



6:00PM Wednesday, Nov 3, 2021  
City Hall Conference Room  
23600 Liberty Street  
Farmington, MI 48335

## MINUTES

Called to order by Todd Craft at 6:03PM

### 1. Roll Call

Present: Miguel Williams, Todd Craft, Tom Pascaris, Tom Buck, Claire Perko

Others Present: Kate Knight, Jess Westendorf

Absent: Donovan Singleton, Linda Deskins, Chris Halas, Sara Bowman

### 2. Approval of Items on Consent Agenda

a. Minutes: September 30, 2021 DDA/City Council Joint Meeting

b. Minutes: October 6, 2021 DDA Regular Meeting

c. Minutes: October 18, 2021 DDA/City Council Joint Meeting

Motion to approve the items on the consent agenda Buck, Second Pascaris. Passes unanimously.

### 3. Approval of Regular Agenda

Motion to approve the items on the consent agenda Pascaris, Second Williams. Passes unanimously.

### 4. Public Comment

Opened by Craft at 6:04.

Singleton and Deskins listened on the phone.

Linda Deskins is thankful that Grand Raven went so well and looking forward to decorating next weekend.

### 5. Financial Snapshot

Overview by Knight.

### 6. Executive Director Update

Overview by Knight.

Transitioning into the holiday season. Removing cornstalks, removing hay bales, packing up ravens.

Looking towards Ladies Night Out and installing greens and lights throughout Downtown.

We are hosting an artisan pop up during Ladies Night Out including a few that have expressed interest in having a brick and mortar. The DDA will be popping up at Dearborn music featuring Downtown Shopper totes, Syndicate Swag, and merch for gift giving. Looking for board members to represent on both 11/13 for decorating & 11/18 for Ladies Night Out.

We are working on orchestrating a Ladies Night Out popup at Browndog featuring Lekker Choco Treats with owner Nakija Mills for an extended period of time. Activating the space until Browndog reopens and also incubating a future business.

Thank you to the board for coming in twice in joint assembly with City Council to execute final easement documents for Farmington Rd Streetscape. Close to our due date at week's end.

Proposed pedestrian elements, public transportation stops and lighting specs. Shared the streetscape schematic drawings and master planning documents with our Redevelopment Ready technical assistance team consultants including MEDC, MML, And CityFIX this week.

Working together on an RFQ development packages service for a property on Farmington Rd. Coinciding with streetscape construction and we are exploring public outreach opportunities for communication both projects concurrently.

Knight attended Smart Cities Connect Conference in DC a couple weeks ago about the first steps for digitally sustainable economic development with our SiFi Networks FiberCity Investment in the coming months.

Kicking off a legislative meeting with Haley Stevens and her legislative director opened with "Farmington! Wow we love your big Raven!" We know how to draw the connection between downtown community broadband investment and public art as important economic development tools, and it's so nice to hear that in Washington.

#### **7. Capital Improvement Plan Appointment**

City ordinance requires a Capital Improvement Program (CIP). The City has asked for input from the DDA. After completion, the CIP will be incorporated into the city budget. City administration is asking for DDA representation in the work group. It is anticipated that the Downtown Master Plan will be the main source of capital projects from the DDA. The City requires input from the DDA to be submitted by December 10, 2021, to the CIP Steering Committee.

**Motion by Perko, Seconded by Buck, RESOLVED, that the board designates Kate Knight to serve on the Capital Improvement Program Work Group. Motion passes unanimously.**

#### **8. DDA TIF Financing Application Training and Toolkit Package, CIP Planning**

We have a proposal in this packet by CIB Planning. This is the next step to communicate a framework.

Discussion of other projects and partners that CIB has worked on and with. Specific discussion Relating to "Task 6: Assistance with City Council Review" with including how to get council on board with project selection early on to support the master plan. Board discussed introducing into Task 1: "...In the context of master planning for Downtown and advocacy for master planning"

**Motion by Buck, Seconded by Perko, RESOLVED, that the DDA Board authorize the Executive Director to execute an agreement with CIB Planning to create a work program as described in the attached document, for an hourly, not to exceed fee of \$11,800.00 with the addition of expanding Task one to be "Prepare and present a project-specific tax increment finance training session with the DDA Board, focusing on evaluation of projects and incentivizing development projects in the DDA District in the context of master planning for Downtown and in advocacy for master planning."**

**Motion passes unanimously via role call with Williams, Pascaris, Perko, Buck, Craft.**

#### **9. DDA Business Incubator Sub-Lease Authorization**

Motion by Buck, Seconded by Williams, RESOLVED, that the DDA Board authorize the Executive Director to sign agreements for a sub-lease of a pop-up business incubator. Motion passes unanimously.

After more discussion...

Motion by Buck, Seconded by Williams, RESOLVED, that the DDA Board authorize the Executive Director to sign agreements for a sub-lease of a pop-up business incubator. Motion passes unanimously As presented to the board for the pop up business incubator. Williams accepts amendment. Motion passes unanimously via role call.

Social Media overview by Westendorf

org committee- Update by Knight with a huge shoutout to committee chair Deskins.

Design Committee- no updates

PAC- Ravens, ravens and more ravens. Edgar the giant raven was a huge hit. Raven wings by Sipp and the peice outside of kickstART. Inside Out program meeting soon to determine 5 locations.

Business Development Committee- One more meeting to go as part of the PSD process.

Other Business

Tom Buck as been serving on the Parking Committee on a temporary basis.

Craft nominates Don Singleton as parking committee liason for the DDA. The Board voted and unanimously approved Singleton.

Knight: DDA staff is pursuing Yiftee as a downtown dollars gift card option. Deskins has agreed to take this on from an outreach perspective with the goal to have it active for Small business Saturday.

Instagram training providing professional development for Downtown Businesses through LocalHop.

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**10. Committee Updates:**

- a. **Events Update**
- c. **Promotions Committee**
- d. **Organization Committee**
- e. **Design Committee**
- f. **Public Art Committee**
- g. **Business Development Committee**

**11. Other Business**

**12. Board Comment**

Pascaris: Would like to see master planning training between City Council and DDA.

Perko: Claire's cousins are working on purchasing former Page's location for a brewery location with the goal to open mid-summer.

Williams: Thank the members of the board for feedback on Apothecary. Ground has broken on patio construction.

Pascaris: Insured land contract deal on house on Oakland

Craft: Time to heal the wounds, make nice, and get business done after a contentious election.

Thank you to Linda Deskins for all her recent efforts specifically with Harvest Moon and DDA staff for all the efforts. Get involved we need volunteers.

Pascaris: Happy Birthday to Kate on Halloween

**13. Adjournment**

**Motion to Adjourn by Pascaris, second by Williams. Passes unanimously.**

*Dates of Interest:*

November 3: DDA Regular Board Meeting

November 4 and 5: Michigan Downtown Association Conference

November 18, 5:00-9:00pm Ladies Night Out: Fall Edition

November Series: Instagram 101,201,301 Training, Professional Development for DDA Merchants

November 27: Small Business Saturday