



FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY  
*SPECIAL MEETING – WORK SESSION*  
*Council Chamber, City Hall*

Wednesday, July 20, 2011

A special meeting of the Farmington Downtown Development Authority was called to order by President Rock at 6:08 p.m.

Present: Buck, Cowley, Frost, Gajewski, Higgins, Jewett, Rock

Absent: Cornwell, Schneemann, Wasen

Also Present: Annette Knowles, Executive Director  
Julie Courtney, Main Street Oakland County  
Todd Barman, National Main Street Center

President Rock introduced the technical visit facilitator, Todd Barman. The purpose of this meeting is to discuss roles and responsibilities consistent with the Main Street program and to conduct a group interview with the board regarding business development. Barman reaffirmed that all committees have a role in economic development. The goal of the tech visit is to define a necessary scope of work, by expanding the work-planning window from one to three-five years. Barman stated that DDA's have more influence in Main Street in Michigan more than any other state in the country.

Roles and Responsibilities

*Board of Directors* – advocacy, board development, committee oversight\*, financial management, fundraising, governance\*, meeting preparation, personnel, planning\*, program evaluation, public relations and risk management.

Committee oversight entails ensuring the committees prepare work plans, ensuring committee projects fit the mission, monitor committee activities to ensure progress, coordinate work, provide adequate resources and help recruit effective chairs.

Governance means adopting and following by-laws and governing principles, setting policy and adherence to ethical norms.

Planning refers to gaining consensus on the vision for the future, establishing short and long-term priorities and plans and developing an annual action plan.

Rock commented that the DDA has competing resources and priorities. Higgins added that the board needs more process, including a decision tree, job descriptions for board and committees, and a better defined chain of command.

*Committee* – help achieve broad-based support, help develop new leadership, subcommittees focus on specific projects

*Overall* roles and responsibilities are as follows:

*Committees* – plan and implement projects, completing the bulk of the work

*Chairs* – recruit members, run meetings and resolve issues

*Staff* – assist and advise committees, provide information

*Board* – set policy, approve the action plan and budget

A discussion was held concerning the event strategy and its impact on the organization.

*Executive Director* – overall, should orchestrate efforts, not single-handedly implement activities; the most successful programs are volunteer-driven, not staff-driven. Roles include administration, advocacy (liaison), business and property owner assistance (access to programs), coordination, facilitation, info gathering, networking, partnerships, public relations, record-keeping, some volunteer management.

#### Group Interview

A discussion was held concerning conflicts dealing with the chain of command.

A discussion was held concerning the lack of a strategy for economic development.

A discussion was held concerning the proper way to engage volunteers in ER Committee tasks.

A discussion was held concerning the need to find a facilitator to help find agreement for resource allocation.

A discussion was held concerning the market analysis. Barman stated that buying data is cheap, but interpreting the data is not cheap. Barman stated that targeted market analysis should be an ongoing activity, not just a report conducted every year. The important aspect is knowing what is your question.

Motion by Buck, Supported by Frost  
RESOLVED, that the meeting be adjourned.  
Motion carried, all ayes.

The work session was adjourned at 8:01p.m.

Respectfully submitted,  
Annette M. Knowles