



6:00PM Wednesday, April 7, 2021  
Virtual Zoom Conference Room  
Meeting ID: 848 7459 8969  
Passcode: 148391  
23600 Liberty Street  
Farmington, MI 48335

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## Minutes

1. **Roll Call**
  - a. **Present:** Chris Halas, Todd Craft, Tom Buck, Claire Perko, Linda Deskins, Sara Bowman, Tom Pascaris, Miguel Williams
  - b. **Absent:** Rachel Gallaher
  - c. **Others Present:** Kate Knight, Jess Westendorf
  
2. **Approval of Items on Consent Agenda**
  - a. **Minutes:** March 3, 2021 DDA Regular Meeting
  - b. **Minutes:** January 27, 2021 DDA Public Art Committee
  - c. **Minutes:** March 18, 2021 DDA Design Committee

**Motion by Halas, seconded by Bowman to approve the items on the consent agenda.  
Passes**

### 3. Approval of Regular Agenda

**Motion by Halas, seconded by Deskins to approve the items on the regular agenda.**

**4. Public Comment  
Opened and closed by Craft at 6:04pm.**

**5. Financial Snapshot  
Overview by Knight**

### 6. Executive Director Update

- We received approval for the DDA Plan at City Council meeting on Monday 4/5. This is a great tool to incentive development.
- Achieved Redevelopment Ready status (city number 49 in the state) which opens up additional support from MEDC for eligible projects.
- Moving forward with the streetscape project with a great resolution with CVS, taking final steps in the two remaining easements. We are anticipating that infrastructural projects will come back high with current environment. Pursuing an additional grant with additional federal funding and working on letters of support to help offset costs if the bid comes in high.
- Art on the Grand planning for June is underway. Similar footprint, less artists allowing more space.
- Concert series and sponsorship packages are going well despite the difficult environment of finding funding during COVID. Investigating grant allocation to support events.
- Bloomberg CityLab article feature Downtown Farmington was published today on twitter.

## 7. **Committee Updates:**

### a. **Design Committee**

- Update by Perko. Committee is reviewing proposal by Los Tres Amigos to enclose their patio. Committee is also discussing the Storybook Walk/Complete Streets connection from the Library to Riley Park through the parking lot. Perko is working on a painted trail concept. Committee will meet tomorrow to discuss rewriting of the sign ordinance, Los Tres, and Cowley's new awnings.

### b. **Public Art Committee**

- Strong February event with a recap in March. David Barr sculptures have been removed and are on the way back to the City of Novi and the committee will be meeting to discuss replacement options.

### d. **Promotions Committee**

- Update by Halas. Buckslips promoting the Syndicate, Ladies Night Out, and Live Music returning to Downtown Farmington have been delivered to homes with the water bill.
- Excellent Metromode engagement on recent articles! This content is a substantial body of work, that is a powerful tool for our community, and usable across all channels for business recruitment.
- Lucky Thursday overview by Westendorf. Strong social media engagement and results.

### e. **Business Development Committee**

- Business Development Committee meeting coming up in the next week for Bob Gibbs proposal and recruitment of a few new members.

### f. **Organization Committee**

- Volunteer recruitment business cards are ready to use. Working on promo material to easily pop up for Ladies Night Out and other outreach methods such as the Farmers Market and concerts.

## 8. **Other Business**

- Staff presented Thursday Night Concert opportunity to begin with Ladies night Out. Board supports the idea to host Thursday night music through June.
- Williams: Interior demolition is complete at the Apothecary! Still aiming for a soft opening for Founders Festival.

## 9. **Board Comment**

- Buck: Admitted frustration and disappointment with City Council regarding MTC selection, for not aligning with the DDA and making the decision that followed professional consultant recommendation; stated that higher density development would provide strongest for our growth for our Downtown.
- Buck: Expressed excitement with the "melodies are blooming" headline in the water bill insert and all the projects and activates coming to life, as we get ready to finally be together again. Way to go everybody!
- Craft: Thank you to our Mayor for standing her ground on the MTC vote and advocating for the consultant recommendation. Thank you, Sara!
- Bowman: Welcome Linda and Claire!

## 10. **Adjournment**

Motion by Buck, Seconded by Bowman to adjourn.

*Dates of Interest:*

April 22: Ladies Night Out

May 5: DDA Board Regular Meeting