

Special Downtown Development Authority Meeting
Madison Heights, Michigan
October 18, 2022

A Special Downtown Development Authority Meeting was held on Tuesday, October 18, 2022 at 8:00 AM at City Hall - Executive Conference Room, 300 W. 13 Mile Rd.

PRESENT

Member Rickey Busler
Member Ruth Charlebois
Member Gordon Davignon
Mayor Roslyn Grafstein
Vice-Chair Yousif Jarbo
Member Joseph Keys
Member Joe Marando
City Manager Melissa Marsh
Member Lenea Renshaw
Member Jennifer Zmarzlik
Chair Michael Van Buren

ABSENT

Member Anthony Mancini
Member Michael Sheppard

OTHERS PRESENT

Community Economic Development (C.E.D.) Supervisor Giles Tucker
Business Services Coordinator Mary Daley
Councilwoman Toya Aaron

DDA-22-50 Excuse Members.

Motion made by Mayor Grafstein, to excuse member Mike Sheppard from today's meeting due to giving notice.

Voting Yea: Member Busler, Member Charlebois, Member Davignon, Mayor Grafstein, Vice-Chair Jarbo, Member Keys, Member Marando, City Manager Marsh, Member Renshaw, Member Zmarzlik, Chair Van Buren

Absent: Member Sheppard, Member Mancini

Motion carried.

MEETING OPEN TO THE PUBLIC:

There were no members of the public wishing to speak.

REPORTS:

Small Business Saturday

C.E.D. Director Giles Tucker gives an update on plans for the upcoming Small Business Saturday on November 26th. He should be receiving promotional materials soon. These materials will include shopping bags, promotional cards, and 3x5 posters.

Oakland County's new Small Business Saturday Promotion is called the "Local Gems Sweepstakes" and encourages people to shop local. Participants send selfies of themselves shopping at local businesses to Oakland County to be entered to win up to \$1000. Director Tucker said we would update the board with more information as it becomes available.

Holiday Decoration Update

At the last meeting, the DDA approved \$5000 towards the repair, restoration, and installation of the holiday decorations through the DDA area. DPS has tested about 24 of 52 the DDA anticipates to include this holiday season. They still need to be cleaned. There has been no update since then. At that time, there was some debate about the safety and viability of the decorations. Manager Marsh will follow up with DPS Director Almas on this.

Trash Bins and Welcome Sign Area

DPS will be pulling trash bins and powder coating them. Quotes will be obtained for a TREX Welcome Sign at the south end of the DDA.

FINANCE REPORT:

Director Tucker will follow up with the Board once he has the updated financial reports with updated fund balance amounts.

DDA-22-51. Marketing & Promotions Service Agreement with MHHP Chamber of Commerce.

The Chamber of Commerce has a new Executive Director, Linda Williams. The Chamber has approached the Madison Heights DDA, and both the City of Madison Heights and the City of Hazel Park about potential service agreement. The portion of the agreement that pertains to the DDA is a payment of \$5,000 for business and event services rendered by the Chamber to the DDA payable in quarterly amounts. The agreement lists in detail the purpose of the agreement and the required reports that shall be provided to the DDA.

Discussion follows and clarification is made that this agreement is between the DDA and the Chamber, not the DDA and Linda Williams. The scope is limited and it will be evaluated after one year. She is ultimately responsible to the Chamber. She will provide quarterly reports and monthly reports.

Motion made by Mayor Grafstein, Seconded by Member Busler, to enter an agreement with the Madison Heights Hazel Park Chamber of Commerce for the period starting

October 18, 2022 – September 20, 2023 in the amount of \$5,000 for business and event services rendered by the MHHP to the DDA as detailed in the contract.

Voting Yea: Member Busler, Member Charlebois, Member Davignon, Mayor Grafstein, Vice-Chair Jarbo, Member Keys, Member Marando, City Manager Marsh, Member Renshaw, Member Zmarzlik, Chair Van Buren

Absent: Member Sheppard, Member Mancini

Motion carried.

DDA-22-52. Small Business Saturday Event & Promotions.

The DDA Promotions Committee held a meeting on October 3, 2022 to discuss a proposal by Councilwoman Toya Aaron. Councilwoman Aaron summarized her proposed event, Small Business Saturday Vendor Fair to be held on Saturday, November 26th at Wilkinson School. This event will feature small businesses that do not have a brick and mortar storefront. Councilwoman Aaron discussed the details she has been working on, such as a list of possible vendors, an application and waiver of liability, cost and what they are provided, and additional logistical details. The DDA will be required to pay the cost of the school janitor for the day. Vendors will be responsible for set up and break down. The DDA would be asking business owners to post flyers. The goal is to try to bring new businesses to the City and specifically to the DDA and to allow online or at home businesses to sell to the public in person. Current businesses are more than welcome to participate.

Details will be worked out on how vendor payments will be made and accepted. A special event permit should not be required as this is on school property and approved by the school. The City Manager would prefer that our legal team review the waiver and application.

Jenni Zmarzlik will work the DDA table at the event and provide general oversight that day. Any other volunteers from the DDA are welcome.

Motion made by City Manager Marsh, Seconded by Member Zmarzlik, to approve the application and Small Business Saturday vendor fair, pending legal review.

Voting Yea: Member Busler, Member Charlebois, Member Davignon, Mayor Grafstein, Vice-Chair Jarbo, Member Keys, Member Marando, City Manager Marsh, Member Renshaw, Member Zmarzlik, Chair Van Buren

Absent: Member Sheppard, Member Mancini

Motion carried.

DDA-22-53. Adjournment.

There being no further business, Chairman Van Buren adjourned the meeting at 9:25 a.m. The next meeting of the DDA will be held on November 15th.