



DDA Board Meeting
8:00 AM Wednesday, January 7, 2026
City Hall Conference Room
23600 Liberty Street
Farmington, MI 48335

Regular Board Meeting Minutes

Call to Order

The meeting was called to order at 8:01 AM by Chair Todd Craft.

1. Roll Call

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

Board Members Absent: Shawn Kavanagh

Others Present: Jess Westendorf, Jenny Gray, Rachel Bush and Justin Sprague (OHM Advisors)

2. Approval of Consent Agenda

Minutes: December 3, 2025 DDA Board Regular Meeting

Minutes: December 18, 2025 DDA Design Committee Meeting

The Consent agenda was approved on a motion by McLaughlan, seconded by Singleton. The motion passes unanimously.

3. Approval of Regular Agenda

Motion by McLaughlan, seconded by Murphy to approve items on the regular agenda.

Motion passes unanimously.

4. Public Comment

No public comments.

5. Executive Director Update

The Executive Director, Jess Westendorf, provided a brief update highlighting the completion of a year-long Downtown Master Plan process with OHM consultants, noted preparations for Main Street America's accreditation review, and shared progress on coordination with the City regarding the Capital Improvement Plan. An application was also submitted for a T-Mobile Hometown Grant to support additional promenade furnishings, with award notifications anticipated in February.

6. Downtown Master Plan Presentation – OHM Advisors

OHM Advisors presented highlights of the draft Downtown Master Plan, outlining the planning process, community engagement, and the plan’s role within the broader Farmington Forward Master Plan. The presentation focused on eight Downtown focus areas within the DDA boundary, emphasizing redevelopment concepts, pedestrian enhancements, parking considerations, and branding. The consultants reviewed the plan’s goals and objectives, the implementation matrix with phased timeframes, and the importance of aligning zoning, parking standards, and financial tools with the vision. The plan was described as a living document intended to guide developer conversations, policy decisions, and ongoing updates.

Board discussion included questions regarding prioritization of projects, sequencing within the implementation matrix, and clarification of concepts such as a housing pattern book to streamline and guide infill development. OHM Advisors responded by noting the need for flexibility, early zoning alignment, and the use of the implementation matrix as a practical guide rather than a rigid ranking.

7. Consideration to Forward Downtown Master Plan to Planning Commission

A motion was made by Perko, seconded by Singleton, to recommend that the Downtown Master Plan be forwarded to the City of Farmington Planning Commission for the purpose of opening the required 43-day public review period as part of the City Master Plan adoption process, with the changes discussed during today’s meeting. The motion passes unanimously.

8. Consideration to Approve Façade Grant – Farmington Insurance Agency

The Board reviewed and discussed a request for a Façade Grant to support exterior improvements at the Farmington Insurance Agency.

Motion by LaRussa, seconded by Cassidy, for the DDA Board to approve façade incentive application for 33215 Grand River Ave, in an amount not to exceed \$20,000.00, allocated from 248-000.00-880.005 Development Incentives. The motion passed unanimously via roll call vote.

Ayes: 8, Todd Craft, Donovan Singleton, Claire Perko, Joe LaRussa, James McLaughlan, Sean Murphy, Karlyn Cassidy, and Tom Pascaris

Nays: 0

Absent: 1, Shawn Kavanagh

9. Consideration to Approve Sign Grant – Famous Hamburgers

The Board considered a Sign Grant application from Famous Hamburgers.

Motion by Pascaris, and seconded by LaRussa that the DDA Board move to approve sign incentive application for Famous Hamburgers, for the property located at 33171 Grand River Ave, in an amount not to exceed \$4,000.00. Funds to be derived from fund balance. Motion passes unanimously via roll call vote.

Ayes: 8, Todd Craft, Donovan Singleton, Claire Perko, Joe LaRussa, James McLaughlan, Sean Murphy, Karlyn Cassidy, and Tom Pascaris

Nays: 0

Absent: 1, Shawn Kavanagh

10. Committee Updates

Committee chairs and staff provided brief updates on ongoing activities, noting continued coordination on promotions, business development initiatives, design review work, public art planning, and organizational matters. All committees plan to meet later this month to go over their yearly work plan.

11. Other Business

No additional business was brought forward.

12. Board Comment

Board members thanked staff and consultants for the extensive work on the Downtown Master Plan and expressed appreciation for the collaborative process.

13. Adjournment

Motion by Singleton, seconded by Murphy to adjourn. Motion passes unanimously.