



6:00PM Wednesday, May 5, 2021  
Virtual Zoom Conference Room  
Meeting ID: 880 2828 0820  
Passcode: 298183  
23600 Liberty Street  
Farmington, MI 48335

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## MINUTES

The meeting was called to order by Todd Craft at 6:01pm

### 1. Roll Call

- a. **Present:** Chris Halas, Todd Craft, Tom Buck, Linda Deskins, Sara Bowman, Tom Pascaris, Claire Perko, Miguel Williams
- b. **Absent:** Rachel Gallaher
- c. **Others Present:** Kate Knight, Jess Westendorf

### 2. Approval of Items on Consent Agenda

- a. **Minutes: April 7, 2021 DDA Regular Meeting**
- b. **Minutes: March 22, 2021 Public Art Committee**
- c. **Minutes: March 25, 2021 DDA Design Committee**
- d. **Minutes: April 8, 2021 DDA Design Committee**

Motion by Halas, Second by Bowman to approve the items on the consent agenda.  
Motion passes unanimously.

### 2. Approval of Regular Agenda

Motion by Buck, Second by Deskins to approve the items on the regular agenda. Motion passes unanimously.

### 3. Public Comment

Opened and closed by Craft at 6:02pm.

### 4. Financial Snapshot

Overview by Knight.

### 5. Executive Director Update

Excited about summer events revving up! Anthology Senior Living has joined us as a premier sponsor for Rhythms in Riley Park and Lunch Beats.

Kudos to the hard-working Design Committee who have met 4 times in the last 6 weeks and will be meeting tomorrow morning. Many ongoing projects including the Farmington Road Streetscape.

Construction at GLP is beginning soon!

Posting positions this week for seasonal positions: Gardener and Porter. Porter entails weekend maintenance of Syndicate ensuring cleaning and arranging furnishings in public spaces and serve as a downtown ambassador. Collaborating with FCT as a home base for porter employee to check in.

Beginning PSD renewal process which expires in 2021. A study group is forming and DDA staff is preparing with our attorney. This process required to facilitate this important funding mechanism for roughly 40% of our downtown budget.

Knight is sitting on the County Executive Dave Coulter's 2021 COVID Economic Recovery Task Force to advocate for downtowns, small businesses and infrastructure support.

## **6. Metromode Proposal**

Overview by Knight and Halas. - The DDA has partnered with Issue Media Group's (IMG) Metromode, to identify and capture the story of talent, investment, small business, innovation and emerging assets that are shaping the future of Downtown Farmington. To continue providing digital content to be shared with local, regional and statewide audiences, Metromode has proposed program deliverables for the FY 2021-2022.

Motion by Buck, Seconded by Williams, RESOLVED unanimously via role call, to approve the authorization of \$24,000 for IMG/ Metromode for continued engagement for the FY 2021-2022, of Downtown Farmington in news reporting, communications and content deliverables as detailed in contract updating the date to be present.

## **7. MSOC Technical Assistance Grant**

Overview by Knight. This is the 3rd year running to apply the \$6500 grant to our IMG/Metromode agreement.

MOTION by Halas, SECONDED by Buck, RESOLVED, to approve a 2021 Main Street Technical Visit Request, with a Communications and Marketing Plan Application, specifically toward Metromode IMG.

## **8. PSD Renewal**

The Farmington Downtown Development Authority currently is funded, in part, by a Principal Shopping District (PSD) Special Assessment. The Special Assessment expires on June 30, 2021 after a five-year effective period.

The Special Assessment represents nearly forty percent (40%) of the DDA's budget, covering maintenance and promotion activities in the DDA district. In order to conduct the necessary discussion to formulate a plan for renewal, the formation of a study group is necessary. By law, any Principal Shopping District Special Assessment may have only a five-year duration; as such, the last time a study group was formed was 2017.

We anticipate the formation of a study group, similar in composition to the former group, which was: the City Manager, Executive Director, City Treasurer, DDA Board Member or President and one property owner. This group could be expanded to include one additional business or property owner and/or one council member.

The study group must be prepared to present its recommendation to the City Council prior to the end of the year, so that the City Council may initiate its own process to approve the Special Assessment. Lisa Anderson of RSJA Law is preparing a calendar for work plan execution to align with public notification requirements.

Board approves and confirms the study group as outlined above.

## **10. Committee Updates:**

### **a. Organization Committee**

Update by Deskins. We have a successful passive volunteers recruitment campaign in progress. Posters are up and we've had 2 new volunteers sign up already!

In July, our goal is to have a team building/strategy meeting to look at what action items we want to take to have a recruitment strategy in place for board assignment including Leadership development training, board mentoring, and cultivating talent. Board discussed and supports the idea.

## **b. Design Committee**

Update by Perko. Three meetings since the last board meeting.

- Reviewed and recommended changes to the Los Tres Amigos remodel. Made recommendations for the awnings on Cowley's.
- Reviewed new sign ordinance and will revisit as a committee. The Design committee will do an in-depth review and revisit at a future meeting.
- Discussed allowance for structural elements to extend outdoor seating. Committee recommends no tents along Grand River or in streetscape but would allow awnings.
- Had Farmington Road streetscape project where the committee was brought up to speed on the conversations with CVS and Chase and will meet with the designers in June to provide feedback.

## **c. Public Art Committee**

PAC has been tasked with directing next steps with our sculpture program at Riley Park. Westendorf family visited Midwest Sculpture Initiative / Flatlanders in Blissfield, MI to review options for Riley Park.

## **d. Promotions Committee**

Overview by Halas of Metromode Analytics. Fantastic reach and engagement telling our story. Thanks to everyone that joined our quarterly metromode advisory meeting. Great content is continuing with features on new businesses opening, FCT, Art on the Grand, The Syndicate.

Ladies Night Out overview by Westendorf- a lovely night

## **e. Business Development Committee**

Committee will meet later this month to discuss retail training with Bob Gibbs to be tailored specifically to Farmington.

## **11. Other Business**

Halas: Parking Committee update. Overall level of compliance and at an all time low! Saturday's with Farmers Market is anticipated to be a higher volume of tickets. DDA staff will send an eblast to remind merchants and employees of where to park.

## **12. Board Comment**

Buck: Congratulated the newest members on the board, Claire, Linda, and Miguel. Thank you for jumping in and making a difference on our board.

Bowman: Shout out to Kate for the fantastic job presenting to the Exemplars.

Craft: Appreciates DDA staff and all the recent accomplishments. The board echoed.

## **13. Adjournment**

Motion by Bowman, Seconded by Williams to adjourn.

*Dates of Interest:*

Pending in May: DDA/City Council Joint Meeting

June 2: DDA Board Regular Meeting

June 4: Michigan Downtown Association Spring Workshop: Creating New Places in Your Empty Spaces