



DDA Board Meeting Minutes
6p.m. Monday, December 4, 2019
Conference Room
23600 Liberty Street
Farmington, MI 48335

MINUTES

The December 4th meeting was called to order by Todd Craft at 6:01 p.m.

1. Roll Call

Present: Rachel Gallagher, Sean Murphy, Stephanie Clement, Todd Craft, Tom Buck, Tom Pascaris, Sara Bowman, Kathy Griswold, Micki Skrzycki
Others Present: Kate Knight, Jessica Westendorf

2. Approval of Items on Consent Agenda

- a. Financial Report
- b. Minutes: September 25, 2019 Public Art Committee Meeting
- c. Minutes: November 5, 2019 Promotion Committee
- d. Minutes: November 6, 2019 DDA Regular Meeting
- e. 2020 Calendar of DDA Regular Meetings

Motion to approve items on the consent agenda

Result: Approved [Unanimous]

Moved: Buck

Seconded: Gallagher

3. Approval of Regular Agenda

Motion to approve items on the Regular agenda

Result: Approved [Unanimous]

Moved: Buck

Seconded: Gallagher

4. Public Comment

Opened and closed at 6:02

5. Financial Snapshot

Overview by Knight

6. Executive Director Update

Overview by Knight

- Downtown looks great with decorating by volunteers (almost 40 hours of volunteer horsepower) and Sean O'Reilly.
- Back to back to back for downtown businesses- Ladies Night Out, Small Business Saturday, upcoming Holly Days.
- Oakland Street Update- parking is open! Temporarily signing so that it can be open. Permanent signing coming. Lighting coming in December, planting in the spring. Paver installation discussion.
- Overview and discussion of Salem Church parking agreement in the works.



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- TAP Grant application update- continue to clarify questions as they arise. Vince and team have been very engaged in reviewing, taking as a positive sign.
- Lobbying Oakland County to ensure property values are being assessed accurately- previously being assessed in comparison to strip malls and non-main street communities. With upcoming large sales downtown- this is our chance to lobby for it to capture maximum TIF.
- Discussion of brownfield as we meet with county, state (MEDC) and environmental engineering consultants to understand options for addressing development sites at two current prospects downtown and way to leverage TIF capture in new ways.
- This month we approve our calendar of events for 2020 including a Public Art event hosted by Legato Salon.
- Overview by Craft & Knight of MDA conference in Holland- November 7th and 8th.
- Discussion of Main Street Oakland County Quarterly Board Training Workshop- Jan 22nd in Pontiac, 6pm-8:30pm. Board members invited to attend- goal to have at least 4.

7. 2020 Events Calendar

Motion that the Board shall approve the 2020 Events Calendar, with the change to make the Public Art Event on February 22nd 2020.

Result: Approved [Unanimous]

Moved: Skrzycki

Seconded: Griswold

8. Request to Publish Annual Report

Motion to authorize the publication of the Fiscal Year 2018-19 Annual Report on the DDA website

Result: Approved [Unanimous]

Moved: Gallagher

Seconded: Griswold

9. Executive Director Contract Update

Motion to approve the DDA contract for Kate Knight as Executive Director, and to continue the same pay and benefits as currently offered through City of Farmington employee structure, including 2.75% increase to \$67,542 on 7/1/19. Then a step increase on 7/10/19 to \$69,569.

Result: Approved [Unanimous]

Moved: Buck

Seconded: Murphy

10. CIP Steering Committee Appointment

Overview by Knight.

Motion that the board designates Kate Knight to serve on the Capital Improvement Program Work Group.

Result: Approved [Unanimous]

Moved: Pascaris

Seconded: Buck



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11. Committee Updates:

a. Design Committee

- Has not met recently. Anticipating Façade Grant application in the near future. Potential news regarding Hershey Building tenant changes.
- Discussion of Eyeglass next to CVS.

b. Public Art Committee

- Overview by Craft of last meeting held at KickstART Gallery and Shop.
- "Heart the Art" Public Art Benefit overview by Gallagher. Estimating ticket prices around \$25, strolling cocktail hour where proceeds would go to Public Art with goal to fund specific project determined by the Public Art Committee in coordination with FFHAC.

c. Promotions Committee

- Committee met this morning- updating Kiosk project. Ready to report for the next meeting.
- Social Media campaign and analytics overview by Westendorf with discussion in regards to Ladies Night Out and Small Business Saturday.

d. City Parking Committee

- Overview by Gallagher highlighting new parking officer, economic value of a parking space, ride-sharing with Lyft- increasing spots to 4.

12. Other Business

- Knight: Overview of legislation from Lansing for a reinstatement of historic tax credits. Asking the board to support a resolution to reinstate this.

Motion to support a resolution for the Reinstatement of State Historic Tax Credits Senate Bill 54/ House Bill 4100.

Result: Approved [Unanimous]

Moved: Pascaris

Seconded: Gallagher

- Consensus that the board is very sad to have Stephanie's last board meeting.

13. Board Comment

- Skrzycki- Imploring the DDA board for support on the Riley Park Ice Rink.
- Craft- Welcome to Sara! Very excited to have Sara on the board and as our new Mayor. Thank you to the volunteers who are dedicating their time to the city that we all love.

14. Adjournment

Motion to adjourn

Result: Approved [Unanimous]

Moved: Gallagher

Seconded: Clement