



8:00AM Wednesday, Dec 7, 2022  
City Hall Conference Room  
23600 Liberty Street  
Farmington, MI 48335

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## MINUTES

The meeting was called to order by Craft at 8:01am.

### 1. Roll Call

Present: Singleton, Bowman, Halas, Craft, Williams, Deskins, Perko, Pascaris

Absent: Buck

Others Present: Knight, Westendorf

### 2. Approval of Items on Consent Agenda

a. Minutes: November 2, 2022 Regular Meeting

b. Minutes: October 10, 2022 DDA Business Development Meeting

c. Minutes: September 27, 2022 DDA Public Art Committee Meeting

c. Minutes: Sep 9, 2022 DDA Business Development Committee Meeting

**Motion by Bowman, Second Halas to approve the items on the consent agenda. Motion passes unanimously.**

### 3. Approval of Regular Agenda

**Motion by Singleton, Second Halas approve the items on the regular agenda. Motion passes unanimously.**

### 4. Public Comment

**Opened and closed by Craft at 8:02am.**

### 5. Executive Director Update

- We kicked off the holiday shopping season and Small Business Saturday with a visit from Oakland County Executive team at Dearborn Music
- Ladies Night Out was a great success with amazing help from board members on site to make it happen.
- Instagram and Facebook reel campaign with incredible volunteer support by Halas and team was well received.
- Tree lighting program is continuing along Grand River. Note: Farmington Rd Streetscape trees will be eligible for wrapping in about 3 years.
- Placer AI software notes 1.6 million trips into this district! 12% of trips were to TJ Maxx. Business Development Committee is working on a one pager to share with Downtown Businesses.
- DDA staff and chair attended conference in Muskegon in November.

### 6. Request to Publish Annual Report of Tax Increment Financing

**Motion by Halas, second by Singleton to authorize the publication of the Fiscal Year 2022-23 Annual Report and the DDA website. Motion passes unanimously.**

### 7. MEDC Crowdfunding Campaign through Patronicity

We have an opportunity to raise funds for the The SIPP Pocket Park through MEDC's Patronicity platform – to create a universally accessible park. Goal to 75K in 30 days with matching funds from MEDC totaling \$150K in funding for the project. Board discussed.

**Motion by Perko, second by Williams to authorize DDA staff to launch a Patronicity crowdfunding campaign in support of the Enterprise Pocket Park, through MEDCs placemaking grant program, seeking up to 75K in matching funds. Motion passes unanimously.**

**8. Publication of 2022-23 DDA Regular Meeting Calendar**

**Motion by Singleton, second by Halas to approve the 2023 Calendar of Regular DDA Meetings. Motion passes unanimously.**

**9. Publication of 2022-23 DDA Calendar of Events**

**Motion by Singleton, second by Deskins, that the board shall approve the 2023 Events Calendar. Motion passes unanimously.**

**10. Consideration to Approve Grant Allocation through Business Development Committee and Main Street Oakland County: Streetscape Construction Mitigation**

Motion by Williams, Seconded by Halas, RESOLVED, to authorize DDA staff, with recommendation from the Business Development Committee, to allocate \$3,000 in grant funding derived from Main Street Oakland County Technical Assistance for FY 2022, toward designated recipient(s) under qualification of Streetscape Construction Mitigation.

Motion passes unanimously via role call.

Ayes: 7. Singleton, Bowman, Halas, Craft, Williams, Deskins, Perko, Pascaris

Nays: 0

Absent: 1. Buck

**11. Committee Updates:**

**a. Design Committee**

Update by Perko. Meeting tomorrow on pocket park and heights brewing façade improvement allocation, and Merle Norman awning review.

**b. Organization Committee**

Update by Deskins. Org committee met and are looking forward to 2023 and the work planning process. We will review the work plan starting with the Executive Committee in mid-January. 17, 18, or 19. Discussed the use of Harvest Moon proceeds, in the past focused on visible projects- ice rink, lights of riley park, raven sculpture. This is what your beer drinking accomplished.

**c. Public Art Committee**

Update by Perko. Committee met to discuss the Heart the Art February campaign. Determined to do passive programming for Feb 2023, but really like the idea of returning to a volunteer driven event in 2024 beginning earlier with planning.

**d. Promotions Committee**

Update by Halas. A couple Metromode articles have been written since the last meeting. Like, share, & subscribe. Reels have been published. We will have further discussion to help promote the pocket park campaign. New committee member has joined us with a strong PR background, welcome Dana Jay!

**e. Business Development Committee**

Update by Singleton. Business Dev committee will meet to discuss grant program- how and where to administer it. Committee working to develop a one-pager snap shop utilizing the data from Placer AI.

**12. Other Business**

None

**13. Board Comment**

Bowman: City Council approved the 2023 Founders Season for July 20<sup>th</sup>.  
Craft: Thank you all for your time and expertise!

**14. Adjournment**

Motion Singleton, Second by Bowman to adjourn. Motion passes unanimously.