



DDA Board Meeting
8:00 AM Wednesday October 1, 2025
City Hall Conference Room
23600 Liberty Street
Farmington, MI 48335

Minutes

Call to Order

The meeting was called to order at 8:12 AM by Todd Craft.

1. Roll Call

Board Members Present: Todd Craft, Sean Murphy, James McLaughlan, Johnna Balk, Claire Perko (arrived late), Karlyn Cassidy

Absent: Donovan Singleton, Shawn Kavanagh, Tom Pascaris

Others Present: Jess Westendorf, Jenny Gray

2. Approval of Consent Agenda

Minutes: September 3, 2025 DDA Board Regular Meeting

Minutes: September 9, 2025 Business Development Committee minutes

Minutes: April 1, 2025 Business Development Committee minutes

Motion by Murphy, seconded by McLaughlan. The motion passed unanimously.

3. Approval of Regular Agenda

Motion by Balk, seconded by Murphy to approve the items on the regular agenda. Motion passes unanimously.

4. Public Comment

No public comments.

5. Financial Report

Jess Westendorf presented the financial update, noting that the FY 2024-25 budget had been mostly finalized and audited. She explained that publication of the annual TIF Report is required by law and must occur before year-end, accompanied by informational public meetings in December.

6. Executive Director Update

Jess Westendorf reported on a series of successful recent events. She thanked staff, board members, and volunteers for their support during Harvest Moon, highlighting strong community engagement and the unveiling of the Wave Mural. She noted the DDA's semifinalist recognition with Great American Main Street Association, with further publicity and a film crew visit scheduled for October 10–11.

Construction updates included completion of final documents for the Thomas Street Project and continued work on the Art Park Promenade, with the goal of making the park accessible for pedestrian use by winter. She also shared progress from the recent Master Plan Steering Committee meeting, emphasizing coordination with the ongoing downtown parking study.

7. Consideration to Publish Annual TIF Report and Public Informational Meetings

Motion by Balk, seconded by Cassidy to authorize the publication of the Fiscal Year 2024-25 Annual Report, funds to be derived from Miscellaneous Expenses, Account #248-00.000-956.000. and scheduling of the required public informational meetings. Motion Passes unanimously via roll call.

- Ayes (5) – Craft, Cassidy, Murphy, McLaughlan, Balk, Perko
- Nays (0)
- Absent (3) – Singleton, Kavanagh, Pascaris

8 .Committee Updates

- **Promotions Committee:** Discussion on the Downtown Merchant Meeting, where discussion centered on ways to enhance holiday programming and improve participation by non-food businesses. Ideas included swag bags, specialty mugs, and post-parade programming to keep visitors downtown longer.
- **Business Development Committee:** Discussion focused on the need for improved communication with merchants ahead of major events such as Harvest Moon, to better engage businesses and reduce negative impacts on sales.
- **Design Committee:** Updates highlighted progress on the Art Park Promenade and coordination with the Thomas Street Project.
- **Public Art Committee:** Celebrated the successful launch of the Wave Mural at Harvest Moon and ongoing community engagement in the mural's creation.
- **Organization Committee:** No meeting held.
- **Harvest Moon Committee:** Reflections on the event emphasized increased revenue from 2024, strong volunteer turnout, and lessons for strengthening downtown business participation in future years.
- **Grand Raven Caw-mittee:** Preparations were finalized for the Grand Raven Festival, which begins with "The Strut" on October 2.

9. Other Business

Board members discussed continued planning around parking policy in relation to the Master Plan update, including exploration of potential regulatory adjustments and use of parking heat maps to identify issues more accurately.

10. Board Comment

Board members expressed appreciation for staff and volunteers involved in Harvest Moon and upcoming Raven events.

11. Adjournment

Motion by Balk, seconded by Cassidy to adjourn the meeting. The motion passes unanimously.

Meeting adjourned at 9:07 am.