



6:00PM Wednesday, Jun 2, 2021
Virtual Zoom Conference Room
Meeting ID: 812 9733 9614
Passcode: 009694
23600 Liberty Street
Farmington, MI 48335

MINUTES

1. Roll Call

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

2. Approval of Items on Consent Agenda

- a. **Minutes: May 5, 2021 DDA Regular Meeting**
- b. **Minutes: February 24, 2021 DDA Promotion Committee**
- c. **Minutes: April 14, 2021, DDA Promotion Committee**
- d. **Minutes: April 14, 2021 DDA Business Development Committee**
- e. **Minutes: April 26, 2021 Public Art Committee**
- f. **Minutes: April 22, 2021 DDA Design Committee**
- g. **Minutes: April 29, 2021 DDA Design Committee**
- h. **Minutes: May 6, 2021 DDA Design Committee**

**Motion by Pascaris, seconded by Bowman to approve the items on the consent agenda.
Passes Unanimously**

3. Approval of Regular Agenda

**Motion by Halas, seconded by Gallagher to approve the items on the Regular agenda.
Passes Unanimously**

4. Public Comment

Opened and closed by Craft at 6:02.

5. Financial Snapshot

Overview by Knight, YTD through April 30th. CARES act funding is reflected.

6. Executive Director Update

Much happening right now as you can see by all the meeting minutes in this packet.

- Closing up the fiscal year and preparing for Art on the Grand this weekend, which we are thrilled to be hosting again after taking a year off for the pandemic. New this year- half the artists in the same footprint making for a spread out festival, live Jazz, merchant driven Block Party hosted by Chive and featuring our brand new business Dearborn Music.
- Build out happening at Dearborn Music, hopefully opening in a month.
- Beyond Juice opening in a month at the former Vape Shop.
- Jills Pharmacy, Apothecary, Blue Hat in progress.
- The DDA is hiring seasonal positions- A porter, to accommodate extract traffic downtown with the talented Leila Mullison.
- PSD study group has met once and the PSD renewal progress has begun.

- We continue to push with County Executive Dave Coulter's 2021 COVID-19 economic recovery task force for downtowns as we strategize short- and long-term investment through the American Rescue Plan. The last funding round allocated to Chambers of Commerce, for instance, but not DDA's. The conversation has been very direct in requesting more for Downtown Farmington and peers.
- We are also working with the county to identify the five to ten downtown business examples crucial to our continued economic development strategy. It is an effort to sustain, develop and aid existing needs and future opportunity.

7. **Committee Updates:**

a. **Organization Committee**

No update today

b. **Design Committee**

Update by Perko. Two meetings this past month. 1) Mi.Mosa entrance on the back for tent structure offered input. 2) Met to have input on the new sign ordinance to have input with relation to sandwich boards and temporary signage.

d. **Public Art Committee**

Update by Gallagher. Installed new Ken Thompson sculptures are Riley Park and have more sculptures potentially in the works.

e. **Promotions Committee**

Update by Halas. Reviewed latest phenomenal Metromode analytics. Committee has been hard at work on water bill inserts promoting Rhythms / Lunch beats and a Harvest Moon/volunteer call to action.

Social media update by Westendorf.

f. **Business Development Committee**

Update by Pascaris. Committee is engaged with PSD renewal activities and working on planning the next Gibbs meeting. Also identifying several properties and areas for redevelopment, up to 7 within the DDA.

8. **Other Business**

Gallagher: Legato won second best salon in Detroit! Congrats to Legato! Next month will be Rachel's last DDA board meeting as she launches her new business in New York.

Deskens: Reading city council minutes and noticed that the food truck requirements was deferred to the DDA by Joe. Questioned if the DDA is putting together a position on this.

Knight: The DDA is working on several points for a framework. We have an ordinance that works with the DDA presently that ensures we can have food trucks at events that takes into account our Downtown Businesses and support.

Bowman: Happy to share the details of the food truck ordinance. Please ensure that you are sharing the correct information as there is misinformation circulating that the current ordinance that is too restrictive.

Halas: It is extremely important to be an ambassador and have correct talking points on our agenda. We are the frontline for Downtown. Our neighbors and friends know we are on the board and ask us things for clarification. It is incredibly easy for anyone to get on social media and share their opinion without context or clarification.

9. **Board Comment**

Buck: Rachel, thank you for your many years of service. You always brought your voice and thoughts and have made us stronger. Suggested that we have CVS do a public announcement of walk-in a vaccination taking advantage of the traffic downtown this weekend. Food trucks compete with restaurants and should be in restaurant underserved areas not to compete with our main property tax paying businesses.

Knight: Thank you Rachel, my first DDA chair in 2017. I appreciate your advocacy for public art and retail and your willingness to street fight anyone over parking.

Craft: Thank you Rachel. Appreciate your time, experience, and your parking committee experience. We appreciate you! Regarding food trucks- someone just organized a food truck rally in their neighborhood, showing that you can have food trucks.

10. Adjournment

Buck motion to adjourn second by Bowman. Passes unanimously.