



MINUTES
DDA BOARD MEETING
8:30 AM - Thursday, February 17, 2022
Back Office Studio - 13 N. Washington St. / Virtual Hybrid

1. CALL TO ORDER

2. ROLL CALL

PATTON DOYLE (C)	P
YLONDIA PORTIS	A
KAYIA HINTON	P
ANDY FRENCH	P
DIETER OTTO	P
JEN EASTRIDGE	P
PAUL AJLOUNY	P
LOIS ALLEN RICHARDSON	P
BRANDON DENT	A
BRYAN FOLEY	A

3. AGENDA APPROVAL

Andy French motioned to approve the agenda. Dieter Otto supported the motion. Motion passed - unanimous.

4. APPROVAL OF MINUTES

Andy French motioned to approve the January 20, 2022 minutes and Dieter Otto supported the motion. Motion passed - unanimous.

5. PUBLIC COMMENT (3 MINUTES EACH)

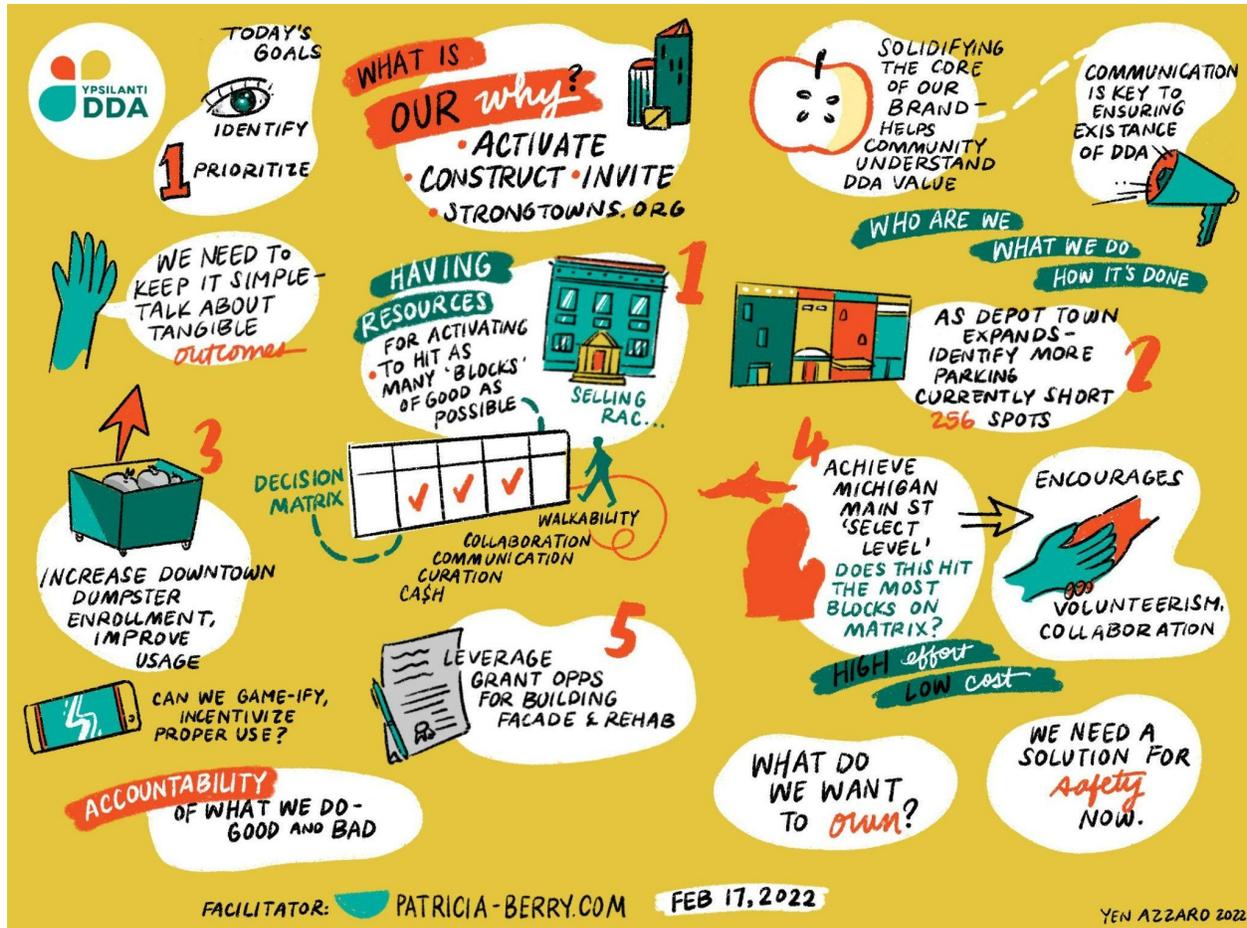
Malissa Gillette of BG Salon is excited to have been nominated to the DDA board, and looking forward to joining this group and to have this visioning session. She has been communicating DDA activity with DAY. DAY wrote a letter to the City against the full time Washington Street closure, and she wanted to put that on the DDA's radar.

Chuck Baltman and his partner Allison- 220 S. Huron - live right across the street from DDA Boundaries and want to observe how the DDA works.

5. NEW BUSINESS

5.1. DDA Board Retreat with Patricia Berry

Pt. 2 of the DDA board retreat with graphic minutes provided by Yen Azzaro



Jen Eastridge asked how we explain who we are to someone not familiar with DDA's? We fall under the umbrella of shame when the city messes up.

Kayia Hinton asked what do we communicate to the public as a concern that you come to the DDA for?

Andy French pointed out that the DDA has 6 years before TIF runs out Downtown. The DDA needs to make sure it shows its value.

Branding is more important than ever.

Chris Jacobs stressed the importance of talking about what we have accomplished and what we are doing, and not the boring details of how we collect tax money from a certain geography within the city.

Anything high cost high effort needs a strong return on investment.

It's not a matter of ranking, all of the DDAs goals interconnect.

Accountability: We are now accountable for DDA public safety since we severed the police contract.

6. PROPOSED BUSINESS

7. AUDIENCE PARTICIPATION-

Chuck Baltman- Thanked the DDA for the conversation.

Lois Allen Richardson - Announced that she is running for Mayor this year.

8. ADJOURNMENT

Motion to adjourn by Dieter Otto and supported by Kayia Hinton. Motion passed- unanimous.