



The May 2, 2018 meeting was called to order by Todd Craft at 6:04 p.m.

**ROLL CALL**

PRESENT: Stephanie Clement, Todd Craft, Rachel Gallagher, Kathy Griswold, Sean Murphy, Tom Pascaris, Micki Skrzycki

ABSENT: Tom Buck and Steve Schneeman

OTHERS PRESENT: Kate Knight, DDA Executive Director  
Chris Halas, Design Committee Member  
Lydia Macklin-Camel, DDA staff

**APPROVAL OF ITEMS ON CONSENT AGENDA**

**Motion by** Gallagher, seconded by Pascaris to approve the following items on the consent agenda:

- a. Financial Report
- b. Minutes: March 13, 2018 Special Meeting
- c. Minutes: April 11, 2018 Meeting

**Motion carried 7-0-2.**

**APPROVAL OF REGULAR AGENDA**

**Motion by** Skrzycki, seconded by Gallagher to approve the May 2, 2018 agenda as presented.

**Motion carried 7-0-2.**

**PUBLIC COMMENT**

Call to the Public at 6:06 p.m.

None.

Call to the Public closed at 6:06 p.m.

**FINANCIAL SNAPSHOT**

Kate Knight prepared and presented a Financial Snapshot for the DDA Board. The DDA Board expressed appreciation for the new financial report summary, created by Board Member, Rachel Gallagher stating it is much easier to read and understand.

Todd Craft let the Board know that the DDA has recently come under community scrutiny, being criticized for their funding and spending, especially of their fund balance. Craft suggested the board create a campaign that helps the community understand what the DDA does and in doing so, help the community understand how the DDA spends its money and why a fund balance exists. The Board concurred and decided to have a deeper conversation about enhancing communications and branding at a future meeting.

DDA Board directed staff to track down previously completed branding initiatives to bring to the next conversation. Tom Pascaris also suggested that in the meantime, staff amend future Financial Snapshots to contain the line item "Projected Expenses" for added transparency.

## **FARMINGTON ANNUAL MAIN STREET EVALUATION REPORT**

Kate Knight let the Board know that Downtown Farmington was accredited once again by the Main Street Associate at the Select Level (highest level) by the Oakland County Main Street Organization. Knight also let the Board know that Downtown Farmington was assigned a new Main Street Program liaison, Tim Colbeck.

Knight outlined feedback from the 2017 accreditation process:

Areas of Improvement:

- Mission Statement (enhance message)
- Historic Preservation (create formal process)
- Volunteer Outreach (enhance utilization)

Knight let the Board know that the program has a new self-guided checklist that Farmington can take advantage of to improve in these areas for the 2018 accreditation. She let the board know that they can set up a meeting with the program liaison to get acquainted and discuss ways to improve in the above areas as well as grant eligibility. The Board directed staff to set up a meeting with program liaison, Tim Colbeck and to include a discussion about improving communications, branding, and storytelling in that conversation.

## **COMMITTEE UPDATES**

### a. DDA Design Committee

Kate Knight shared the revised site plan for the Oakland Street Improvement Project with the DDA Board. Knight let the Board know that with direction from the Design Committee, OHM Advisors will revise the site plan with additions discussed at the most recent meeting which include seven-foot sidewalks and congruent street lighting.

### b. Public Art Committee

Kate Knight let the Board know that the Public Art Committee's call for artists for their mural project had a great turnout with five applications to be juried at their

meeting on May 9, 2018. Once the artist is identified by the Committee, staff will start the legal process with City Council as moving this project forward will involve revising the City's current sign ordinance to consider the connection between public art and free speech.

Knight let the Board know that sculpture pads for the David Barr exhibit are to be poured in Riley Park. Staff hopes to complete this project and install the sculptures before Art on the Grand beginning on June 2, 2018.

### **WEBSITE UPDATE DISCUSSION**

Staff has been evaluating the effectiveness of the Downtown Farmington website. The current site was created nearly 10 years ago and is due for an update. According to staff, the primary issue with the current site is that it is difficult to update in-house and if staff need help from the company who created the site, Webesender, they are charged a steep fee. On a recommendation from Lydia Macklin-Camel, who recently went through a similar process in City of Brighton, Kate Knight met with Revize, a website design and management company based in Troy, MI. Macklin-Camel had vetted three companies in her time at City of Brighton including Muniweb, Civic Plus, and Revize. A comparison of the three companies was shared with the DDA Board. Staff recommended that the Board move forward with Revize and shared a proposal from Revize for DDA Board review outlining costs and updates to the Downtown Farmington website. In light of the Board's desire to enhance communications and branding, the DDA Board made a motion to move forward with the website redesign and to work with the staff's recommendation, Revize.

**Motion by** Skrzycki, seconded by Gallagher to move forward with the proposal as submitted by Revize and authorize the DDA Executive Director to pursue a contract for website design and management services with Revize.

**Motion carried 7-0-2**

### **CLOSED SESSION – PROPERTY ACQUISITION**

**Motion by** Gallagher, seconded by Murphy to move into a Closed Session regarding Property Acquisition at 7:48 p.m.

**Motion carried 7-0-2**

**Motion by** Gallagher, seconded by Skrzycki to adjourn the Closed Session regarding Property Acquisition at 8:28 p.m.

**Motion carried 7-0-2**

### **OTHER BUSINESS**

Todd Craft shared that Maria Showich-Gallup and Cathi Waun from the Farmington Community Library Board are working on a grant to fund the creation of a Storybook Walk in downtown Farmington. This project will promote literacy and public art

within the community. They are asking that the DDA call to their volunteer base to get some extra hands on the project. Micki Skzycki suggested they inquire with the local Boy Scout troops for volunteer assistance and reminded the DDA that this project will require easements and other legal documents.

Staff will look into how they can help move this project forward with volunteer assistance and legal administration.

## **EXECUTIVE DIRECTOR UPDATE**

Kate Knight provided an update on the following:

### **Communications and Promotions**

Ladies Night Out was Thursday, April 26 5:00-9:00pm. The event was a success with long-awaited sunshine and warm weather. Merchants have reported positive feedback and are looking forward to the second LNO in November. DDA partnered with Village Mall Merchants to produce a Pop-Up art gallery, featuring four juried Art on the Grand artists. Opening night, Ladies Night Out, the gallery reported more than 250 visitors.

Concert lineups and sponsors are finalized. Glossy cardstock mailers will hit 25,000 homes in May, featuring RhythMZ in Riley Park and the new LunchBeats series. Website, social media and eblasts will go out over the next month.

### **Business Development**

Samurai has submitted site plans and is preparing a redevelopment liquor license application. DDA is working with developer and adjacent property owners to maximize parking opportunities.

Sidecar is under construction, with outdoor seating featuring firepits facing Grand River and a three season enclosure on the west entrance. Sidecar may apply for DDA sign incentive for a "vintage" projecting marquis sign.

### **Public Art**

Conservation is underway for the Barr sculptures at DPW. Media release has been shared with City of Novi; we await their approval for publication.

Our deadline for mural artist application is May 1. Artists will be notified by June 1. The theme is "Cultivating Community". The Public Art Committee will meet on May 9 to jury applications.

### **Repairs and Maintenance**

Replacement of the irrigation system has begun. DDA staff will conduct a walk through appraisal with Sue Grissim of Grissim Metz Associates on May 10. DDA staff hopes to create a design guidelines template for downtown landscape

maintenance to serve as a working document for creating standard design vocabulary and recommended conservation.

### **Organization**

Main Street Oakland County's [annual awards](#) are May 10 at the historic Strand Theater in Pontiac. The DDA Board has been personally invited by Oakland County Economic Development.

The Annual Volunteer Appreciation Event was April 23, 6:30-8:30pm at Cowley's, with eighty attendees.

### **BOARD COMMENT**

None.

### **ADJOURNMENT**

**Motion by** Skrzycki, seconded by Clement to adjourn at 8:54 p.m.

**Motion carried 7-0-2.**

Respectfully Submitted,

Lydia Macklin-Camel  
Staff, Farmington DDA

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