



Downtown Development Authority Board of Directors Agenda

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**

2. **Approval of Agenda**

3. **Approval of Minutes**

[A.](#) Board of Directors Minutes 2-19-21

4. **Financial Review**

[A.](#) February Financial Reports

5. **Committee Reports**

[A.](#) Economic Vitality Committee Minutes 3-5-21

B. Promotions Committee 3-18-21

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

7. **Old Business**

8. **New Business**

- A. DDA Rebranding
- B. DDA Budget Draft FY 2020/21
- C. Beautification Task Force
- D. Earth Planter Purchase Approval

9. **Public Comment**

10. **Adjourn**



DDA Board of Directors

Bryan Ford * Kelly Garrett, Mayor * Sheryl Mitchell * Bobbi Lovins *
Fred Prime * Pam Shermeyer * Dan Sugg, Chair * Dan Verderbar * Mark Watts

DOWNTOWN DEVELOPMENT AUTHORITY

BOARD OF DIRECTORS

REGULAR MEETING – **HELD REMOTELY**

FRIDAY, FEBRUARY 19, 2021—12 NOON

MINUTES

1. Call to Order: 12:05

Present: Bryan Ford (Wixom, Oakland County, MI), Bobbi Lovins (Lathrup Village, Oakland County, MI), Kelly Garrett—Mayor (Davenport, Polk County, FL), Fred Prime (Lathrup Village, Oakland County, MI), Pam Shermeyer (Lathrup Village, Oakland County, MI), Dan Sugg—Chair (Lathrup Village, Oakland County, MI), Sheryl Mitchell Theriot—City Administrator (Lathrup Village, Oakland County, MI), Mark Watts (Lathrup Village, Oakland County, MI)

Absent Without Notice: Dan Verderbar

Other Present: Pam Bratschi (Treasurer), Cori Dahl (DDA Manager), Susie Stec (DDA Director)

2. Approval of Agenda

Motion to approve the agenda by Prime, second by Lovins; approved unanimously on a roll-call vote.

3. Approval of Minutes

- a. Board of Directors meeting— January 15, 2020

Motion to approve minutes by Shermeyer, second by Lovins; approved unanimously on a roll-call vote.

- 4. **Election of Officers:** Stec explained that the January 22nd City Council meeting the two-year term for DDA Board officers was approved by City Council through the resolution to reduce the number of Board seats from ten (10) to nine (9). There was group consensus to allow current officers to continue for 2021 and term will end in April 2022.

5. Financial Review

- a. January 2021: Revenue & Expense, Activity/Journal Report; Comparative Balance Sheets

Bratschi provided a brief overview. Stec explained the budget amendments are still in process and will not be reflected in the reports.

Motion to receive & file financial reports from Jan. 2021 by Prime, second by Garrett; approved unanimously on a roll-call vote.

6. Committee Reports

a. Promotions (February 18, 2021)

Dahl provided an overview of what spring and summer events to host. There will be a month-long virtual Spring into Self-Care event in April where health, beauty, and wellness businesses will post tutorial videos. Shoppers who visit these businesses can turn in receipts to enter a raffle for a self-care gift basket. For summer events, the DDA will host a Southfield Corridor Clean-Up on June 12th from 9:00-11:00 a.m. and a Juneteenth event following the Art Fair on June 19th.

b. Economic Vitality (February 5, 2021)

Dahl provided an overview of the Lovin' Lathrup Village/Oakland Together Restaurant Relief Reimbursement Program. Oakland County awarded Lathrup Village over \$34,000 in grant money to be reimbursed to Lathrup Village restaurants and the Economic Vitality committee put together and will review the applications. Economic Vitality will also aid in the process of rebranding the DDA and Downtown District with a new logo. Shermeyer said she has some contacts she can reach out to. Sugg added that the committees and DDA should look long term on how events should support the DDA and City through diversity, inclusivity, and cultural.

7. Other Business

a. Director Report

Stec provided an overview, highlighting the Cannabis Primary Caregivers Ordinance passed by City Council on February 8th, 2021 and a resolution for special assessment for sidewalks starting in the summer.

b. Code Enforcement January 2021 Report

Stec provided a brief overview of the report and the group decided it would be best for the report to be broken between residents and district in the future.

c. National Main Street Conference April 12-14, 2021

The DDA will be able to support any of the Board members interested in attending the National Main Street Conference due to the reduced group rate.

d. National Main Street Recovery Planning

The group discussed the best way to go through recovery planning and decided each committee will take time in a meeting to go through and the Board will select a separate time to work through the dashboard together.

8. Old Business

a. Bylaw Amendments

Motion to approve Bylaw Amendments by Prime, second by Shermeyer; approved unanimously on a roll-call vote.

9. New Business

a. Sign Grant Application

Stec provided a brief overview of the new business Browslayer and location. The group discussed the current sign ordinance.

Motion to approve application with a 50% reimbursement of \$386 by Shermeyer, second by Lovins; approved unanimously on a roll-call vote.

10. Public Comment—none.

11. Adjourn at 12:55 p.m.

Meeting minutes prepared by Cori Dahl (DDA Manager) on behalf of Sheryl Mitchell Theriot (DDA Secretary).

03/14/2021 11:35 PM

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF LATHRUP VILLAGE

Page:

Item 4A.

User: PAM

FROM 494-000.000-000.000 TO 494-000.000-971.001

DB: Lathrup

TRANSACTIONS FROM 02/01/2021 TO 02/28/2021

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
494-000.000-010.000 TRUST ACCOUNT-GENERAL						
Journal GJ: GJ						
117768	02/28/2021	INTEREST POSTING - FEBRUARY 21	14859	Multiple	190.22	
Journal Totals					190.22	0.00
Totals for 494-000.000-010.000					190.22	0.00
Balance 02/01/21:				991,883.57		
Net Change:				190.22		
Balance 02/28/21:				992,073.79		

494-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: AP						
117404	02/11/2021	VANTAGEPOINT TRANSFERVnd: VANTA80304 FOR RHS PL		Multiple		82.45
117426	02/11/2021	AMAZON CAPITAL SERVICESVnd: AMA1X3H-4HMX-LWIW		Multiple		37.62
117445	02/12/2021	GIFFELS-WEBSTER ENG INCVnd: GWE122816		494-000.000-882.000		1,755.00
117450	02/12/2021	BLUE CARE NETWORKVnd: BLUECARE 21221		Multiple		2,774.29
117451	02/12/2021	CARDMEMBER SERVICEVnd: CARDMEMB21221		Multiple		31.78
117613	02/26/2021	GIFFELS-WEBSTER ENG INCVnd: GWE122691		494-000.000-882.000		145.00
117614	02/26/2021	GIFFELS-WEBSTER ENG INCVnd: GWE122692		494-000.000-882.000		145.00
117620	02/26/2021	ZIP ETC.INC.Vnd: ZIP Invoice: 1123866		494-000.000-844.000		80.00
117623	02/26/2021	STANDARD INSURANCE COMPANYVnd: 00 642946 0034		Multiple		56.15
117632	02/26/2021	VANTAGEPOINTE TRANSFER 803046Vn02262021		Multiple		82.45
Journal Totals					0.00	5,189.74
Journal CD: CD						
117464	02/12/2021	Check: NBDC 44970	44970	Multiple	37.62	
117469	02/12/2021	Check: NBDC 44975	44975	Multiple	2,774.29	
117473	02/12/2021	Check: NBDC 44979	44979	Multiple	31.78	
117485	02/12/2021	Check: NBDC 44991	44991	Multiple	1,755.00	
117510	02/12/2021	Check: NBDC 45016	45016	Multiple	82.45	
117646	02/26/2021	Check: NBDC 45029	45029	Multiple	290.00	
117664	02/26/2021	Check: NBDC 45047	45047	Multiple	56.15	
117666	02/26/2021	Check: NBDC 45049	45049	Multiple	82.45	
117670	02/26/2021	Check: NBDC 45053	45053	Multiple	80.00	
Journal Totals					5,189.74	0.00
Totals for 494-000.000-202.000					5,189.74	5,189.74
Balance 02/01/21:				750.00 DR		
Net Change:				0.00		
Balance 02/28/21:				750.00 DR		

494-000.000-214.101 DUE TO GENERAL FUND						
Journal CD: CD						
117464	02/12/2021	Check: NBDC 44970	44970	Multiple		37.62
117469	02/12/2021	Check: NBDC 44975	44975	Multiple		2,774.29
117473	02/12/2021	Check: NBDC 44979	44979	Multiple		31.78
117485	02/12/2021	Check: NBDC 44991	44991	Multiple		1,755.00
117510	02/12/2021	Check: NBDC 45016	45016	Multiple		82.45
117646	02/26/2021	Check: NBDC 45029	45029	Multiple		290.00
117664	02/26/2021	Check: NBDC 45047	45047	Multiple		56.15
117666	02/26/2021	Check: NBDC 45049	45049	Multiple		82.45
117670	02/26/2021	Check: NBDC 45053	45053	Multiple		80.00
Journal Totals					0.00	5,189.74
Journal PR: Payroll						
117774	02/15/2021	:PAYROLL - SEE PAYROLL REPORT	14862	Multiple		6,962.18
117776	02/28/2021	PAYROLL - SEE PAYROLL REPORT	14865	Multiple		6,119.28
Journal Totals					0.00	13,081.46
Totals for 494-000.000-214.101					0.00	18,271.20
Balance 02/01/21:				160,581.96		
Net Change:				18,271.20		
Balance 02/28/21:				178,853.16		

494-000.000-446.000 INVESTMENT INTEREST						
Journal GJ: GJ						
117768	02/28/2021	INTEREST POSTING - FEBRUARY 21	14859	Multiple		190.22
Journal Totals					0.00	190.22

User: PAM

FROM 494-000.000-000.000 TO 494-000.000-971.001

DB: Lathrup

TRANSACTIONS FROM 02/01/2021 TO 02/28/2021

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
494-000.000-446.000 INVESTMENT INTEREST						
Totals for 494-000.000-446.000					0.00	190.22
		Balance 02/01/21:		1,679.18		
		Net Change:		190.22		
		Balance 02/28/21:		1,869.40		
494-000.000-701.000 SALARIES FULL-TIME						
Journal PR: Payroll						
117774	02/15/2021	:PAYROLL - SEE PAYROLL REPORT	14862	Multiple	6,500.58	
117776	02/28/2021	PAYROLL - SEE PAYROLL REPORT	14865	Multiple	5,717.58	
Journal Totals					12,218.16	0.00
Totals for 494-000.000-701.000					12,218.16	0.00
		Balance 02/01/21:		51,208.30		
		Net Change:		12,218.16		
		Balance 02/28/21:		63,426.46		
494-000.000-703.000 EMPLOYEE TAXES & BENEFITS						
Journal AP: AP						
117404	02/11/2021	VANTAGEPOINT TRANSFEREMPLOYEE T80304 FOR RHS PL	Multiple		82.45	
117450	02/12/2021	BLUE CARE NETWORKEMPLOYEE TAXES21221	Multiple		2,774.29	
117623	02/26/2021	STANDARD INSURANCE COMPANYEMPLC00 642946 0034	Multiple		56.15	
117632	02/26/2021	VANTAGEPOINTE TRANSFER 803046EM02262021	Multiple		82.45	
Journal Totals					2,995.34	0.00
Journal PR: Payroll						
117774	02/15/2021	:PAYROLL - SEE PAYROLL REPORT	14862	Multiple	461.60	
117776	02/28/2021	PAYROLL - SEE PAYROLL REPORT	14865	Multiple	401.70	
Journal Totals					863.30	0.00
Totals for 494-000.000-703.000					3,858.64	0.00
		Balance 02/01/21:		21,037.83		
		Net Change:		3,858.64		
		Balance 02/28/21:		24,896.47		
494-000.000-726.000 OFFICE SUPPLIES						
Journal AP: AP						
117426	02/11/2021	AMAZON CAPITAL SERVICESOFFICE S1X3H-4HMX-LW1W	Multiple		37.62	
Journal Totals					37.62	0.00
Totals for 494-000.000-726.000					37.62	0.00
		Balance 02/01/21:		47.67		
		Net Change:		37.62		
		Balance 02/28/21:		85.29		
494-000.000-844.000 MAIN STREET PROGRAM						
Journal AP: AP						
117620	02/26/2021	ZIP ETC.INC.MAIN STREET PROGRAM123866	494-000.000-202.000		80.00	
Journal Totals					80.00	0.00
Totals for 494-000.000-844.000					80.00	0.00
		Balance 02/01/21:		35,801.38		
		Net Change:		80.00		
		Balance 02/28/21:		35,881.38		
494-000.000-882.000 PLANNING/CONSULTING FEES						
Journal AP: AP						
117445	02/12/2021	GIFFELS-WEBSTER ENG INCPLANNING122816	494-000.000-202.000		1,755.00	
117613	02/26/2021	GIFFELS-WEBSTER ENG INCPLANNING122691	494-000.000-202.000		145.00	
117614	02/26/2021	GIFFELS-WEBSTER ENG INCPLANNING122692	494-000.000-202.000		145.00	
Journal Totals					2,045.00	0.00
Totals for 494-000.000-882.000					2,045.00	0.00
		Balance 02/01/21:		15,793.01		
		Net Change:		2,045.00		
		Balance 02/28/21:		17,838.01		

03/14/2021 11:35 PM

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FROM 494-000.000-000.000 TO 494-000.000-971.001

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TRANSACTIONS FROM 02/01/2021 TO 02/28/2021

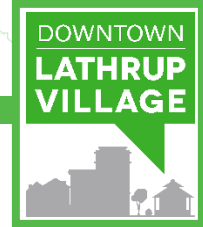
JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
494-000.000-955.000 MISCELLANEOUS EXPENDITURES						
Journal AP: AP						
117451	02/12/2021	CARDMEMBER SERVICE	MISCELLANEOUS21221	Multiple	31.78	
Journal Totals					31.78	0.00
Totals for 494-000.000-955.000					31.78	0.00
Balance 02/01/21:				1,238.74		
Net Change:				31.78		
Balance 02/28/21:				1,270.52		

Fund 494 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	PERIOD ENDED 02/29/2020	PERIOD ENDED 02/28/2021
*** Assets ***			
494-000.000-010.000	TRUST ACCOUNT-GENERAL	1,089,236.13	992,073.79
494-000.000-040.000	ACCOUNTS RECEIVABLE-OTHERS	10,000.00	0.00
494-000.000-042.000	ACCOUNTS RECEIVABLE-SPEC ASSES	12,600.00	12,600.00
494-000.000-084.101	DUE FROM GENERAL FUND	0.00	350,332.10
494-000.000-141.001	INFRASTRUCTURE	360,289.69	360,289.69
494-000.000-149.001	ALLOWANCE FOR DOUBTFUL DEBT	(10,000.00)	0.00
494-000.000-177.001	DEPRECIABLE ASSETS	16,280.25	25,243.25
494-000.000-193.000	ACCUMULATED DEPRECIATION	(106,909.22)	(138,244.22)
Total Assets		1,371,496.85	1,602,294.61
*** Liabilities ***			
494-000.000-202.000	ACCOUNTS PAYABLE	0.00	(750.00)
494-000.000-214.101	DUE TO GENERAL FUND	76,253.11	178,853.16
Total Liabilities		76,253.11	178,103.16
*** Fund Balance ***			
494-000.000-390.000	FUND BALANCE	1,340,049.75	1,518,412.77
Total Fund Balance		1,340,049.75	1,518,412.77
Beginning Fund Balance		1,340,049.75	1,518,412.77
Net of Revenues VS Expenditures		(44,806.01)	(94,221.32)
Ending Fund Balance		1,295,243.74	1,424,191.45
Total Liabilities And Fund Balance		1,371,496.85	1,602,294.61

PERIOD ENDING 02/28/2021

GL NUMBER	DESCRIPTION	2020-21	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	02/28/2021 NORM (ABNORM)	MONTH 02/28/21 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 000.000							
494-000.000-407.000	TIFA-CAPTURE TAXES	255,000.00	255,000.00	17,986.79	0.00	237,013.21	7.05
494-000.000-410.000	TAX COLLECTED OTHER	24,643.00	24,643.00	38,312.87	0.00	(13,669.87)	155.47
494-000.000-410.002	SPEC ASSESSEMENT - REVENUE	1,800.00	1,800.00	0.00	0.00	1,800.00	0.00
494-000.000-415.000	MISCELLANEOUS REVENUE	6,000.00	6,000.00	17,850.28	0.00	(11,850.28)	297.50
494-000.000-446.000	INVESTMENT INTEREST	10,000.00	10,000.00	1,869.40	190.22	8,130.60	18.69
494-000.000-543.000	FEDERAL/STATE GRANTS	0.00	0.00	4,000.00	0.00	(4,000.00)	100.00
Total Dept 000.000		297,443.00	297,443.00	80,019.34	190.22	217,423.66	26.90
TOTAL REVENUES		297,443.00	297,443.00	80,019.34	190.22	217,423.66	26.90
Expenditures							
Dept 000.000							
494-000.000-701.000	SALARIES FULL-TIME	71,820.00	71,820.00	63,426.46	12,218.16	8,393.54	88.31
494-000.000-702.000	SALARIES PART-TIME	5,500.00	5,500.00	0.00	0.00	5,500.00	0.00
494-000.000-703.000	EMPLOYEE TAXES & BENEFITS	22,000.00	22,000.00	24,896.47	3,858.64	(2,896.47)	113.17
494-000.000-722.000	LEGAL SERVICES	900.00	900.00	0.00	0.00	900.00	0.00
494-000.000-726.000	OFFICE SUPPLIES	200.00	200.00	85.29	37.62	114.71	42.65
494-000.000-802.000	TAX TRIBUNAL RETURNS	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
494-000.000-810.000	AUDITING & ACCOUNTING	800.00	800.00	800.00	0.00	0.00	100.00
494-000.000-822.000	TRAINING/MEMBERSHIP	4,500.00	4,500.00	75.00	0.00	4,425.00	1.67
494-000.000-844.000	MAIN STREET PROGRAM	20,000.00	20,000.00	35,881.38	80.00	(15,881.38)	179.41
494-000.000-845.000	STREETSCAPING	10,000.00	10,000.00	19,316.69	0.00	(9,316.69)	193.17
494-000.000-882.000	PLANNING/CONSULTING FEES	46,250.00	46,250.00	17,838.01	2,045.00	28,411.99	38.57
494-000.000-900.000	PRINTING/PUBLICATION COSTS	2,000.00	2,000.00	945.15	0.00	1,054.85	47.26
494-000.000-901.000	POSTAGE FEES	200.00	200.00	0.00	0.00	200.00	0.00
494-000.000-933.000	REPAIRS & MAINTENANCE	9,500.00	9,500.00	9,705.69	0.00	(205.69)	102.17
494-000.000-955.000	MISCELLANEOUS EXPENDITURES	1,300.00	1,300.00	1,270.52	31.78	29.48	97.73
494-000.000-971.000	SIGN GRANT PROGRAM	10,000.00	10,000.00	0.00	0.00	10,000.00	0.00
494-000.000-971.001	FACADE GRANT PROGRAM	20,000.00	20,000.00	0.00	0.00	20,000.00	0.00
Total Dept 000.000		226,970.00	226,970.00	174,240.66	18,271.20	52,729.34	76.77
TOTAL EXPENDITURES		226,970.00	226,970.00	174,240.66	18,271.20	52,729.34	76.77
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		297,443.00	297,443.00	80,019.34	190.22	217,423.66	26.90
TOTAL EXPENDITURES		226,970.00	226,970.00	174,240.66	18,271.20	52,729.34	76.77
NET OF REVENUES & EXPENDITURES		70,473.00	70,473.00	(94,221.32)	(18,080.98)	164,694.32	133.70



DOWNTOWN DEVELOPMENT AUTHORITY

Economic Vitality Committee

Friday, March 5, 2021, 9:00 AM--REMOTE

Minutes

1. Call to Order at 9:05 a.m.

- a. Present:** Bryan Ford, Bobbi Lovins, Fred Prime, Sheryl Mitchell-Theriot
- b. Other Present:** Cori Dahl (DDA Manager), Susie Stec (DDA Director)

2. Old Business

- a. Rebranding:** The committee reviewed local designers' portfolios for the DDA's rebranding initiative for a new logo. They are still waiting to review another designer but show interest in working with KittyShark.

3. Other Business

- a. Dashboard Training:** The group started work on Dashboard Training to review goals and future project plans for the Economic Vitality Committee and will continue at the next meeting.

4. Public Comment—none.

5. Adjourn at 9:58 a.m.



To: DDA Economic Vitality Committee
From: Cori Dahl, DDA Manager
Date: March 3, 2021
RE: DDA Rebranding

As previously discussed at the February 5th Economic Vitality Committee meeting, a goal of the DDA is to rebrand (logo, letterhead, font, etc.). I've talked with three different local designers:

[Kitty Shark](#)

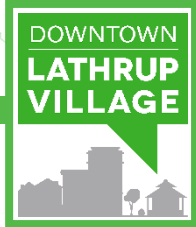
6-8 Week Process, including a period for design strategy workshoping. We'd be looking at something similar to the Signature Brand Experience for \$2,800 that includes 3 logo concepts, font selections, email signatures, letterheads, etc.

James Hollar

James works for The Detroit News and is a design editor. I am currently waiting for his online portfolio but will forward it as soon as I receive it.

[Ken Milburn of MergeLive](#)

I talked with Ken and he currently has limited availability but is willing to make room if necessary.



MEMORANDUM

TO: Sheryl Mitchell, City Administrator
CC: DDA Board of Directors
FROM: Susie Stec, Director – CED / DDA Director
DATE: March 12, 2021
RE: Department/Director Report

In an effort to provide consistent updates to the DDA Board of Directors, City Administrator, and City Council the following monthly is submitted for your review.

COVID-19 Resources

- A resource page has been created: http://www.lathrupvillage.org/how_do_i/resources.php. There are a series of links to financial resources & programs available to business.
- DDA intends to have another crowdfunding campaign and reprogram 20/21 budget items to re-establish the Lovin' Lathrup Village Business Relief Mini-Grants.

Events

- **Financial Planning February** had 8 attendees.
- **Spring into Self-Care** will a month-long, virtual event for the month of April. It will feature tutorials and other short videos from many of our LV businesses. The Promotions Committee is also planning a shopping promotion and drawing.
- **Spring Roll** to celebrate the implementation of the city's bike route a tour of the city is being planned with Parks & Rec for Saturday, June 5th. More details to follow.
- **Corridor Cleanup** will be on Saturday, June 12th from 9 – 11am. More details to follow.
- **Fireside Friday** is being held on Fridays from 11 am – 1 pm at the pavilion in Municipal Park. Event is being promoted on social media, website, and e-newsletter

Grants

- **OC Weatherization** – DDA was successfully awarded \$34,295 in Restaurant Relief Grant Program funds. The bulk of these funds will be used for COVID-19 expense reimbursement incurred by local restaurants. DDA will also be getting 2 sanitization stations to be located at Municipal Park, as well as 4 patio heaters to be used during Fireside Fridays. DDA Manager is developing an application for eligible restaurants.

Commercial Business/Property Updates

- 27215 Southfield Road received Conditional Site Plan Approval from the PC on 12/15 and obtained a variance for the required screen wall.
- A COVID-19 Testing Clinic is open at 27430 Southfield Road.
- Work was stopped at BP. A belated engineering pre-con meeting happened last week. Work to resume once all required information received.
- Staff had a pre-application meeting with Discount Tire. They would like to expand their parking lot, reconfigure the queuing space for cars, and construct an interior dead tire storage area. They will need to seek a non-conforming use determination from ZBA before moving through the special land use & site plan review process.
- Fortson Dental purchased Gentle Touch Dentistry and is exploring options to connect that building with his existing, adjacent building.

Comprehensive Plan update

- Planning Commission is finalizing the prioritization of the implementation strategies. PC is expected to forward the plan to City Council at their March 16th.

Cannabis

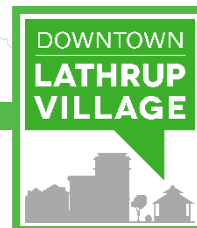
- Planning Commission & City Council had a joint meeting and public hearing on February 8th for the Primary Caregivers Cannabis Ordinance. The ordinance amendments were adopted at that meeting.
- Feedback was solicited from City Council & Planning Commission on the drafted ordinance language to allow for cannabis-related uses. Staff is working to refine the draft language. The next step is to develop scoring criteria. Targeting April 20th to present updated ordinance & evaluation criteria to Planning Commission.

Infrastructure

- Letters regarding Sidewalk Replacement Program and Water Service Line excavations will be mailed the week of March 15th. Instructions on self-identification of service lines will be included in both mailings.
- Susie & Rami will be working on a code enforcement approach to fixing the ditches & culverts on Cambridge.

Miscellaneous

- Staff and Main Street Oakland County met with members of the Historical Society to brainstorm options. MSOC is facilitating a needs assessment to help identify the next steps. The HS was interested in history walks.



DDA Memorandum

To: DDA Board of Directors
From: Susie Stec, DDA Director
Date: March 19, 2021
RE: Graphic Designer

As discussed at the February Board of Directors Meeting, the Economic Vitality Committee is leading the rebranding initiative for the Downtown District/Development Authority logo. At the March 5 Economic Vitality Committee Meeting, the committee members selected local graphic designer [kittyShark](#).

kittyShark offers a Signature Brand Experience for a total \$2,800. The payment process is as follows: \$980 as non-refundable deposit, \$700 due mid-project at the three-week mark, \$1,120 due at the end of the project before final files are delivered. This is a 6–8-week process that includes a brand discovery guide, design workbooks, color palettes, font selection, three logo concepts, adaptable logo, and more.

Recommended Motion

To select kittyShark as the rebranding graphic designer and approve \$2,800 for the rebranding budget.



DDA Memorandum

To: DDA Board of Directors
 From: Susie Stec, DDA Director
 Date: March 19, 2021
 RE: FY 21/22 Budget Draft

The DDA staff and Board of Directors make an earnest effort each year to make realistic revenue projections and budget accordingly. The FY 21/22 Budget Calendar is as follows:

DATES	ACTION
March 19, 2021	DDA: Budget Draft Comment and Review
March 22-26, 2021	Treasurer and City Administrator review budget requests with Directors
April 16, 2021	DDA: Approved Recommended FY 2021/22 Budget to City Council
April 19, 2020	COUNCIL MEETING - Set FY 2021/22 Budget Hearing Date - Set Public Hearing for 2021-2026 Capital Improvement Plan
May 3, 2021	SPECIAL MEETING & BUDGET STUDY SESSION - Review 2021-2026 Capital Improvement Plan - City Administrator Evaluation & Compensation
May 17, 2021	BUDGET STUDY SESSION - FY 2021/22 DDA Budget - FY 2021/22 Budget
May 17, 2021	COUNCIL MEETING - Budget Hearing & CIP Public Hearing - Approve 2021-2026 Capital Improvement Plan - Adoption of FY 2021/22 Budget (incl. DDA) - Adoption of FY 2020/21 Budget Amendments (or schedule a special meeting the week of May 24, 2021)
July 1, 2021	FY 2021/22 Budget Year begins

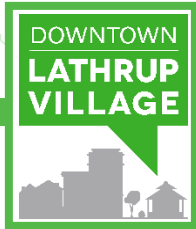
DDA Budget Draft FY 21/22

Item 8B.

REVENUES	BUDGETED 19/20	ACTUAL 6/30/20	BUDGETED 20/21	ACTUAL 12/31/20	AMENDED 20/21	PROPOSED 21/22	NOTES
TIFA-CAPTURE TAXES	92,837	308,173	255,000	17,987	255,000	255,000	
TAX COLLECTED OTHER	45,000	36,147	24,643	38,313	24,643	24,643	
SPEC ASSESSMENT - REVENUE	1,800	-	1,800	-	1,800	1,800	
INVESTMENT INTEREST	10,000	13,097	10,000	1,259	10,000	10,000	
FEDERAL/STATE GRANTS	-	5,866	-	-	-	-	
MISC. REVENUES	6,000	11,445	6,000	-	6,000	6,000	
Total Revenues	155,637	374,728	297,443	57,558	297,443	297,443	
EXPENDITURES	AMENDED 19/20	ACTUAL 6/30/20	BUDGETED 20/21	ACTUAL 12/31/20	AMENDED 20/21	PROPOSED 21/22	NOTES
SALARIES & WAGES	56,136	56,434	71,820	32,467	112,790	116,174	3% salary increase
PART TIME SEASONAL CREW	5,840	2,294	5,500	-	-	-	
EMPLOYEE TAXES & BENEFITS	23618	28,176	22,000	16,551	34,000	34,000	
LEGAL SERVICES	900	-	900	-	900	900	
OFFICE SUPPLIES	72	72	200	48	2,900	1,480	Adobe Subscription s&c, Revize
TAX TRIBUNAL RETURNS	874	-	2,000	-	2,000	2,000	
AUDITING & ACCOUNTING	800	800	800	800	800	800	
TRAINING/MEMBERSHIP	2,000	1,969	4,500	75	2,000	4,500	MAP, MDA, NMS Conference, other conf (assuming in-person)
MAIN STREET PROGRAM	15,814	4,991	20,000	35,801	43,000	16,500	CC, Artisan Market, Mini-grant, updated marketing materials
STREETSCAPING	22,910	5,535	10,000	15,386	32,000	24,000	Landscaping at CH, Gateways, Flowers -baskets, pots, gazebo; banners; xmas decorations
FARMERS MARKET	18,506	20,507	-	-	-		
PLANNING/CONSULTING FEES	38,186	28,621	46,250	11,974	46,250	42,100	
PRINTING/PUBLICATION COSTS	884	884	2,000	945	2,000	1,500	
POSTAGE FEES	-	-	200	-	200	200	
REPAIRS & MAINTENANCE	10,630	10,630	9,500	9,706	19,500	19,500	696 Mowing & Alley Maintenance
MISCELLANEOUS EXPENDITURES	1,516	2,118	1,300	1,239	6,100	6,100	Meadowbrook liability insurance
DEPRECIATION INFRASTRUCTURE	-	31,335	-	-	-	-	
CAPITAL EXPENDITURE	-	-	-	-	-	-	
SIGN GRANT PROGRAM	2,000	2,000	10,000	-	10,000	10,000	
FAÇADE GRANT PROGRAM	-	-	20,000	-	20,000	20,000	
TOTAL EXPENDITURES	200,686	196,365	226,970	124,991	334,440	299,754	

DDA Budget Draft FY 21/22

Item 8B.



DDA Memorandum

To: DDA Board of Directors
From: Susie Stec, DDA Director
Date: March 19, 2021
RE: Beautification Task Force

The development of a Design Committee was recognized as a key initiative at the National Main Street Center's Recovery Training. The Design Committee will take form as the Beautification Task Force, consisting of residents, business, and property owners. The Task Force will aid in shaping the physical environment of the district through education, good design, quality improvements, and development of planning standards to promote the future growth of the community.

The Beautification Task Force will focus on initiatives including Lovin' Lathrup Clean-Ups, the District Flower Baskets, adoption of Flower Baskets, banners, and more. Using a Task Force rather than a committee, will allow the Beautification Task Force to tap into the talents of the residents, business/property owners, and those with interests in the Downton District. In addition, a Task Force permits members to have greater flexibility and take on "assignments" that fit their own skills and availability.

Recommended Motion

To approve the development of a Beautification Task Force.



DDA Memorandum

To: DDA Board of Directors
From: Susie Stec, DDA Director
Date: March 19, 2021
RE: Earth Planter Purchases for Streetscaping

Expansion of streetscaping in the Downtown District is planned for Spring of 2021. This will include the purchasing of 22 Earth Planter hanging baskets and 22 brackets. These baskets and brackets will be installed on the streetlights within the Downtown District. We are currently working with Earth Planter for an updated quote on purchasing the additional baskets and brackets. Using FY 20/21 Budget, we have estimated the cost for the 22 baskets and brackets to be under \$8,000.

Recommended Motion

Approve purchase of Earth Planter baskets and brackets, but not to exceed \$8,000.