



The June 6, 2018 meeting was called to order by Todd Craft at 6:06 p.m.

**ROLL CALL**

PRESENT: Tom Buck, Stephanie Clement, Todd Craft, Rachel Gallagher (arrived late at 6:09 p.m.), Tom Pascaris, Micki Skrzycki

ABSENT: Sean Murphy, Steve Schneemann, Kathy Griswold

OTHERS PRESENT: Kate Knight, DDA Executive Director  
Lydia Macklin-Camel, DDA staff

**APPROVAL OF ITEMS ON CONSENT AGENDA**

**Motion by** Buck, seconded by Clement to approve the following items on the consent agenda:

- a. Financial Report
- b. Minutes: May 2, 2018 Meeting

**Motion carried 5-0-4.**

**APPROVAL OF REGULAR AGENDA**

**Motion by** Skrzycki, seconded by Buck to approve the June 6, 2018 agenda as presented.

**Motion carried 5-0-4.**

**PUBLIC COMMENT**

Call to the Public at 6:08 p.m.

None.

Call to the Public closed at 6:08 p.m.

**FINANCIAL SNAPSHOT**

Kate Knight outlined the Financial Snapshot explaining that the reason Tiff Revenue is 105% of the DDA budget is because the previous year's budget was too conservative.

**EXECUTIVE DIRECTOR UPDATE**

## **Events**

Knight shared that Art on the Grand was a success. Great weather, paired with a strong stable of juried artists, made for a highly reviewed event. Attendance was up from last year. The DDA KidZone featured a few large games (Connect Four, Jenga, corn hole and buckets of sidewalk chalk), all of which will be available every day at Riley Park this summer.

Knight let the Board know that this week begins both concert series. Lunch Beats launches Wednesday at noon and RhythMZ in Riley Park kicks off Friday night. Knight also mentioned that the grass in Riley Park is currently being worked on due to the late, wetter than normal spring. In the meantime, DPW has requested that no pedestrian traffic cross the grass planting in Riley Park through late June, to protect the recently planted grass in the southern two quadrants.

## **Business Development**

Knight discussed property for sale by the Farmington Holding Company, which has listed a significant parcel property centered on the Farmington State Bank building at Farmington and Grand River. The asking price is \$2.99 million or about \$90/ square foot, which is competitive compared to neighboring communities. DDA and the City's Community and Economic Development department have met with the listing broker, Scott Elliott. Main Street Oakland County has retained a commercial real estate consultant specializing in downtown properties, who will assist in marketing the properties with Newmark Grubb Knight Frank.

Knight also mentioned that Main Street Oakland County is hosting a workshop, Retail in the Age of Amazon, on two Mondays, July 9 and 16. The DDA is sponsoring six merchants to attend the event, featuring ZingTrain and Creative Business Consulting Group from Boston.

Knight shared the status of a new shopping incentive program in collaboration with the Farmers Market and downtown merchants. When people spend at least \$20 at a downtown Farmington business, they are encouraged to bring their receipt to the Farmers Market info booth to receive a free jute shopping bag. Approximately 100 bags have been given away thus far. The program has also created an opportunity for co-op advertising with business owners including coupons and giveaways in each bag handed out.

Buck suggested the DDA document the total amount spent once the initial program is completed and share that with downtown merchants. Craft also suggested expanding the program by offering higher level prizes to those who spend \$50, \$100, \$150 etc.

## **Public Art**

Sculpture conservation is almost complete. Media release has been published. Installation is pending concrete availability; trades are running four to six weeks out. DDA is working with multiple vendors to push installation schedule. The Public Art

Committee met May 9 to jury applications. The unanimous choice, artist John Martin, has been notified, and the mural approval is scheduled to appear before the ZBA at a special meeting in June. Final approval has not been granted by the building owner, who has several artistic suggestions.

The Public Art Committee will evaluate a project with local non-profit Friendship Circle, working with artist David Zinn, training Soul Studio special needs artists to create chalk art on downtown Farmington sidewalks this summer.

### **Repairs and Maintenance**

Irrigation system replacement is complete within streetscapes. Tree trimming is scheduled for the end of June, followed by installation of LED tree lighting.

### **COMMITTEE UPDATES**

#### a. DDA Design Committee

Kate Knight shared the Design Committee met with OHM to review the drawings for the Oakland Street Improvement Project. The DDA has only allocated \$80,000 towards this project, however, after additions and revisions made by the Design Committee, the project will cost around \$120,000. Knight let the Board know that OHM is going to finalize the drawings for the next meeting and itemize the punch list. This information will be brought to the DDA for discussion. The DDA wants to do as much as they can with this project, however, they are firm in their \$80,000 budget allocation so will push OHM to meet those financial parameters.

The Design Committee also discussed establishing Landscape Design Guidelines for the downtown streetscape as well as future downtown development. The Committee reviewed a proposal from Grisham Metz, the landscape design firm who created the original downtown streetscape. The Landscape Design Guidelines will not only be a reference to the DDA but will also regulate the aesthetic of future development projects as well as where Sunflower Explosion. Sunflower Explosion will still exist as it is relevant to the culture of Farmington, however, the Design Committee would like to control the planting project to ensure it maintains an aesthetic quality in line with the rest of the streetscape.

Gallagher suggested getting proposals from other firms because Grisham Metz is expensive. Buck suggested the DDA ask Grisham Metz to amend their budget to fit within a budget parameter. Knight let the Board know that DDA staff can offer some time to do the initial research and data collection which will help reduce costs.

Knight suggested the Board consider making a statement with custom designed landscape elements such as oversized planters that emulate streetscapes the DDA admires yet sets Farmington apart. Knight also asked the Board to consider elements and plants that would be appealing in all four seasons. With the new irrigation plan moving forward, Knight let the Board know that they would have the opportunity to install hanging planters above the street with the ability to water them.

Knight also suggested that the DDA Board involve the Public Art Committee and the Beautification Committee in this process.

The DDA Board will continue the streetscape landscape and design discussion at the August 2018 Meeting.

b. Public Art Committee

See "Executive Director Update."

**WEBSITE CONTRACT APPROVAL**

Knight presented a finalized contract from Revize for Website Management and Design services to the DDA Board. Knight assured everyone that the City's legal team has reviewed the contract and Revize has incorporated all recommended language. Knight also reminded the Board that the total cost for the project will be \$10,189, which includes design and hosting fees. In order to begin the project, Revize requires an initial deposit of \$4,997.

**Motion by** Gallagher, seconded by Pascaris to approve a contract with Revize for website design and maintenance totaling \$10,189, plus 3 year subscription service paid using the Revize Client First Plan and authorizing the DDA Executive Director to pay the \$4,997 deposit to begin the project.

**Motion carried 6-0-3**

Knight let the Board know that the Website Update Project will be highly staff intensive and so staff is looking to create a Communications Committee to assist in the process. Knight will also be reaching out to set a date for a kick-off meeting with Revize to begin this project.

**MAIN STREET TECHNICAL VISIT**

Knight shared the Technical Visit Application with the Board asking that they choose two options to propose for the visit. After discussion, the Board chose Option #1 being assistance developing a Communications and Marketing Plan and Option #2 being Design Assistance for seasonal plant installations.

**Motion by** Skrzycki, seconded by Clement to approve a 2018 Main Street Technical Visit request and submittal of application with Option #1 being Communications and Marketing Plan and Options #2 being Design Assistance for season plant installations.

**Motion carried 6-0-3**

**CLOSED SESSION – PROPERTY ACQUISITION**

**Motion by** Gallagher, seconded by Buck to move into the Closed Session regarding Property Acquisition at 8:01 p.m.

**Motion carried 6-0-3**

**Motion by** Gallagher, seconded by Buck to move out of the Closed Session regarding Property Acquisition at 8:21 p.m.

**Motion carried 6-0-3**

**Motion by** Pascaris, seconded by Gallagher to approve what was discussed in the Closed Session regarding Property Acquisition.

**Motion carried 6-0-3**

### **OTHER BUSINESS**

None.

### **BOARD COMMENT**

Gallagher shared positive Art on the Grand feedback with the Board. Gallagher also mentioned that she has concerns over the Design Committee's operations due to costly mistakes made in the past and the over budget decisions suggested the DDA keep an eye on this committee moving forward.

Buck let staff know he would like to attend the ZingTrain Workshop in July. Buck also shared comments from City Council regarding the Maxfield Training Center PUD and Townhouse Project emphasizing the importance of the project's intent to attract young professionals to the community. Buck suggested the DDA incorporate this intent into their own vision for downtown moving forward. The DDA Board agreed and Buck, Skrzycki and Knight will work together to draft a letter to the community about the benefits of this project and the importance of attracting the next generation of Farmington residents.

In line with the letter, Craft reiterated that the DDA needs to continue to work on its PR and promote the good ideas and accomplishments that come from the DDA.

### **ADJOURNMENT**

**Motion by** Buck, seconded by Pascaris to adjourn at 8:36 p.m.

**Motion carried 6-0-3.**

Respectfully Submitted,

Lydia Macklin-Camel  
Staff, Farmington DDA

The next regular meeting will be held at 6:00 p.m. on Wednesday, July 11, 2018, in the conference room at Farmington City Hall.