



8:00AM Wednesday, Jan 10, 2024
City Hall Conference Room
23600 Liberty Street
Farmington, MI 48335

MINUTES

DDA Board Meeting was called to order by Todd Craft at 8:01am.

Roll Call:

Present: Johnna Balk, Linda Deskins, James McLaughlin, Chris Halas, Todd Craft, Donovan Singleton (8:03am)

Others Present: Kate Knight, Jess Westendorf, Shawn Kavanaugh

Absent: Tom Pascaris, Claire Perko

Approval of Consent Agenda

Minutes: December 6, 2023 Regular Meeting

Motion by Halas, Seconded by McLaughlin to approve the items on the consent agenda.

Motion passes unanimously.

Approval of Regular Agenda

Motion by Halas, Seconded by Deskins to approve the items on the regular agenda.

Motion passes unanimously.

Public Comment

Opened and closed at 8:02 by Todd Craft.

Executive Director Report

Year in review in progress.

WXYZ Channel 7 was in town December 23, the Saturday before Christmas with fantastic engagement; featured merchants reported direct feedback from existing and new customers who made a trip into their stores after seeing the feature. Opportunity was procured by public relations firm Catalyst Media Factory.

Capital Improvement Plan (CIP) meeting yesterday, entering budget season, updating rolling five-year plan.

Considering a Patronicity campaign again in 2024 to close the gap of last \$100-150K in funding the construction of the park at Masons Corner. Staff is vetting probability of launching the crowdfund at Heart the Art event on 2/10/24. City and DDA must partner to provide matching funds toward the overall cost of park construction.

Main Street Accreditation will be January 25 all day.

Approval of Main Street Accreditation Agenda

Motion by Singleton, seconded by Halas, to approve the attached Main Street community assessment Visit Agenda, scheduled for January 25, 2024. Motion passes unanimously.

Discussion of FY 2023-24 Work Plan

Executive Committee met in October for a work plan session with a focus on placemaking and walkability. Public Art, building public space, community promotion through Bicentennial Committee. Request that each committee chair schedule a meeting with their group to discuss action items that pertain to Transformation strategy.

8. Committee Updates:

a. Promotions Committee

Halas: We are experiencing our Bicentennial year. Working on our overall plan to promote the City through the Bicentennial and have a consistent talking point. Many wonderful things happening. Celebrating 200 years past but also looking at where we are today and where we are heading. Welcoming everything since 1824. Creativity, community involvement, comradery, diversity, etc.

b. Organization Committee

Deskins: Reviewing new board member manual, work plan process.

c. Business Development Committee

Singleton: Goal to drive traffic across Farmington Road on west side of the street. Dinan Park Concert series. Opportunity for recruiting new businesses for 2 large properties downtown.

d. Design Committee

Masons corner project discussed previously.

e. Public Art Committee

Westendorf updated on event committee work for Heart the Art.

9. Other Business

Knight: Chive is moving focus to a catering model and moving out of Groves Street location. Three serious inquiries on Chive Property. Browndog is for sale and have been having good conversations this week regarding that property. Heights Brewery Grand Opening is February 7.

10. Board Comment

None

11. Adjournment 9:05am

Motion to adjourn Singleton, seconded by Deskins. Motion passes unanimously.

Dates of Interest:

January 25, 2024 Main Street Accreditation, 8:00am-all day

February 7, 2024 Regular DDA Board Meeting, 8:00am

February 10, 2024 Heart the Art at GLP