



8:00AM Wednesday, Dec 6, 2023
City Hall Conference Room
23600 Liberty Street
Farmington, MI 48335

REGULAR AGENDA

The Meeting was called to order at 8:00pm by Todd Craft.

1. Roll Call

Present: Todd Craft, Johnna Balk, Donovan Singleton, Linda Deskins, James McLaughlin, Claire Perko (8:05)

Absent: Chris Halas, Tom Pascaris

Others Present: Kate Knight, Jess Westendorf

2. Approval of Consent Agenda

a. Minutes: November 1, 2023 Regular Meeting

b. Minutes: August 31, 2023 DDA Design Committee

c. Accept Heather Lyon Resignation

Motion by Singleton, second by McLaughlin, to approve the items on the Consent Agenda. Motion passes unanimously.

3. Approval of Regular Agenda

Motion by Singleton, second by Deskins, to approve the items on the Regular Agenda. Motion passes unanimously.

4. Public Comment

Opened and closed by Craft at 8:01am.

5. Financial Update (Audit Final June 2023)

Overview by Knight. Annual report and Quarterly Report.

6. Executive Director Update

Heather Lyon has resigned from her position at GLP. We have one open seat that will be posted soon. Welcome to Johnna! Discussion of remaining term lengths. Ladies Night Out was a couple weeks ago with Alexander Steward hosting the Market Pop Up. We were awarded a million-dollar ARPA from Oakland County to share with other Oakland County Downtowns. Meeting with MSOC to discuss shovel ready projects and matching capabilities. MTC will push for January 2024 for approval of two crucial DDA documents necessary to the deal to close.

7. Publication of Annual TIF Report

Motion by McLaughlin, second by Singleton, to authorize the publication of the Fiscal Year 2022-23 Annual Report on the DDA website. Motion passes unanimously.

8. Consideration to approve 2024 Calendar of Events

Overview of event calendar, discussion of procedure, and two additional series:

- Fitness & Wellness programming for Memorial Park with the help of a board member on "Workout Wednesday" nights.
- Live Music Series at Dinan Park for adjacent businesses to support live music and activate new space. Thursday night series.

DDA would provide branding for two new series with logistical support from board members and adjacent businesses.

MOTION by Perko, SECONDED by Singleton that the Board shall approve the 2024 Events Calendar with the additional of Fitness and Wellness programming at Memorial Park and music series at Dinan Park. Motion passes unanimously.

9. Committee Updates:

a. Promotions Committee

Reviewed upcoming waterbill inserts
Fantastic Ladies Night Out, Downtown Farmington Gift Card BOGO that sold out immediately, Local Gems contest through Oakland County for Small Business Saturday with PR moment coming up 12/13 for the winner that was selected from Farmington, Holly Days with Sparkle in the Syndicate request.

b. Organization Committee

No updates

c. Business Development Committee

No updates

d. Design Committee

Reviewed preliminary rendering for Masons Corner.

e. Public Art Committee

None

10. Other Business

None

11. Board Comment

None

12. Adjournment

Motion to Adjourn by Perko and Seconded by Singleton to adjourn at 9:24am. Motion passes unanimously.

Dates of Interest:

December 13, Presentation of Oakland County Small Business Local Gem contest winner at Farmington Brewing Company, 2pm

December 18, City Council Presentation of Main Street Oakland County/Genisys Grants

December 31, Harry Potter and the Bicentennial Skate, Riley Park Ice Rink

January 10, 2024, DDA Regular Board Meeting

January 25, 2024, Main Street Accreditation, 8:00am-all day