



6:00PM Wednesday, Sep 1, 2021  
City Hall Grounds  
23600 Liberty Street  
Farmington, MI 48335

## MINUTES

Called to order at 6:05 by Todd Craft.

### 1. Roll Call

Present: Don Singleton, Todd Craft, Tom Pascaris, Chris Halas, Claire Perko

Others Present: Kate Knight, Jess Westendorf

Absent: Linda Deskins, Tom Buck, Sara Bowman, Miguel Williams

### 2. Approval of Items on Consent Agenda

a. Minutes: August 4, 2021 DDA Regular Meeting

b. Minutes: May 12, 2021 DDA Public Art Committee

d. Minutes: June 10, 2021 DDA Design Committee

Motion by Halas, second by Pascaris. Unanimously approved.

### 3. Approval of Regular Agenda

Motion by Halas, second by Singleton. Unanimously approved.

### 4. Public Comment

Opened and closed by Craft at 6:06.

### 5. Financial Snapshot

Overview by Knight – awaiting final numbers post-audit.

### 6. Executive Director Update

Planning underway for Harvest Moon and Grand Raven Festival.

GLP has been renewed as Grand Raven Festival sponsor with new partner in SMART with extreme potential to elevate public transportation in Downtown Farmington.

Application has been submitted for DIA Inside Out program with the potential to partner with SMART for bus shelters.

Rhythms in Riley Park and Lunch Beats seasons have come to a close. Overriding sponsor, Anthology Senior Living, partnered to purchase drinks for the audience at Downtown Businesses before each show.

Partnership with Community Foundation of Greater Rochester for 501c3 status is underway.

Partnering with MSOC for Our Town series training sessions for Downtown Businesses.

PSD Renewal is underway- draft SAD memo arrived this week.

Welcome to Donovan Singleton, owner of Loft Cigar Lounge, to the DDA Board and the Syndicate social district!

### 7. Establishment of Fund with the Rochester Community Foundation

Partnered with Mainstreet Oakland County for Patronicity Campaign last year. A platform that allowed us to fundraise and create an endowed fund as well as apply for grants using a 501c3 status. First seed is \$3K and DDA may allocate the funds from future event proceeds.

Advisory committee would be formed to manage funds. DDA board will serve as advisory committee.

**Motion by Halas, second by Pascaris, that the DDA board authorize the Executive Director to establish a fund with the Community Foundation of Greater Rochester, with the DDA Board members acting as the advisory committee. Unanimously approved.**

**8. Committee Updates:**

**a. Harvest Moon Committee**

Update by Westendorf. Mark your calendars and join us on September 16, 17 & 18!

**b. Grand Raven Festival Committee**

Update by Westendorf. Get ready for an entire month of spooky family friendly fun in October.

**c. Promotions Committee**

Update by Halas. Parking Violation Warning is in use as a gentle reminder for first time violators including map graphic showing permitted places to park.

Shared artwork for revising Downtown Farmington kiosks to promote downtown businesses, public art, the Syndicate, and the DDA as a whole.

**d. Organization Committee**

No Updates

**e. Design Committee**

Update by Perko. The committee is reviewing the streetscape. Reconvening on the 9<sup>th</sup> with final comments, adjusting landscapes and addressing transition between public and private including additional screening in front of CVS and Chase Bank.

**f. Public Art Committee**

Update by Perko. Met last month and issued a call for art for three raven installations plus discussed crowd funding for the Old Tired Crow featured in Art Prize years ago.

**g. Business Development Committee**

No Updates

**9. Other Business**

Knight: At the next city council meeting, Todd Craft will be interviewed and reappointed.

**10. Board Comment**

Craft: Excited for Dearborn Music to open tomorrow! Each monthly merchant meeting Craft has been reaching out to two merchants asking them to join. We had a successful meeting with Kendra of the Cheese Lady and Kara of Dearborn Music! Craft challenges each person to invite a downtown business to our monthly merchant call. Be our ambassador.

Halas: Requests the board to send Metromode story ideas to Kate.

**11. Adjournment**

**Motion by Pascaris, seconded by Halas to adjourn.**

*Dates of Interest:*

Pending in September: DDA/City Council Joint Meeting

September 2: Grand Opening Dearborn Music

September 16-18: Harvest Moon Celebration

Month of October: Grand Raven Festival

October 6: DDA Regular Board Meeting