



DDA Board Meeting

8:00AM Wednesday, May 7, 2025

City Hall Conference Room

23600 Liberty Street

Farmington, MI 48335

MINUTES

The meeting was called to order by Todd Craft at 8:04 AM.

1. Roll Call

Present: Karlyn Cassidy, Sean Murphy, Todd Craft, Tom Pascaris, Shawn Kavanagh, Johnna Balk, Donovan Singleton, Claire Perko (8:06)

Absent: James McLaughlan

Others Present: Jess Westendorf

2. Approval of Consent Agenda

- a. Minutes: April 2, 2025 – DDA Board Regular Meeting
- b. Minutes: April 21, 2025 – DDA Board Special Meeting
- c. Minutes: April 24, 2025 – DDA Design Committee Meeting
- d. Minutes: May 1, 2025 – DDA Board Special Meeting

Motion by Singleton, seconded by Pascaris to approve the items on the consent agenda.

Motion passes unanimously.

3. Approval of Regular Agenda

Motion by Balk, seconded by Pascaris, to approve the items on the regular agenda.

Motion passes unanimously.

4. Public Comment

Opened and closed by Todd Craft at 8:06.

5. Executive Director Report by Jess Westendorf

Executive Director Jess Westendorf shared updates on the completion of Mason's Corner, noting the team is ready to celebrate with the community this Friday, and channel 4 was in town last week to cover the project. She also highlighted progress on the Downtown Master Plan and Parking Study, with drone flyovers planned in June to help guide decisions. Thomas street study

and north lot study are underway to be informed by parking study and master plan. Jess mentioned the Farmers Market opened strong, event season is underway with an excellent kick off during Ladies Night Out. Engineering/Design team is preparing bid documents for the Art Park Promenade. She noted the end of the public art moratorium is in sight after recent City Council discussions, and thanked the board for their support through a busy and exciting spring. Budget season is here. Amendments with no surprise are later in the packet.

6. Approval of Pay Order #3 Warren Construction for Masons Corner

Motion by Perko, seconded by Singleton to approve Pay Order #3 in the amount of \$77,776.00 to Warren Construction for Masons Corner. Motion passes unanimously via roll call.

Ayes: 8 – Karlyn Cassidy, Sean Murphy, Todd Craft, Tom Pascaris, Shawn Kavanagh, Johnna Balk, Donovan Singleton, Claire Perko

Absent: 1 – James McLaughlan

Nays: 0

7. Consideration to Approve Amended FY 2024-2025 Budget.

Motion by Singleton, seconded by Pascaris to amend the DDA 2024/25 Budget as shown in the projected column of the attached report. Motion passes unanimously via roll call.

Ayes: 8 – Karlyn Cassidy, Sean Murphy, Todd Craft, Tom Pascaris, Shawn Kavanagh, Johnna Balk, Donovan Singleton, Claire Perko

Absent: 1 – James McLaughlan

Nays: 0

8. Committee Updates

- Promotions update by Shawn Kavanagh: “How Do You Farmington?” campaign, social content, MetroMode contract, Ladies Night recap.
- Organization update by Sean Murphy: Volunteer strategy, planning for May 9, and discussed name badges.
- Business Development update by Donovan Singleton: Extended hours outreach underway. Discussion of Syndicate extension in progress.
- Design update by Claire Perko: Thomas Street & North Lot plans, Art Park construction.
- Public Art by Claire Perko / Johnna Balk: City Hall call for art, tour concepts, will meet to discuss ongoing program. Westendorf added conversations regarding Midwest Sculpture Initiative.

8. Other Business

- Board discussed forming a hiring committee to select new DDA Project Manager. Hiring committee will consist of: Jess Westendorf (lead), Shawn Kavanagh, James McLaughlan.
- Discussed leadership transition rollout and communication strategy for Jess. Discussed updating board headshots through Focal Point.

9. Board Comment

- Crosswalk/traffic signal discussion at Farmington Road
- Coordinated messaging for DDA elevator speech so board members are all consistently telling the story.

10. Adjournment

Motion by Singleton, seconded by Perko to adjourn the meeting. Motion passes unanimously.

Meeting adjourned at 9:07 AM.