



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

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**1. CALL TO ORDER (8:37am)**

**2. ROLL CALL**

PATTON DOYLE (C)	P
YLONDIA PORTIS	P (8:44am)
KAYIA HINTON	P
ANDY FRENCH	P
DIETER OTTO	P
JEN EASTRIDGE	P
PAUL AJLOUNY	P
LOIS ALLEN RICHARDSON	A
BRANDON DENT	A
BRYAN FOLEY	A

**3. AGENDA APPROVAL**

*Dieter Otto motioned to approve the agenda with the WHCanon Agenda item moved to the top of the agenda. Paul Ajlouny supported the motion. Motion passed - unanimous.*

**4. APPROVAL OF MINUTES**

*Paul Ajlouny motioned to approve the February 16, 2022 and the March 8, 2022 Special Board Meeting minutes and Andy French supported the motion. Motion passed - unanimous.*

**5. PUBLIC COMMENT (3 MINUTES EACH)** Malissa Gillett- Owner of Betty Green Salon - "Thank you to those who pulled for me while waiting on City Council nominations for new DDA Board members."

**6. STAFF REPORT/FINANCIAL REPORT**

**6.1. Staff Report March 2022**

Staff indicated that the meeting place, dates and times may need to be adjusted due to meeting room pricing at Back Office Studio.

Staff is waiting for revenue to post in Depot Town

RAC has officially sent a letter to exercise an options agreement to purchase the building. We expect it to happen in a month or two. Staff recommends the board pay off the downtown bond with the sale.

**7. STANDING COMMITTEE REPORT**

**7.1. Operations and Finance Committee**

Ops and Finance recommended event sponsorships and went through the landscaping contract with WHCanon. Staff and the Board Chair were able to do a landscaping walkthrough with Brian McDonald of WHCanon after the meeting in preparation for this meeting.

Upcoming project, Upward Anthems Social media workshops were discussed, but not quite ready for recommendation to the board.

#### **7.2. Ad Hoc Committee for Equitable Investment**

The Washtenaw County Equity Office attended and it was clear that an equity assessment is a starting point for the committee.

April is their last scheduled meeting, and the committee will likely ask the board for more time.

### **8. NEW BUSINESS**

#### **8.4. WH Canon 2022 Contract Renewal**

Brian McDonald of WHCanon was present. The revised details of the quote were not ready. The quote is inclusive of all of the DDA at \$28,540.

Andy French asked to include the rain gardens in Depot Town. Staff clarified that there will not be volunteers that pull up the rain garden plantings as has happened other years.

Staff indicated the desire for native plants to be planted in the downtown parking lots. WHCanon is planning 5 or 6 types.

Jen Eastridge asked if the native plants can be sourced locally. There are women owned native plant nurseries in the area.

WHCanon confirmed that they can source from anywhere.

Patton Doyle shared the idea brought up during the walkthrough about a designated dog curbing area in the N. Huron lot.

***Dieter Otto motioned to approve the 2022 Landscaping Contract with WHCanon for \$28,540. Jen Eastridge supported the motion. Motion passed - unanimous.***

#### **8.1. First Fridays Special Event Sponsorship Application**

Mary Dettling of First Fridays Ypsilanti made a presentation for the 2022 season and updated the board about the 2021 season.

FFY is asking for less funds than other years to focus on rebuilding the organization after the pandemic.

Asking for event dollars from the West Cross District does not feel appropriate at this time.

Ylondia Portis suggested leveraging funding through merch and branding.

The board encouraged FFY to come back for more funding from W. Cross District.

***Jen Eastridge motioned to approve a \$6,000 event sponsorship for First Fridays Ypsilanti. Dieter Otto supported the motion. Motion passed - unanimous.***

#### **8.2. Big Brothers Big Sister Special Event Sponsorship Application**

Ops & Finance recommended a \$1,000 Downtown event sponsorship as seen in the minutes.

***Paul Ajlouny motioned to approve a \$1,000 event sponsorship for Big Brothers and Big Sisters of Washtenaw County. Andy French supported the motion. Motion passed - unanimous.***

#### **8.3. Beautifypsi Special Event Sponsorship Application**

Sun Chao presented the Beatifypsi plan to the DDA Board.

Volunteers will include EMU athletes.

The team will need a hub in Depot Town and W. Cross if they are to expand efforts. Paul Ajlouny suggested the Sweetwaters patio or Eagles Market lot for W. Cross, and staff indicated that the Freighthouse can be made available.

The team will be having sharps disposal training.

Andy French suggested this be a TIF Capital expense vs. an event sponsorship.

***Andy French motioned to approve sponsorship for Beautifypsi at \$1,000 to be split 50% from Downtown 25% from Depot Town, and 25% from W. Cross. Paul Ajlouny supported the motion. Motion passed - unanimous.***

## **9. PROPOSED BUSINESS**

Joe Meyers shared the new plan for the 220 N. Park Development. For businesses to thrive, it is important to have new housing in the city.

Joe Meyers also shared the new data system that staff has access to, Dynamo Metrics. If you need data on your business, an area, etc. do not hesitate to ask.

Andy French asked that now that Haab's is vacant - how we deal with vacant space? Sale of the building might be very complicated. Wants to think about creative options for ideas incentivizing unmotivated sellers.

Staff submitted the Admin Contract to the City - its going before the City Council on the 5th.

## **10. AUDIENCE PARTICIPATION**

Karen Andrews - Representing the Ann Arbor Area Community Foundation. They are approved for 5% of their overall fund to invest in our community. Highlighting equity and wealth building for POC and women businesses, and affordable housing.

Impact investment officer Shawn White is helping identify potential investments.

DDA staff has been directly working with the foundation.

## **11. ADJOURNMENT**

***Motion to adjourn by Andy French and supported by Jen Eastridge. Motion passed- unanimous.***