



Regular Meeting
6p.m. Wednesday, February 5, 2020
Conference Room
23600 Liberty Street
Farmington, MI 48335

Meeting Minutes

The meeting was called to order by Todd Craft at 6:04pm.

1. Roll Call

Present: Todd Craft, Chris Halas, Kathy Griswold, Rachel Gallagher, Sean Murphy, Micki Skrzycki

Absent: Tom Pascaris, Tom Buck, Sara Bowman

Others Present: Kate Knight, Jess Westendorf

2. Approval of Items on Consent Agenda

- a. Financial Report
- b. Minutes: December 4, 2019 DDA Regular Meeting
- c. Minutes: Public Art Committee, November 20, 2019
- d. Minutes: Public Art Committee, December 11, 2019
- e. Minutes: Promotions Committee, December 5, 2019

Motion to approve items on the consent agenda

Result: Approved [Unanimous]

Moved: Skrzycki

Seconded: Griswold

3. Approval of Regular Agenda

Motion to amend numbers to be 5A & 5B and 7A & 7B and to approve regular agenda with changes made.

Result: Approved [Unanimous]

Moved: Skrzycki

Seconded: Halas

4. Public Comment

Opened and closed by Craft at 6:06pm

5.A Introduction of New DDA Board Member Chris Halas

Welcome aboard, Chris!

The board celebrated Chris volunteer accolades including: Parking Committee, DDA Design Committee, DDA Promotions Committee, Master Planning Committee, MSOC volunteer of the year, and MMSA 2018 winner and now DDA board member.

5.B Farmington Public Schools Presentation of Bond Proposal

- Diane Bauman & John Riebe presented an overview of the School Bond Proposal that will go to voters on March 10th. Five categories off focus: Infrastructure, Safety, Buses, Technology, Outdoor site improvements.
- In summary, the average home would receive a \$10 decrease annually if bond passes.
- Discussion of Harrison High School purchase by Farmington Hills and remodel process.
- Discussion other cities that utilize Farmington Schools Bus System with questions from Gallagher. Very limited school of choice- 40 slots K-8, most students come from Southfield, Novi, and West Bloomfield.

6. Financial Snapshot

Overview by Knight with no questions from the board.

7.A Executive Director Update

Overview by Knight:

- Working with businesses downtown impacted by the Village Mall Sale. Grant published on Friday and one interested so far. Discussion to make a splash on social media.
- Discussion underway with Patronicity for crowdfunding match to support Public Art.
- Lighting installation happening now on streetscape.
- Updated on Salem Church parking agreement- has been tabled until March meeting.
- TAP grant results should be available soon.
- MSOC effective board training meeting attended by five of our members.
- Discussion of how to reach new volunteers to avoid burnout. 30-40 year old target market. Interview session during Volunteer Appreciation. Discussion of how to solicit new residents to volunteer as they move in- have a one sheeter available.
- DDA staff represented at the Oakland County Economic Development strategic plan community leader meeting on January 31st.

7.B Metromode Proposal for February through June 2020

Overview by Knight-

- Great content, photography, and articles that are evergreen and a way to own and control our narrative.
- Farmington content has become a top performer for Metromode with an extended reach.
- Out of money to fund through entire fiscal year, we have been pushing along in 2 month increments in hopes of coalition funding that never came to fruition.
- Reviewed new agreement: offering what they have been doing for only \$6,600 for the entire remaining fiscal year (vs \$4K/month previously). Consider utilizing Metromode's reach for an invite on event, but DDA would run the event.
- Discussion of cost rationalization opportunities to make room for Metromode.

Motion to approve the authorization of \$6,600 for IMG/ Metromode for continued engagement February through June 2020, of Downtown Farmington in news reporting, communications and content deliverables as detailed in contract plus a 5 story minimum.

Result: Approved [Unanimous]

Moved: Gallagher

Seconded: Halas

8. FY 2020-2021 Draft Work Plan

- Skrzycki- Clarification under core theme implement parking management. The night/parking committee is listed as a co-lead with Knight, however, this is a city committee, not a DDA committee, so cannot be listed as a lead. Knight will amend the work plan.
- Discussion of hiring a retail consultant: with retail changing so quickly, it would be an asset to meet and discuss the retail environment.
- Discussion of housing study as it relates to MTC and downtown.

9. Committee Updates:

a. Design Committee.

- Reviewed old plans for Farmington Road Streetscape as a refresher. Next step would be to have a more intense meeting to review after streetscape TAP grant is approved.

- Overview of schematic drawings and renderings by GLP for the Village Mall building.

b. Public Art Committee

- Heart the Art: Need to sell tickets

c. Promotions Committee

- Overview of Heart the Art Promotional Campaign. Discussion of wonderful new volunteer that is also interested in serving on the board.

d. City Parking Committee

- Discussion of business employees parking in timed lot.
- Overview by Halas- Walker parking study showed that we would need around 400 spaces by 2021. So far without building structures, 94 new spaces have been created. Study was done before ride sharing zone was added. We are not only finding more spaces, but also seeing a reduction in demand as a result of ride sharing.

10. Other Business

- Next month is our annual meeting where role elections will be made.
- Reboot Organizational Committee- Board will consider who would chair that committee and Skrzycki would be interested in serving on that committee.

11. Board Comment

- Halas interested to hear feedback on Five Below news. Inquired what we can do to welcome them to town.
- Knight: We could consider a media release to dispel some misinformation that the city selects retailers.
- Craft: Dates of interest- please support the Oscar Nominated Shorts and Heart the Art. If you haven't purchased tickets please do.

12. Adjournment

Motion to adjourn.

Result: Approved [Unanimous]

Moved: Gallagher

Seconded: Halas

Dates of Interest:

February 6, 2020, Oscar Nominated Shorts Evening, Friends of the Library, FCT

February 22, Heart the Art Public Art Fundraiser

March 4, DDA Annual Board Meeting