Financial Snapshot with the Board.

**6. EXECUTIVE DIRECTOR UPDATE**

Metromode has published four pieces thus far as our On the Ground Farmington efforts finish our first month. The story about collaborative effort between downtown businesses is the third most-read piece in Metromode's wider syndication, Second Wave Media, throughout Michigan. Knight requested that the Board please share throughout their networks. The next editorial advisory meeting is scheduled for November 26. Further story ideas for the program, should be passed along to our new project editor, Farmington resident Jenn McKee at [criticaljenn@gmail.com](mailto:criticaljenn@gmail.com). Reach Knight with questions about the program in general.

Website development continues. Thank you to the Board for providing online feedback to Revize to ensure efficient progress. Schneemann and Craft commented that DDA staff should continue with site development and transfer of existing content as regular process with updates upon completion of milestones.

### **Events**

Knight described the work plan for Ladies Night Out on November 15, 5-9pm. To celebrate our first ever autumn LNO, shoppers will receive a passport card at participating merchants. Six punches on the card qualifies the shopper to a What's Up Downtown Farmington gold bag, available at Dress Barn that evening. The full passport may be redeemed once for 10% off at a participating merchant at a later date.

Small Business Saturday is November 24, throughout downtown. Shop small in Downtown Farmington. Holly Days is Saturday, December 1. The DDA is providing branding and promotion support for this Chamber event, located downtown. Holly Days will feature free movies at the Farmington Civic Theater, expanded artisan market shopping at Riley Park, and the Light Up the Grand Parade, culminating in a tree-lighting at the Governor Warner mansion. Merchants are encouraged to stay open for these three consecutive calendar events.

### **Design and Maintenance**

Ten trees and various plant material are on order for end of year installation, providing replacement as recommended by our new Landscape Maintenance and Design Guidelines. Knight presented and discussed lighting plan, crediting Steve Schneemann's firm, S3 Architects, with the design to install festival lighting in Riley Park, spanning from Grand River to the center gable of Sundquist Pavilion. Thank you to S3! Installation is planned immediately, with electricians considering the installation of the ice rink in early December.

Knight updated the Board regarding Michigan Downtown Association Conference she attended on October 11 and 12 with Skryzcki. Knight stated that the conference provided the opportunity to network with peers, presenters and discuss partnership with MEDC regarding eligibility for project funding for economic development and communications. Skryzcki elaborated upon the importance of community building and learning best practices for Michigan Downtowns. She felt that the conference was educational and the presentations supported the direction of Downtown Farmington.

## **7. Events Calendar Update**

Knight presented the updated events calendar for 2019. Consistent with 2018, there will be an additional Ladies Night Out in November. Lunch Beats will return for its second season in 2019. End of season evaluation reported approximately 50 attendees per week. The second season is expected to grow attendance with continued promotional support and sponsorship development. The schedule is proposed to expand from the initial nine concerts in 2018, to a twelve concert schedule, aligning with the Rhythms in Riley Park calendar. Knight proposed to drop the "Z" from Rhythmz in Riley Park to update the brand in 2019. Going forward, the Friday night concert series will be "Rhythms in Riley Park"

**Motion by** Gallagher, seconded by Murphy to approve 2019 DDA events calendar.

**Motion carried 7-0-2.**

## **8. Other Business**

Knight provided general update regarding the ongoing effort to market and sell the Village Mall property. Knight encouraged the Board to connect with her individually for a detailed account of current status.

## **9. Board Comment**

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## **10. Adjournment**

**Motion by** Skrzycki, seconded by Murphy to adjourn at 8:18 p.m.

**Motion carried 7-0-2.**

Respectfully Submitted,

Kate Knight  
Executive Director, Farmington DDA

The next regular meeting will be held at 6:00 p.m. on Wednesday, December 5, 2018, in the conference room at Farmington City Hall.