



Downtown Development Authority Board of Directors Minutes

Friday, March 19, 2021 at 12:00 PM
Remote Meeting via Zoom

ZOOM REMOTE MEETING INFORMATION

Webinar ID: 914 1822 7857

Password: 337459

CLICK HERE: [Online Link](#)

Telephone: 646.558.8656 or 312.626.6799

CLICK HERE: [Public Comment Form Link](#)

In accordance with Emergency Orders issued by the Michigan Department of Health and Human Services, Oakland County, local officials, and State of Michigan legislation, which allows for electronic meetings of public bodies, notice is hereby given that the DDA will be meeting electronically using www.Zoom.us for videoconference and public access.

1. Call to Order at 12:06 p.m.

Present: Fred Prime (Lathrup Village, Oakland County, MI), Mark Watts (Lathrup Village, Oakland County, MI), Bryan Ford (Wixom, Oakland County), Bobbi Lovins (Lathrup Village, Oakland County, MI) Pam Shermeyer (Lathrup Village, Oakland County, MI), Sheryl Mitchell Theriot (Lathrup Village, Oakland County, MI), Shyla Beltur (Lathrup Village, Oakland County, MI)

Excused Absent: Kelly Garrett and Dan Sugg

Other Present: Pam Bratschi (Treasurer), Chris Clough (Parks & Recreation Director), Cori Dahl (DDA Manager), Susie Stec (DDA Director)

Motion to excuse Dan Sugg and Kelly Garrett by Lovins, second by Ford; approved unanimously by a roll call vote.

2. Approval of Agenda

Motion to amend the agenda to add Restaurant Relief Oakland Together awards as agenda item E by Ford, second by Lovins; approved unanimously by a roll call vote.

Motion to approve agenda with amended items by Lovins, second by Shermeyer; approved unanimously by a roll call vote.

3. Approval of Minutes

A. Board of Directors Minutes 2-19-21

Motion for approval of February 19, 2021 minutes by Shermeyer, second by Lovins; approved unanimously by a roll call vote.

4. Financial Review

- A. February Financial Reports: Stec provided an overview of the financial reports.

Motion to receive and file financial reports by Mitchell Theriot, second by Lovins, approved unanimously by a roll call vote.

5. Committee Reports

- A. Economic Vitality Committee Minutes 3-5-21: Dahl provided an overview of the March meeting, mainly discussing rebranding options and working with local graphic designers that the EV committee had been exploring at previous meeting. Additionally, reopening the Lovin' Lathrup Village Business Relief Program was discussed through a Patronicity Campaign.
- B. Promotions Committee 3-18-21: Dahl provided an overview of upcoming Promotions including: Spring into Self-Care, Mental Health Awareness, and a Juneteenth Celebration Event.

6. Other Business

- A. National Main Street Conference: The conference is taking place virtually on April 12-14. Early bird deals end March 27. The full schedule and details can be found [here](#).
- B. Department Report - DDA/Community & Economic Development: Stec provided a summary of the Department Report covering site plan review, Planning Commission and the Comprehensive Plan, Adult Recreation Cannabis Use, Infrastructure projects, Self-Reporting Water Service Line Survey, and the upcoming Bike Path and Wayfinding.

7. Old Business—none.

8. New Business

- A. DDA Rebranding: Dahl provided an overview of the rebranding work that the Economic Vitality committee has done and the designer kittyShark. The group discussed the difference between a Downtown logo and the Lovin' Lathrup Village logo and agreed to assign the rebranding to stay within the Economic Vitality Committee.

Motion to select kittyShark as the designer and approve the \$2,800 towards brand redesign by Lovins, second by Watts; approved unanimously on a roll call vote.

- B. DDA Budget Draft FY 2020/21: Stec provided an overview of the proposed Budget Draft for FY 21/22. The Planning fees, Salaries, and Liability Insurance costs were discussed. Alleyway assessment process was discussed and possible funding options. The Board is set to approve the budget in April.

C. Beautification Task Force: Dahl discussed the benefits of creating a Beautification Task Force and the duties they would take on. Shermeyer will chair the Task Force.

Motion to establish a Beautification Task Force by Shermeyer, second by Lovins; approved unanimously on a roll call vote.

D. Earth Planter Purchase Approval

Motion to approve the purchase of Earth Planters but not to exceed \$8,000 by Lovins, second by Ford; approved unanimously on a roll-call vote.

E. Restaurant Relief Oakland Together Program: Dahl discussed awarding three Lathrup Village Restaurants reimbursement funds through Oakland County. Stec added that each would be awarded a maximum of \$10,000 to total \$30,000 awarded. The DDA would need to cover \$377 to allow the total of \$30,000. Stec also provided an overview of the reimbursement process.

Motion to award each restaurant a maximum of \$10,000 to approve the use of funds to allow for a total of \$30,000 but not over \$375 by Ford, second by Shermeyer; approved unanimously on a roll call vote.

9. Public Comment—none.

10. Adjourn at 1:06 p.m.

Motion to adjourn by Ford, second by Lovins.

Minutes prepared Dahl, DDA Manager, on behalf of Mitchell Theriot, DDA Secretary.