



6:00PM Wednesday, Feb 3, 2021
Virtual Zoom Conference Room
Meeting ID: 882 4959 9623
Passcode: 580295
23600 Liberty Street
Farmington, MI 48335

MINUTES

1. Roll Call

- a. **Present:** Agnes Skrzycki, Chris Halas, Todd Craft, Sara Bowman, Sean Murphy, Tom Pascaris, Tom Buck, Rachel Gallaher
- b. **Absent:** Miguel Williams
- c. **Others Present:** Kate Knight, Jess Westendorf

2. Approval of Items on Consent Agenda

- a. **Minutes: January 6, 2021 Regular Meeting**
- b. **Minutes: January 20, 2021 DDA Public Art Committee**

**Motion by Bowman, Second by Murphy to approve the items on the consent agenda.
Passes**

3. Approval of Regular Agenda

Motion by Skrzycki, Second by Buck to approve the items on the regular agenda.

4. Public Comment

Opened and Closed at 6:04pm.

5. Financial Snapshot

Overview by Knight with no questions from the board.

6. Executive Director Update

Overview by Knight.

- A month of public art programming happening now!
- Gradually installing greenhouses and an igloo. (9) 4x6 and (3) 8x12 and an igloo all being installed downtown.
- CARES act funding allocating in progress with new funds for winterization rolling in from Oakland County.
- Goal to have Farmington Road streetscape out to bid soon with Beth Saarella leading the charge with CVS communications.
- Draft budget or board consideration tonight.
- Continued vetting of two final developers for MTC project. Toured Robinson Brothers in Wixom and touring Liberty Lofts tomorrow by Hobbs and Black from River Caddis team.
- Board discussed board members attending MTC developer tours in the future.
- Discussion of financial impacts of development project. More bodies = more income for downtown businesses.
- Discussion of a resolution by the DDA board supporting a higher density project in Downtown Farmington

7. DDA FY 2021-2022 Draft Budget Consideration

Overview by Knight

- DDA is able to capture Capital Improvement plan millage adding about \$50,000.
- Metromode continuation of communications, \$20,000
- Reduction in Repairs and Maintenance, from \$105,000, to \$93,000, to reflect recent investment in downtown hardscape outside regular annual tasks.
- Amended event scope (concert series reduced by half and Harvest Moon forecast at 75%), due to pandemic impact. Events are still budgeted to break even.

8. Committee Updates:

a. Design Committee

Committee has not met, but anticipating more to discuss next month with façade improvement grant recommendations.

b. Public Art Committee

Overview by Westendorf of Heart The Art Event kicking off tomorrow lasting all February. Hot Boozy drinks, shopping specials, public art tour, and the opportunity for the public to influence the next public art project.

d. Promotions Committee

Overview by Halas of phenomenal Metromode engagement (Q3)! Readership: 111K people reached, over 1000 likes, comments and shares on Facebook, and an average time spent on page 7 minutes, 11 seconds!

e. Business Development Committee

Committee has not met, but will be meeting Friday morning- 9am.

9. Other Business

None

10. Board Comment

Bowman: At Monday's city council meeting the DDA's schedule of events were unanimously approved.

Buck: Interested in having a discussion with Halas for a better understand Metromode's involvement expressing boards opinion. The property that Buck's group manages, 33316 Cook Building has recently sold to the Azar Brothers.

Craft: Proving opportunity for our landlords, business owners. Excited we received money for art. Excited the Heart the Art is going off again for the second year. Big year in front of us with Farmington Road streetscape and MTC development ahead of us. Strongtowns- great information to follow... Craft will circulate you tube. Key takeaway is to take many "small successes" and turn into big successes.

Murphy: Thank you and congrats Buck on finding the perfect buyer for the Cooke building.

11. Adjournment

Motion to adjourn by Murphy, support by Bowman. Passes unanimously.

Dates of Interest:

Mar 3 DDA Board Regular Meeting

February Public Art Event: Heart the Art on Thursday Nights