



Monday, November, 4 2019 Farmington City Hall

The November 4th meeting was called to order by Todd Craft at 6:04 p.m.

1. REGULAR AGENDA

1. Roll Call

Present: Todd Craft, Kathy Griswold, Stephanie Clement, Rachel Gallagher, Sean Murphy

Absent: Tom Pascaris, Micki Skryzcki, Tom Buck, Steve Schneemann,

Others Present: Kate Knight, Jessica Westendorf

2. Approval of Items on Consent Agenda

a. Financial Report

b. Minutes: October 2, 2019 DDA Regular Meeting

c. Minutes: October 15, 2019 DDA Special Meeting

Motion to approve items on the consent agenda

Result: Approved [Unanimous]

Moved: Gallagher

Seconded: Griswold

3. Approval of Regular Agenda

Motion to approve items on the regular agenda

Result: Approved [Unanimous]

Moved: Gallagher

Seconded: Clement

4. Public Comment

Opened and closed at 6:05

5. Financial Snapshot

Overview of financial snapshot by Knight: July, August and September review.

Craft: Question regarding timing of payout on Oakland. Knight: Confirmed it's not closed out yet, but very close. Saved quite a bit by bidding it out locally.

No other questions.

6. Executive Director Update, Overview by Knight

- TAP Grant submitted, large undertaking. Almost 100 pages of support documentation. Have absolute minimum match on DDA's Part. Applied for 1.5M dollars, which would equate to 250K less for DDA and City each.
 - Craft: Job well done, Kate.



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- Bond reissuing- Saved over \$150K in bonds which will realize \$11K annually.
- Harvest Moon- profit up significantly with additional night. Can cover more than the cost of Rhythms in Riley Park Concert Series sponsorship.
- LED conversion- evaluating test at Dress Barn.
- City and DDA hosted developer and broker luncheon in October. Prospective buyer and seller for Village mall were both present.
- Oakland Street reconstruction and streetscape is nearly complete. Looks like we are holding off on plant material until next spring. Road will be paved and parking will be activated for the holiday season!
- Craft and Knight are attending the Michigan Downtown Conference this week.

7. Oakland Street Planting Bid Award Ratification

- Reviewed bid packet. Willson Swykert was the lowest Bid.

Motion to authorize the Executive Director to award and administer Oakland Street Planting Project to vendor Willson Swykert for an amount not to exceed \$20,328.65.

Result: Approved [Unanimous]

Moved: Murphy

Seconded: Gallagher

8. Rhythms in Riley Park Funding

Motion to allocate \$12,500 from the 2019 Harvest Moon Proceeds to reimburse the Rhythms in Riley Park 2019 Concert Series, GL 248-766.00654.100.

Clarification: Gallagher requested clarification regarding other Fall programming.

Result: Approved [Unanimous]

Moved: Griswold

Seconded: Clement

9. Harvest Moon Financial Summary

Reviewed financial summary of almost 100% growth in profit.

Griswold: Question regarding food vendors showing negative growth. Westendorf: Tracking down a couple food trucks that still need to pay the bill, which will bring the food vendor revenues to flat.

Discussion of options to use the remaining \$5K in profits from Harvest Moon.

- Fall activity programming at Riley Park with bonfires.
- Other October programming- i.e., taking inspiration from Skeletons are Alive in Northville. Considering "Raven Fest", or a scarecrows type option. Knight suggested: Raven Fest- "Poe's The Raven", etc.



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- Bill's Beer Garden Idea- How to incorporate this type of beer garden during Rhythms in Riley Park on Friday night. Pop up bar on chiller pad. Plan three pop-ups during this concert series. FBC is interested in running the beer garden during select evenings. Discussion of how many liquor licenses we can get. Goal to keep it a family friendly event.
- Beer garden pop up near Hershey's building. Board is in favor of taking over that lease if the opportunity arises.
- Pop up Restaurant- Craft suggested Frame in Hazel Park as inspiration
- Plan to brainstorm on "S'mores and Bonfires October" programming.

Motion to have three pop up beer garden events during Rhythms in Riley Park, one in June, July, and August. Dates to be announced.

Result: Approved [Unanimous]

Moved: Gallagher

Seconded: Griswold

10. Executive Director Annual Evaluation

- Knight recused herself.
- Craft: Overview of meeting with Schneemann, Craft, and Knight last week. Had Knight do a self-evaluation prior to meeting. Craft shared with the board. Discussion ensued; review was positive. Evaluation will go to record.

11. Executive Director Contract Clarification

Craft overview: creating a motion to confirm what we thought we had done already, moving the DDA to an autonomous position.

Revenues are up, we are able to move to a more autonomous relationship with the City, despite having a great working relationship with them.

Motion to approve that the Executive Director contract align compensation eligibility with contract language identical to non-union City employees, as of July 1, 2019.

Result: Approved [Unanimous]

Moved: Griswold

Seconded: Gallagher

Motion to approve the DDA contract for Kate Knight as Executive Director, and to continue the same pay and benefits as currently offered through City of Farmington employee structure

Result: Approved [Unanimous]

Moved: Clement

Seconded: Griswold

Knight returned.

12. Committee Updates:

- **Design Committee-**
 - Has not met. Will plan to meet in December. Getting businesses to apply for the façade improvement grant. Met with Ron Campbell, Main Street Oakland



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County preservation architect, regarding the Vines building. Planning to do the building first thing in spring to roll right into a mural project.

- Compelling drawings for the Farmington Savings Bank building. Many items that could be considered as modernization of the building. Not just a restoration, but a renovation.
- **Public Art Committee-**
 - Craft: No meeting this month. Not much to share on the public art front. Cathi Waun has applied for a grant from GMAR to buy the big blue dog. 7ft tall in Douglas. Very engaging- lots of people approaching for selfies.
 - Craft: Mural is done- There are lovers and haters. Discussion- Gallagher does not like it.
- **Promotions Committee-**
 - Meeting tomorrow morning- so no updates.
 - Discussion of Metromode funding:
 - Out of money to allocate to Metromode. This has been a very successful run- more than a calendar of events for the year. Hope was that we would qualify for MEDC funding by being redevelopment ready to put funding towards this.
 - Great coverage of VegFest, hoped they will come back, and the festival confirmed via facebook that they are coming back.
 - Is this worth the cost of the article to have VegFest come back to town? Yes.
 - Love the content, but we were assured by vendor that we would have coalition funding.
 - Griswold: fantastic articles, a great run. Is it worth some of the articles, yes. Is it worth some of the others, no.
 - Gallagher: Suggested that we have other people write articles, or volunteer, and host on our website.
 - Craft: There have been a couple articles that were published about content that we don't feel support the downtown.
 - Knight: Part of the fee is the reach that Metromode has. ie the Design Discussion was picked up by MEDC and pushed to their platform.
 - Craft: We have over 30 stories—a lot of content that can be reposted. Goal was to rise to a new level and reach and push the word farther.
 - Gallagher: Discussion of sponsorship potential.
 - Knight: Will review again in January to see how we want to budget it for 2020. Consider an ala cart option.

13. Other Business

- Gallagher:
 - Update on parking enforcement. Michael has been very successful at pushing violators out. New cameras that cover all the lots and around the pavilion, and we can monitor parking issues. Let us know if there are parking concerns or walkability issues we need to monitor.
 - Photo of map kiosk, and Craft confirmed it does get traffic- would like to have a map.
 - Discussion of Kiosk Map:
 - Griswold- a map or something that can be scanned to view an app with the current list of business.



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- Knight- 3 kiosks, should they all be the same, or different?
- Griswold- opinion that all three kiosks should be the same.
- Clement- agrees for ease of replacing that Kiosk should be the same.
- Gallagher- include parking map with 3hr, 2hr, etc times.
- Knight- meeting with Salem church scheduled
- Discussion of jaywalking on Farmington Road near Merle Norman and Jill's Pharmacy.
- Discussion of Blue Hat timeline— November 1st deadline pushed to December 1st. Good news that they are restoring a historic building that has never been on the tax roll before.
- Clement- Unfortunately it is time to resign. Official closing date of DressBarn is December 26th. I don't want to hold my seat forever. This has been good, quite the experience in the last 4 or 5 years. It's been fun to be involved.
- Craft- Offer to have Stephanie stay on another month.
- Discussion of construction going on behind CVS.

14. Board Comment

- Board all agrees that they will miss Stephanie!
- Craft: Excited that the board unanimously approved contract for Executive Director and alignment with city employees. Appreciates that the board supports Knight and her work.
- No additional comments

15. Adjournment

Motion to adjourn.

Result: Approved [Unanimous]

Moved: Gallagher

Seconded: Griswold