



DDA Board Meeting  
8:00 AM Wednesday, November 5, 2025  
City Hall Conference Room  
23600 Liberty St  
Farmington, MI 48335

## **Call to Order**

The meeting was called to order at 8:03 AM by Chair **Todd Craft**.

## **1. Roll Call**

Board Members Present: Todd Craft, Claire Perko, Sean Murphy, Tom Pascaris, Johnna Balk, Karlyn Cassidy

Board Members Absent: Donovan Singleton, Shawn Kavanagh, James McLaughlin

Others Present: Jess Westendorf, Jenny Gray

## **2. Approval of Consent Agenda**

Minutes: October 1, 2025 DDA Board Regular Meeting

Minutes: October 30, 2025 DDA Design Committee Meeting

The Consent Agenda was approved on a motion by Balk, seconded by Cassidy. The motion passes unanimously.

## **3. Approval of Regular Agenda**

Motion by Balk, seconded by Murphy to approve the items on the regular agenda. Motion passes unanimously.

## **4. Public Comment**

No public comments.

## **5. Executive Director Update**

Executive Director Jess Westendorf reported that October was a successful month for downtown programming, including the *Grand Raven Festival*, which featured a new “Whispers in the Park” series. She shared positive feedback regarding partnerships with local artists and theater groups, as well as volunteer contributions to seasonal transformations and downtown décor. Jess noted the beginning of the downtown “unraveling” process and upcoming holiday decorating efforts, encouraging board members to participate.

Jess also presented updates on the *Make a Wave* public art project, which has received strong community participation and will continue into early 2026. A recent Metromode article was discussed.

She further reviewed progress on the Art Park promenade and the anticipated spring completion timeline. Jess provided an update on the Master Plan process, noting draft

plans are being reviewed and that DDA representation on the steering committees has been beneficial for ensuring downtown priorities are reflected.

#### **6. 2026 Events Calendar**

Motion by Murphy, second by Pacaris to approve the 2026 Events Calendar. Motion passes unanimously.

#### **7. 2026 Calendar of DDA Meetings**

Motion by Pascaris, second by Cassidy to approve the 2026 Calendar of Regular DDA Meetings. Motion passes unanimously.

#### **8. Parking Ordinance Update**

The discussion focused on aligning Farmington's parking requirements—particularly for general office and multifamily residential—with regional best practices to better support redevelopment.

Board Member Tom Pascaris provided insight from the Parking Committee, explaining that the proposed reductions are conservative compared to downtowns with zero parking requirements, and that the changes would materially benefit redevelopment opportunities.

Motion by Perko, seconded by Murphy, to support the recommended changes to the zoning ordinance as outlined by the parking committee, but the board is also open to lesser requirements in the CBD. The motion passes unanimously.

#### **9. DDA Representative for Capital Improvement Planning**

Motion by Perko, second by Balk, to designate Jess Westendorf to serve on the Capital Improvement Program Work Group. Motion passes unanimously.

#### **10. Committee Updates**

##### **a. Promotions Committee**

The Promotions Committee had not met formally but continued active coordination with merchants for holiday programming and downtown promotions. Updates were shared on merchant participation in seasonal events and ideas surfaced for enhancing business engagement during Harvest Moon and other major events.

##### **b. Business Development Committee**

No formal committee meeting noted; however, several discussions emerged around business operations and opportunities for collaboration with the Civic Theater and local organizations.

##### **c. Design Committee**

Updates were tied to construction progress on the Art Park promenade and other streetscape and utility coordination efforts.

**d. Public Art Committee**

Updates focused on ongoing public art installations, Make a Wave progress, and discussions around future February programming.

**e. Organization Committee**

No meeting reported.

**11. Other Business**

Discussion arose regarding merchant engagement, volunteer involvement in events, and ideas for downtown coordination during major festivals.

**12. Board Comment**

Todd Craft thanked the board for their work on the committee and in the community.

**13. Adjournment**

The meeting was adjourned 9:26 am on a motion by Balk and seconded by Perko. Motion passes unanimously.