



6:00PM Wednesday, March 3, 2021  
Virtual Zoom Conference Room  
Meeting ID: 876 9881 9242  
Passcode: 689160  
23600 Liberty Street  
Farmington, MI 48335

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## MINUTES

### 1. Roll Call

- a. **Present:** Chris Halas, Todd Craft, Tom Pascaris, Tom Buck, Claire Perko, Linda Deskins, Miguel Williams
- b. **Absent:** Sara Bowman, Rachel Gallaher
- c. **Others Present:** Kate Knight, Jess Westendorf, Joni Hubred, Susan Kramer

### 2. Approval of Items on Consent Agenda

- a. **Minutes: January 24, 2021 DDA Board Retreat**
- b. **Minutes: February 3, 2021 DDA Regular Meeting**
- c. **Minutes: February 4, 2021 DDA Promotion Committee**

**Motion by Buck, seconded by Williams to approve the items on the consent agenda. Passes**

### 3. Approval of Regular Agenda

**Motion by Halas, seconded by Pascaris to approve the items on the regular agenda.**

### 4. Public Comment

**Opened by Craft at 6:03PM**

Susan Kramer joined as a long-time resident to observer and thanked the team for their volunteerism.

### 5. Financial Snapshot Overview by Knight.

### 6. New DDA Board Position Welcome and Elections

Welcome to our fantastic new board members Claire Perko and Linda Deskins!

- Halas motioned to renominate Todd Craft as President of the DDA Board. Deskins seconded. Motion passed unanimously.
- Craft motioned to renominate Halas as Vice President, seconded by Buck. Motion passes unanimously.
- Buck motioned to nominate Pascaris for Secretary, seconded by Halas. Motion passes unanimously.
- Main Street Committee Chair updates
  - Design- Halas motioned to nominate Claire Perko as committee chair, seconded by Deskins. Motion passes unanimously.
  - Business Development- Craft motioned to nominate Pascaris as chair, seconded by Halas. Motion passes unanimously.
  - Organization- Buck motioned to nominate Linda Deskins as committee chair, seconded by Halas. Motion passes unanimously.

- Public Art- Buck motions to nominate Gallagher until term expires, unless there is other interest among the board. Perko has interest in stepping in starting in June when Gallagher's term expires. Seconded by Williams. Motion passes unanimously.
- Promotions- Craft motions to nominate Halas as committee chair, seconded by Buck. Motion passes unanimously.

## **7. Executive Director Update**

- Heart the Art: The Thursday night Hot Cocoa Crawl has been well-received.
- Farmington Forts- Experiencing continued use!
- City Council will vote in the next few weeks on the MTC proposal. In this meeting, the board will review a letter stating the DDA's stance on the redevelopment project.
- The board will review draft FY budget included in this packet for board and asking we will be asking for approval tonight for 2020-21 Amendments and 2021-22 Draft Budget. It's been an interesting year with the infusion of CARES act funding adding 70% to our total PSD budget.
- We are picking up speed and sponsorship outreach as we move forward with our 2021 Events Plan. Budget projections are reduced around 70% in anticipation of smaller events. We hope to exceed those expectations, beginning with Art on the Grand the first weekend in June as public health conditions improve and restrictions lift.

### Discussion of DDA's stance on MTC:

- Halas inquired about next steps with the document.
- Williams- Asked that we send this document as a statement to City Council rather than have it as a passive document.
- Deskins- Suggested that we be more firm about our position in the first paragraph rather than have it listed at the end.
- Halas- Suggested changing "will" to "can" in the last couple statements.
- The board reached a consensus to move the last paragraph to the beginning and then summarize our position again at the end with the changes as suggested by Halas and Deskins. Knight will send the letter to City Council tomorrow.

## **8. DDA 2021-22 Work Plan Adoption**

Overview by Knight.

- Buck- Asked for clarification on why "installing seasonal holiday decorations" has the Organization Committee listed as an owner. Knight clarified that this is a volunteer event to decorate Riley Park.
- Buck acknowledged benefit of adding "Board Development and Volunteer Recruitment" as a new task with the organization committee.

**Motion by Halas, seconded by Perko, resolved unanimously to approve the FY 2021-22 DDA Work Plan with the description update that Buck provided.**

## **9. DDA FY 2021-2022 Draft Budget Amendments Adoption**

Overview by Knight.

**Motion by Perko, seconded by Halas, resolved via unanimous role call to amend the DDA 2020-21 budget, as shown in the projected column of the attached report.**

## **10. DDA FY 2021-2022 Draft Budget Adoption**

Overview by Knight

**Motion by Williams, seconded by Halas, resolved via unanimous roll call to approve the DDA FY 2021/22 Proposed Budget, as shown in the attached report.**

**11. Committee Updates:**

**a. Design Committee**

No updates – committee has not met since last meeting but will meet in March

**b. Public Art Committee**

Public Art Committee came together, brainstormed, and executed Heart the Art Hot Cocoa Crawl and February activities. Led an artist tour with a great turnout in single digit temperatures!

**d. Promotions Committee**

- Committee met twice in the shortest month of the year.
- Overview by Halas on Heart the Art. Heart the Art social media analytics. “Love concurs all even in the low temperatures!”
- Continuation of Thursday Night programming with Lucky Thursday Nights in DTFarmington!
- Metromode: Excellent engagement on Apothecary article featuring Miguel Williams.
- The committee will be refreshing the kiosks working with graphic designer Carl Johnson- dedicating a panel to public art, a parking graphic, annual events, The Syndicate, and Downtown Businesses.

**d. Business Development Committee**

Committee has not met but will be engaging Bob Gibbs again in a development workshop to support our businesses in late April.

**12. Other Business**

Deskins: Inquired about process of committee meetings- would like to sit in on committees to observe and understand. DDA staff will include entire board on committee meeting agendas.

Halas: Inquired how to support Deskins on Organization Committee. Deskins welcomes all help and will plan to engage the public during Ladies Night Out and other events.

Leprechaun signup! 3/4 Craft, 3/11 Williams, 3/18 Craft & 3/25 open

**13. Board Comment**

Williams: Welcome aboard Linda & Claire.

Craft echoed welcomed statement.

**14. Adjournment**

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

*Dates of Interest:*

April 7: DDA Board Regular Meeting

April 22: Ladies Night Out