



**FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY**  
**Meeting Minutes**  
**Wednesday, July 11, 2018**  
**Farmington City Hall**

The July 11, 2018 meeting was called to order by Todd Craft at 6:06 p.m.

**1. ROLL CALL**

**PRESENT:** Tom Buck, Stephanie Clement, Todd Craft, Rachel Gallagher (arrived late at 6:23 p.m.), Kathy Griswold, Sean Murphy, Steve Schneemann, and Micki Skrzycki

**ABSENT:** Tom Pascaris

**OTHERS PRESENT:** Kate Knight, DDA Executive Director  
Lydia Macklin-Camel, DDA staff

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

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

- a. Financial Report
- b. Minutes: June 6 2018 Meeting

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

**3. APPROVAL OF REGULAR AGENDA**

**Motion by** Schneeman, seconded by Skrzycki to approve the July 11, 2018 agenda as presented.

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

**4. PUBLIC COMMENT**

Call to the Public at 6:07 p.m.

Kate Knight read a letter to the DDA Board submitted by Bill Galvin, requesting the Board add a regular agenda item discussing downtown parking and traffic. Galvin argued the DDA's conversation on the topic would aid the Parking Committee's discussion and offer fresh ideas.

Call to the Public closed at 6:11 p.m.

**5. FINANCIAL SNAPSHOT**

Kate Knight presented the Financial Snapshot to the Board and opened the floor for discussion. Knight explained that several items from last fiscal year had to be reallocated to the current fiscal year (18-19).

## **6. EXECUTIVE DIRECTOR UPDATE**

### **Economic Development**

Knight met with the new owners of the Downtown Farmington Center property and inquired about the potential for public art and placemaking in the Fitness 19/Fresh Thyme alley. The new owner, Glen Una, appeared open to the idea and to collaborating with the DDA. Glen Una purchased all of Kimco's real estate in Farmington and the sale is slated to close in September.

Samurai and MTC are going through a site plan review at the Planning Commission meeting on August 13.

Downtown Farmington had the largest showing out of all participating communities at the Zing Training on July 9 with six merchants in attendance. Tom Buck and Stephanie Clement both attended. The Zing Training is a two-workshop event with the next one happening on July 16.

A merchant meeting with the DDA and Mainstreet Oakland County will be held at the Civic Theater in the morning during the week of July 23. Date TBD.

### **Public Art**

Three David Barr sculptures were installed on Friday, July 6. There was an opening with the contractor to get them installed during their busy season so Knight jumped at the opportunity. However, signage was not prepared yet and so many children were climbing on them so DDA staff is working on getting "PLEASE DO NOT TOUCH" signage created and installed before Founders Festival. A sculpture ceremony commemorating the pieces will be held on Wednesday, July 11 at 3 p.m. in Riley Park. Representatives from Farmington DDA and Public Art Committee, Farmington City Council, City of Novi staff and council, Villa Barr, and the public will be invited. DDA staff will look into applying for a public art award to recognize this effort and the impact of the Public Art Blueprint.

The first location for the mural was recently denied by the building owner due to artistic differences so the Public Art Committee is considering a new location and working with Tom Hanawa, owner of the CVS building. The mural will be made on an aluminum composite material and then installed onto the building wall. This will ensure minimal impact to the building's façade as well as mobility if the mural needs to be moved to an alternative location in the future. DDA staff will be applying to a Flagstar grant to supplement the cost of the mural.

### **Repairs and Maintenance**

Various repairs and maintenance are being done around downtown in preparation for the Founders Festival. The wood benches are being restored by DPW on a rolling basis.

## **7. COMMITTEE UPDATES**

### **a. DDA Public Art Committee**

See “Executive Director Update.”

### **b. DDA Communications Committee**

A survey regarding the website construction was circulated to the DDA Board, however, due to low response and scheduling issues with Revize, DDA staff pushed the kick-off meeting back. Any feedback received from this survey or in other formats from the DDA Board is being shared with Revize. DDA staff will work to reschedule the kick-off meeting in August.

## **8. RESOLUTION IN SUPPORT OF MTC DEVELOPMENT**

Kate Knight, Tom Buck, and Micki Skrzcki, drafted a letter in support of the MTC development to share with the Board after discussions at the last DDA Board meeting in June. The Board reviewed the letter as a group and made several recommendations and advised Knight, Buck, and Skrzcki to make the suggested changes and email the revised draft out to the group and the City Attorney for a final review. This letter will be submitted to the Planning Commission.

**Motion by** Skrzycki, seconded by Schneeman to switch item (9) and item (10) on the Regular Agenda.

**Motion carried 8-0-1**

## **9. MAIN STREET TECHNICAL VISIT: ISSUE MEDIA**

Chris Halas, Design Committee member, presented a new idea to the Board. Halas is a digital marketing professional and would assist the DDA in spearheading the creation of an internal news channel with the help of Metro Mode and Issue Media. Halas and Knight were recommended the idea through Oakland County Main Street. Halas argued that creating the news channel will allow the DDA to articulate its brand and build a community presence. It will also help generate content for the website and other social channels and be an opportunity for the DDA to have control over the downtown conversation. Halas would like to launch this news channel in time for Harvest Moon. To initiate the process, the DDA would need to draft a content calendar and be actively seeking stories.

The Board agreed this would have a large impact on staff time, but could positively impact the downtown and enhance DDA communications. The Board advised staff and Halas to meet with Metro Mode and Issue Media and discuss the idea further.

## **10. RENEWAL OF ART ON THE GRAND CONTRACT**

The Board reviewed a contract agreement submitted by Farmington Hills Special Services for Art on the Grand. Knight explained the terms are all the same, however, there is a bump in the marketing budget from \$5000 to \$6000. The contract is a three-year agreement.

**Motion by** Buck, seconded by Schneeman to approve the Art on the Grand contract as submitted by Farmington Hills Special Services.

**Motion carried 8-0-1**

## **11. CLOSED SESSION – PROPERTY ACQUISITION**

**Motion by** Buck, seconded by Clement to move into the Closed Session regarding Property Acquisition at 8:01 p.m.

**Motion carried 8-0-1**

**Motion by** Gallagher, seconded by Buck to move out of the Closed Session regarding Property Acquisition at 8:15 p.m.

**Motion carried 8-0-1**

**Motion by** Gallagher, seconded by Griswold to empower DDA staff to move forward with the items discussed during the Closed Session regarding Property Acquisition.

**Motion carried 8-0-1**

## **12. OTHER BUSINESS**

Knight provided an Oakland Street project update. OHM is reconfiguring the Masonic Hall parking lot and moving a curb. The new site plan will be reviewed at the next Design Committee meeting.

## **13. BOARD COMMENT**

Tom Buck encouraged the DDA Board to host its own version of the Zing Training workshop using a packet from Zing Train. Buck thinks the training could benefit all business owners in the downtown. Knight echoed Buck's positive remarks sharing Browndog Barlor's feedback that it helped them improve their social media strategy.

Steve Schneeman commented in regards to the MTC development. Schneeman is in support of higher density residential development but wants to make sure that these developments are high quality. In his opinion low quality development will reflect poorly on the community as a whole and new developments need to support Farmington's upward trajectory.

Todd Craft suggested the Board consider extending Lydia Macklin-Camel's weekly hours with the DDA in order to assist Kate Knight with the website launch and the Metro Mode project. The Board advised Knight to bring a new budget back to the August meeting to discuss this staffing change further.

#### **14. ADJOURNMENT**

**Motion by** Buck, seconded by Clement to adjourn at 8:28 p.m.

**Motion carried 8-0-1.**

Respectfully Submitted,

Lydia Macklin-Camel  
Staff, Farmington DDA

The next regular meeting will be held at 6:00 p.m. on Wednesday, August 1, 2018, in the conference room at Farmington City Hall.