



**FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY**  
**Meeting Minutes**  
**Thursday, September 6, 2018**  
**Farmington City Hall**

The September 6, 2018 meeting was called to order by Todd Craft at 6:04 p.m.

**1. ROLL CALL**

**PRESENT:** Stephanie Clement, Todd Craft, Rachel Gallagher (arrived late at 7:20 p.m.), Kathy Griswold (left early at 8:44 p.m.), Sean Murphy, Tom Pascaris, Steve Schneemann, and Micki Skrzycki

**ABSENT:** Tom Buck

**OTHERS PRESENT:** Kate Knight, DDA Executive Director  
Lydia Macklin-Camel, DDA staff  
David Murphy, City Manager  
Chris Halas, Design Committee

**2. APPROVAL OF ITEMS ON CONSENT AGENDA**

**Motion by** Murphy, seconded by Pascaris to approve the following items on the consent agenda:

- a. Minutes: August 1, 2018 Meeting
- b. Minutes: August 6, 2018 Special Meeting

**Motion carried 7-0-2.**

**3. APPROVAL OF REGULAR AGENDA**

**Motion by** Griswold, seconded by Skrzycki to approve the September 6, 2018 agenda as presented.

**Motion carried 7-0-2.**

**4. PUBLIC COMMENT**

Call to the Public at 6:05 p.m.

None.

Call to the Public closed at 6:05 p.m.

**5. FINANCIAL SNAPSHOT**

Knight explained that the budget projections had shown that the DDA was going to go \$50,000 into the fund balance with current project spending but in fact, broke

even. The current Financial Snapshot shows that TIF was favorable and about \$9,500 more than anticipated, while the PSD captured \$7,000 more than anticipated.

## **6. EXECUTIVE DIRECTOR UPDATE**

### **Design**

The Design Committee met on August 28 and will now host a standing meeting moving forward on the fourth Thursday of each month at 7:30 a.m. in the Conference Room at Farmington City Hall. At this meeting, the committee welcomed new volunteer Claire Perko, landscape architect and urban designer, to the group. The Committee reviewed design drawings for the Oakland Street project and site plans for Samurai. Beginning September 27, the Design Committee will meet every fourth Thursday of the month, 7:30am. The pending list of projects includes sign incentives, pedestrian crosswalk upgrades, Riley Park lighting, and streetscape amendments to facilitate new business use.

Maintenance guideline and baseline assessment from Grissim Metz Associates (GMA) is almost complete. DDA and DPW are working to identify public/private boundaries for maintenance. GMA has already estimated budget for regular maintenance, including plant material replacement. The Design Committee will prioritize the list to make a recommendation to the Board in October.

### **Public Art**

The Public Art Committee has received ZBA approval for the mural and the Flagstar grant to supplement funding the production of the piece. The committee is now waiting on building owner approval from CVS.

### **Economic Development + Communications**

DDA staff has toured real estate offered by Farmington Holding Company with three parties this month. Photographer Dave Lewinski has visited Downtown Farmington twice in the last month, first to capture our Friday night street vitality on patios and in Riley Park. Last week, he focused on merchant photos and his next visit will center on merchant products: shoes to sandwiches. This content will be used for our website development and as stock for marketing everything from print to social media. Once all pictures are taken and edited, they will be shared with Revize and the DDA can kick off its website redesign.

Oakland County Economic Development has already pulled from this preliminary inventory for their new tourism site featuring select Main Street downtowns. Main Street managers, MSOC, Metromode, Skidmore Studios, and LocalHop are developing a platform and editorial (including photo) content for this new website, linking each individual downtown identity for access by residents, visitors and investors.

### **Events**

Harvest Moon logistics are running smoothly to date. We've just implemented online ticket sales through Local Hop. The link is available on [downtownfarmington.org](http://downtownfarmington.org), as well as through Facebook. This year's event, September 20-22, features Thursday night food trucks and Friday night Taste of Farmington, with six downtown merchants bringing their best eats to the event. There are still opportunities to volunteer at [downtownfarmington.org](http://downtownfarmington.org). We look forward to seeing you there.

**Motion by** Schneemann, seconded by Skrzycki to move item (7) after item (11) and become item (11a).

**Motion carried 7-0-2.**

**Motion by** Schneemann, seconded by Skrzycki to move item (8) after item (11) and become item (11b).

**Motion carried 7-0-2.**

**9. Consideration of Budget Amendment for Project Coordination and Staffing**

Knight explained that between the 2018 event season and 2019 event season there are project opportunities with additional staff, the DDA could take on. Lydia Macklin-Camel is currently the Events Coordinator but could refocus her efforts in the off-season.

**Motion by** Skrzycki, Seconded by Pascaris, Resolved, to approve amending the FY 2018-19 budget to add \$9,600 to 248-000.00-714.000 Salaries, Part-Time/Temp, to extend the employment of Lydia Macklin-Camel as a DDA project coordinator.

**Motion carried 7-0-2.**

**10. Dissolution of Intergovernmental Agreement between the DDA and City of Farmington for Executive Director Services**

**Motion by** Pascaris, Seconded by Skrzycki, Resolved, to approve dissolving of Intergovernmental Agreement between the DDA and City of Farmington for Executive Director Services, effective July 1, 2018.

**Motion carried 7-0-2.**

**11. Executive Director Contract**

The Board was tasked with reviewing the Executive Director contract and benefits package at the August Meeting. The contract presented borrows the City's contract language for non-union employees including pay-grade and scaling. The City Attorney drafted the contract specifically for Kate Knight. The Board members discussed the contract and decided to amend the motion language presented.

**Motion by** Griswold, Seconded by Skrzycki, Resolved, to approve the DDA contract for Kate Knight as Executive Director, and to continue the same pay and benefits as currently offered through City of Farmington employee structure, at a rate of \$65,735.

**Motion carried 8-0-1.**

**11a. Presentation by Volunteer Chris Halas and Brian Boyle of Issue Media**

Halas and Boyle presented a communication and branding plan for Downtown Farmington with a focus on “building the Farmington narrative” and developing the community’s brand through storytelling and community engagement. Halas explained that the DDA’s current media channels are not reaching our entire audience and the content isn’t always compelling. Halas described the plan as “online placemaking” and an opportunity for the DDA to take control of its own narrative. The DDA would have to make an initial investment to work with Issue Media Group to develop compelling stories and begin the downtown branding process.

The Board discussed the opportunity making note that if the DDA were to enter into the process now in order to promote Harvest Moon, the partnership with Issue Media would continue until January of 2019. Boyle advised the DDA that they will not have editorial control, however, Issue Media creates stories that are shaped by the community and its members and can recruit coalition sponsors in order to financially sustain the project beyond January 2019.

**Motion by** Gallagher, Seconded by Schneemann, to authorize the Executive Director to enter into a contract negotiations and agreement with Issue Media Group.

**Motion carried 7-0-2.**

**11b. Consideration of Budget Amendment for Communications**

Knight explained that in order to move forward with the Issue Media Group partnership, the DDA will need to use money from their fund balance.

**Motion by** Pascaris, Seconded by Schneemann, Resolved, to approve amending the FY 2018/19 Budget to allocate funding, not to exceed \$48,000, to community promotions, for professional services.

**Motion carried 7-0-2.**

**12. OTHER BUSINESS**

None.

**13. BOARD COMMENT**

None.

**14. ADJOURNMENT**

**Motion by** Schneemann, seconded by Gallagher to adjourn at 9:06 p.m.

**Motion carried 7-0-2.**

Respectfully Submitted,

Lydia Macklin-Camel  
Staff, Farmington DDA

The next regular meeting will be held at 6:00 p.m. on Wednesday, October 3, 2018, in the conference room at Farmington City Hall.