



DDA Business Development Meeting  
7:00 pm Thursday February 5, 2026  
City Hall Conference Room  
23600 Liberty Street  
Farmington, MI 48335

## Meeting Minutes

The meeting was called to order at 7:07 PM by Donovan Singleton.

### 1. Roll Call

**Present:** Todd Craft, Donovan Singleton, Tom Pascaris, Joe Lordon, James McLaughlan

**Absent:** None

**Others Present:** Jess Westendorf

### 2. Approval of Minutes

The minutes of the September 9, 2025 Business Development Committee meeting were reviewed. The minutes were approved on a motion by McLaughlin, seconded by Craft, and approved unanimously.

### 3. Farmington After Dark

The committee discussed *Farmington After Dark*, an initiative to increase evening foot traffic and encourage extended business hours downtown. Discussion centered on balancing business participation with visitor demand, with consensus around a phased, low-risk approach beginning with one consistent night per week. Thursday was identified as the preferred pilot due to existing trivia nights, Ladies Night Out activity, and limited weekend competition. The committee emphasized building on existing merchant-led efforts, coordinating promotion through shared branding and social media, and allowing flexibility across business models, with success dependent on merchant buy-in, clear communication, and realistic staffing expectations.

### 4. Incubator

The committee discussed a proposed retail incubator model to provide short-term, low-barrier opportunities for businesses to test a downtown Farmington location. Staff shared that a potential 400-square-foot site on Farmington Road has been identified, to be leased by the DDA and subleased in 90-day terms. The incubator was described as a proof-of-concept, with success defined by tenants either transitioning into permanent downtown locations or establishing a direct long-term lease in the space. Committee discussed flexibility in lease terms and operating expectations, favoring participation in downtown programming and key events over mandated hours, and agreed on a white-box build-out approach to maximize adaptability and minimize tenant investment.

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## **5. Placer AI**

Placer AI foot traffic data was referenced informally during the discussion of Farmington After Dark to illustrate existing visitation patterns and support the need for extended evening activation. The board discussed looking at the data to determine generational demographic information as well.

## **6. Adjournment**

The meeting was adjourned at approximately 8:05 pm on a motion by Lordon and seconded by McLaughlan.