



8:00AM Wednesday, May 4, 2022  
City Hall Conference Room  
23600 Liberty Street  
Farmington, MI 48335

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## MINUTES

**Called to order by Todd Craft at 8:01pm.**

### 1. Roll Call

- a. Present: Miguel Williams, Chris Halas, Sara Bowman, Todd Craft, Claire Perko, Donovan Singleton (8:03), Tom Pascaris (8:11)
- b. Absent: Tom Buck, Linda Deskins
- c. Others Present: Kate Knight, Jess Westendorf

### 2. Approval of Items on Consent Agenda

- a. Minutes: April 6, 2022 Regular Meeting
- b. Minutes: April 6, 2022 Joint Meeting DDA and City Council
- c. Minutes: February 24, 2022 Design Committee Meeting

**Motion by Halas approve the items on the consent agenda with moving the order of committee update to put promo committee first, second by Williams. Motion passes unanimously.**

### 3. Approval of Regular Agenda

**Motion to approve the items on the regular agenda by Halas, seconded by Williams. Motion passes unanimously.**

### 4. Public Comment

Opened and closed at Craft at 8:02am

### 5. TIF Incentive Training with Justin Sprague, CIB Planning

Sprague presented a list of qualifying factors compiled from last board meeting.

Board discussed qualifying factors and applying bonus points to projects that are in the central business district and near the North Parking lot.

Board reviewed rubric and assigned points per category, running through an upcoming project as an example.

1: Located within central business district with a bonus for being in the core of the district.

Average score = 8 points

2: Transformational in generating economic investment and taxable value. Average = 8.85

3: Transformation in generating new business and jobs. N/A

4: Improves existing or blighted space through major renovation, demolition or rebuilding.

Project costs exceed 1M. Average Score = 10

5: Enhances connectivity. Average Score = 8.83

6: Integrate seamlessly into existing community fabric, significant architectural features, aligns with vision and will become a destination, creates a sense of place and adds vibrancy and community. Average Score = 3.33

7: Historical significant space in community. N/A

8: Adds demand missing from middle housing formats and/or is mixed use and adds a variety of new uses which would support a thriving commercial core downtown. Average Score = 6.86

9: Enhances public parking infrastructure or adds new parking infrastructure to support the development as well as surrounding areas. Average Score = 6.4

10: Remediates an environmentally compromised site and greatly improves health, safety, & welfare of community. Average Score = 9

11: Enhances existing public spaces and provides new public spaces significant placemaking elements & encourages public pedestrian. Average Score = 7.8

12: Financially feasible and demonstrated financial commitment to support the project but a financial gap remains. Average Score = 5.6

13: Pursued/requested/secured other public funding source or funding of grants such as CRP from the MEDC or other similar types of funding. N/A

Current project score (not including bonus points): 74.66

Bonus Points available (not assessed for this project yet): 90

Total available points (including bonus): 220

Sprague will summarize and provide rubric updates for bonus point categories for next board meeting. Board feels that 70%-75% of goal should be required for a project to be considered but will assess after completing scoring for this case study.

## **6. Executive Director Update**

Many celebrations

- Masons corner transformation happened last week with great speed and contribution from Design Committee.
- Enterprise Park 99-year lease has been signed.
- Farmington Rd streetscape project is kicking off with MDOT in the next few weeks. Communications package is ready for distribution.
- Main Event is tomorrow night with Farmington being heavily represented.

## **7. Metromode Contract 2022-2023**

Same price as last year. More photography is needed and they have assured they will deliver in this contract.

Motion by Perko, seconded Pascaris to approve the authorization of \$24,000 for IMG/Metromode for continued engagement for the FY 2022-2023, of Downtown Farmington in news reporting, communications and content deliverables as detailed in contract.

Motion passes unanimously via roll call.

Ayes: 5- Williams, Bowman, Craft, Perko, Pascaris

Nays: 0

Absent: 4- Halas, Singleton, Buck, Deskins

## **8. Committee Updates:**

### **a. Design Committee**

Update by Perko- Masonic plaza phase one is complete!

### **b. Organization Committee**

No updates

### **b. Public Art Committee**

Update by Perko- Inside out is coming and we are looking forward to it.

### **c. Promotions Committee**

Update by Knight- Streetscape communication plan is in place, to be executed once MDOT and public meetings have been confirmed.

### **d. Business Development Committee**

No updates

## **9. Other Business**

No other business

## **10. Board Comment**

Williams: The TIF training exercise was very helpful.

Craft: Thank you for time and energy for Ladies Night Out.

**11. Adjournment**

Motion to adjourn by Perko, seconded by Williams. Motion passes unanimously.

*Dates of Interest:*

May 5 The Main Event, Strand Theater, Downtown Pontiac  
May 15-18 National Main Street Conference, Richmond, VA  
June 1 DDA Board Meeting 8:00am  
June 8 Lunchbeats series begins Wednesdays at 12:00pm  
June 10 Rhythms in Riley Park series begins Fridays at 7:00pm