



DDA Board Meeting  
8:00 am Wednesday May 06, 2026  
City Hall Conference Room  
23600 Liberty Street  
Farmington, MI 48335

## Meeting Minutes

The meeting was called to order at 8:00 AM by Todd Craft.

### 1. Roll Call

**Present:** Todd Craft, Donovan Singleton, Karlyn Cassidy, Claire Perko, Joe LaRussa, Sean Murphy, James McLaughlan, and Tom Pascaris

**Absent:** Shawn Kavanagh

**Others Present:** Jess Westendorf, Jenny Gray

### 2. Approval of Consent Agenda

Motion by **McLaughlan**, seconded by **Singleton** to approve the Consent Agenda, including the April 8, 2026 DDA Board Regular Meeting minutes and the April 30, 2026 DDA Design Committee Meeting minutes. Motion passed unanimously.

### 3. Approval of Regular Agenda

Motion by **Murphy**, seconded by **Cassidy** to approve the regular agenda. Motion passed unanimously.

### 4. Public Comment

No public comments.

### 5. Executive Director Update

Jess Westendorf reported that Downtown Farmington had received the 2026 Great American Main Street Award and thanked the board and team for their role in the national recognition. She summarized the Tulsa conference experience, noted the strong public relations response following the award, and encouraged board members to share any ideas or takeaways from conference sessions.

Westendorf reported that spring programming was underway, including a successful Ladies Night Out and a strong Farmers Market opening day. She noted that Downtown Farmington had been nominated for three Main Street Oakland County awards and reminded members of the June 11 Main Event Awards Ceremony. She also highlighted the amended FY 2025-26 budget, the opening of The Mercantile Market, the Farmington Insurance Agency façade renovation, and progress on The Promenade, which remained on track for mid-June completion. She further noted that the Business Development Committee was reviewing PSD renewal and retail incubator matters, and that the Design Committee had reviewed a major downtown development proposal.

### 6. Great American Main Street Award PR Summary

Westendorf reviewed the Great American Main Street Award public relations summary and reported that the earned media value had exceeded \$3.6 million as of April 22, before later media coverage was included. The board discussed the positive local impact of the award

and the opportunity to continue using the recognition to build momentum for Downtown Farmington.

#### **7. Approval of Pay Request #4 Warren Construction, Invoice #2508-4**

Westendorf presented Pay Request #4 from Warren Construction for work completed to date on The Promenade, including underground electrical work, grading, and stored streetscape fixture materials. She explained that a prior stored-materials-only request had been combined with additional work and reclassified as Pay Request #4.

Motion by **Pascaris** and seconded by **Cassidy** to approve Pay Request #4 in the amount of \$67,421.70 to Warren Construction for electrical materials derived from 248-000.00-970.242 Capital Outlay, Art Promenade.

**Motion passes unanimously** following a roll-call vote.

Ayes: Todd Craft, Claire Perko, Donovan Singleton, Karlyn Cassidy, Joe LaRussa, Sean Murphy, Tom Pascaris, James McLaughlan

Nays: None

Absent: Shawn Kavanagh

#### **8. Consideration to Approve Amended FY 2025-26 Budget**

Westendorf presented the amended FY 2025-26 budget. She explained that the amendments included increased TIF revenues related to the Match on Main grant for Lone Light Spirits, the GAMSAs travel grant, and Art Promenade grants from Make-A-Wave mural proceeds. Corresponding expenditure increases included the Match on Main grant, professional development costs associated with GAMSAs travel, and additional Art Promenade funds from Make-A-Wave mural proceeds and a portion of Harvest Moon proceeds. Westendorf stated that there were no significant PSD changes.

A motion by **Singleton** and seconded by **Murphy**, to amend the DDA 2025-26 budget as shown in the projected column of the attached report.

**Motion passes unanimously** following a roll-call vote.

Ayes: Todd Craft, Claire Perko, Donovan Singleton, Karlyn Cassidy, Joe LaRussa, Sean Murphy, Tom Pascaris, James McLaughlan

Nays: None

Absent: Shawn Kavanagh

#### **9. Committee Updates**

**Promotions Committee:** Westendorf reported that the Promo Committee had not formally met, but staff and volunteers were actively supporting the summer programming season. She thanked Murphy and Cassidy for helping distribute Ladies Night Out materials. The board discussed strong Ladies Night Out participation.

**Business Development Committee:** Donovan Singleton reported that the committee had a productive discussion regarding PSD renewal, including eligible property classifications, and whether certain multi-tenant residential properties may be treated as commercial for

PSD purposes. The committee also reviewed three retail incubator applications. James McLaughlan noted that two vintage clothing concepts appeared ready to move forward, including one that may be a strong first tenant candidate.

**Design Committee:** The board discussed the Design Committee's review of the proposed development project. Claire Perko summarized the committee's feedback, including support for the proposed density and use, but concern that the façade and sidewalk relationship needed further refinement to better fit downtown character. The applicant was expected to return to the Design Committee on May 13 before proceeding toward Planning Commission review.

**Public Art Committee:** Westendorf reported that the Make-A-Wave mural remained a major focus and that staff were coordinating with contractors to ensure it installs properly with The Promenade. The board discussed renewed interest in murals from private entities and the need for a clear mural policy. Joe LaRussa stated that the prior mural moratorium had ended and that he had asked for a policy to come forward for City Council consideration. The board discussed possible models from other communities and the need for a review process that supports public art while providing appropriate structure without reinstating the expired moratorium.

**Organization Committee:** The Organization Committee did not provide a formal update. Discussion acknowledged ongoing volunteer and committee support for downtown events and programming.

#### **10. Other Business**

No formal action was taken under Other Business.

#### **11. Board Comment**

Sean Murphy thanked Westendorf for serving as an effective ambassador for Downtown Farmington during the GAMSAs recognition and media coverage. Todd Craft thanked staff and board members for their work and taking time to attend the conference in Tulsa.

#### **12. Adjournment**

A motion by **Singleton**, seconded by **McLaughlan** to adjourn the meeting at 8:54 AM. The motion passed unanimously.