



## FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY

### Meeting Minutes

Wednesday, September, 7 2019

Farmington City Hall

**The September 4<sup>th</sup> meeting was called to order by Todd Craft at 6:03 p.m.**

**1. Roll Call**

Present: Todd Craft, Tom Pascaris, Micki Skryzcki, Tom Buck, Kathy Griswold, Stephanie Clement, Sean Murphy (arrived 6:30pm)

Others present: Kate Knight, Jessica Westendorf

Absent: Steve Schneemann, Rachel Gallagher

**2. Approval of Items on Consent Agenda**

a. Financial Report

b. Minutes: August 7, 2019 DDA Regular Meeting

c. Minutes: July 24, 2019 Public Art Committee Meeting

e. Minutes: June 12, 2019 Promotions Committee Meeting

**Motion to approve items on the consent agenda**

**Result:** Approved [Unanimous]

**Moved:** Griswold

**Seconded:** Clement

**3. Approval of Regular Agenda**

**Motion to approve items on the regular agenda**

**Result:** Approved [Unanimous]

**Moved:** Buck

**Seconded:** Pascaris

**4. Public Comment**

Opened and closed at 6:04

**5. Financial Snapshot: Pre-Audit End of FY 2018-19**

Knight overview

Buck: Fund Balance question- Did Oakland street improvements end up in here? Knight

Confirmed

Final closeout of 2018 will be sent out before the next meeting to review.

**6. Executive Director Update**

Farmington Rd Streetscape- preparations have resumed. Enthusiasm from merchants! Tomorrow meeting with Road Commission of Oakland County to match with financial commitment and/or written support. Project is contingent upon receipt of TAP grant. Joint City Council, DDA meeting scheduled for October 9. City would finance, DDA could contribute toward debt service.

Discussion regarding TAP grant cycle deadline moving up.



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Metromode: reached more than 10K people each on Farmington's social media alone.

Discussion of wonderful Dressbarn article and Plus Skateboarding article.

Asked to cover Veg Fest for next article with photo essay.

Two grant application submitted this week, 1) Move migration support and 2) Rent subsidy for 6-months on new business.

Won Flagstar Bank Grant for façade improvement at the Vines!

FCT mural has been approved by City Council- artist to install, pending DDA approval.

Business Development trip to Bill's Beer Garden was a success! Great operation of 50 tables set up very quickly. Family friendly environment. A great option for Riley Park chiller pad in the future. Discussion of different locations and size requirements- Masonic or alley between Fresh Thyme and Fitness19. Discussion of liquor license requirements with a family friendly environment. Private partnership incentive and other municipal examples.

7. Public Art Installation: Mural at the Farmington Civic Theater

Working closely with public art committee, city council, and Scott Freeman.

**Motion to approve the authorization of \$2,500 for the mural project artist stipend and supplies, from 248-000.00-970.000, Capital Outlay, and an amount not to exceed \$1,000 for tree removal and replacement, from 248-759.00-930.000**

**Result:** Approved [Unanimous]

**Moved:** Skryzcki

**Seconded:** Pascaris

DISCUSSION:

Buck: Requested confirmation that all board members comments were taken into account and discussed. Confirmed.

Buck: Comment that "reply all" by individuals is on the edge of deliberating. Ensure that we are careful in the future.

Westendorf clarified that it was a committee response, not a board response.

8. Metromode Agreement: September/October 2019

Knight: Exact same agreement we have reviewed for the past three rounds.

Once redevelopment ready status is confirmed, in November, we are hoping for support from city and MEDC for this project

**Motion to approve the authorization of \$8,000 for IMG/ Metromode for continued engagement in September/October 2019, of Downtown Farmington in news reporting, communications and content deliverables as detailed in contract**

**Result:** Approved [Unanimous]

**Moved:** Buck

**Seconded:** Murphy



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#### 9. Founders Festival Discussion

Buck- Need to determine preference to get ahead of preparation. In Farmington vs At Shiawassee vs split between two locations.

Discussion of business at Dressbarn in relation to Founders Festival. Dressbarn recorded sales increase on Saturday of Founders Festival, despite not having event downtown.

Buck: Consider having beer tent in Downtown, Kids activities & crafts at Shiawassee.

Shuttle makes sense if there isn't food competition in the park.

Craft: Positive feedback from attendees about it being in one place. Liked the band location, and adjacencies to kid activities.

Discussion what would best serve downtown, which programming activities- bingo tent, beer tent, scavenger hunt, movie.

Buck to draft a paragraph to review at the next meeting.

#### 10. Committee Updates:

a. Design Committee- has not met since the last board meeting.

b. Public Art Committee- Meeting had lots of discussion of FCT mural project, and a future mural and the Vines, Doug Delind project- Legato is the 1<sup>st</sup> stop, Clothes Encounters is 2<sup>nd</sup>. Would love to see at high visibility location Starbucks or Dagwood's.

c. Promotions Committee- met last week to discuss Metromode, committee recommended to move forward with Metromode. MSOC tourism website featuring downtowns. Water Bill Insert- featuring Ladies Night Out. St Creative working on design, and Halas working on copy.

d. Harvest Moon Committee- Pep rally was well attended. Need to solicit more volunteers. Next committee meeting is 9/11.

#### 11. Other Business

No other business

#### 12. Board Comment

Buck: Doing good things. Everyone seems to be engaged, which is great. As long as that continues to happen, good things will happen in our city. Great Job!

#### 13. Adjournment

Pascaris Motion

Clement Second

Unanimously Approved