



MINUTES
DDA BOARD MEETING
8:30 AM - Thursday, August 18, 2022
Freighthouse - 100 Market Pl. Ypsilanti 48198

1. CALL TO ORDER (8:35am)

2. ROLL CALL

PATTON DOYLE (C)	P	YLONDIA PORTIS	P
KAYIA HINTON	A	ANDY FRENCH (V)	P
DIETER OTTO	P	JEN EASTRIDGE	P
PAUL AJLOUNY	A	LOIS ALLEN RICHARDSON	P
BRYAN FOLEY	P	MALISSA GILLETT	A
JOE RITCHIE	P		

Staff Present: Christopher Jacobs, Elize Jekabson, City - Bonnie Wessler

3. AGENDA APPROVAL

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

4. APPROVAL OF MINUTES

Andy French motioned to approve the June 16, 2022 Board Meeting minutes and Jen Eastridge supported the motion. Motion passed - unanimous.

5. PUBLIC COMMENT (3 MINUTES EACH) - none.

6. STAFF REPORT/FINANCIAL REPORT Staff gave updates on the check registry and outdoor movie series.

7. STANDING COMMITTEE REPORT Staff did a quick recap of all the events recommended by the committee.

8. CONSENT AGENDA

8.1. This, That, and the Odder Things Special Event Sponsorship Application - \$1000

8.2. All Hallows Special Event Sponsorship - \$700

8.3. Ypsi Glow Special Event Sponsorship Application - \$3000

8.4. Supreme Felons

Andy French motioned to pull out item 8.4 which was put in the consent agenda by mistake, and to approve the consent agenda. Joe Ritchie supported the motion. Motion passed - unanimous.

9. NEW BUSINESS

9.1. Walk Shop Eat Ypsi - EMU Proposal

Operations and Finance had a discussion about needing EMU to contribute to this project. Staff checked with Game Above, and they are not interested in sponsoring the event if it does not serve all three districts.

EMU does not have the money.

Andy French expressed disappointment that EMU is not able to support an EMU based event. He is comfortable being a partner but not comfortable to fully fund it.

Patton Doyle sees value in the project and is still willing to put in some of the money.

Jen Eastridge strongly supports any program to get students through the business doors.

Ylondia Portis spoke about measuring the impact and retention of the program. Suggested the program be digital next year.

The board discussed restricting alcohol and cannabis purchases.

Patton Doyle doesn't think the DDA should put purchase restrictions on the tokens this year. We should trust that businesses are properly ID'ing customers.

Staff was asked to collect emails for further promotions.

Jen Eastridge motioned to approve an \$11,000 budget for the Walk Shop Eat Ypsi project in the West Cross district. Dieter Otto supported the motion. Motion passed - unanimous.

9.2. 2023 Michigan Ave Construction Update - Fire Suppression Opportunity

Construction on Washtenaw is planned for September 6.

Bonnie Wessler presented along with representatives from YCUA, OHM and MDOT.

There is an opportunity for building owners downtown to utilize the water main lines being exposed and to get fire suppression lines drawn to their building.

Andy French strongly supported the idea of the DDA contributing to fire suppression grants. It falls in line with infrastructure improvements, and historic preservation.

YCUA is exploring payment plan options for fire suppression.

Jen Eastridge noted that this is an opportunity for the DDA to contact or meet with Lt. Gov. Gilchrist and Governor Whitmer for construction mitigation programs for businesses.

9.3. Willy Wonka Golden Ticket Promotion

Staff presented the golden ticket addition to the Willy Wonka screening on August 25th

Dieter Otto motioned to approve \$550 for the Golden Ticket Promotion on August 25th. Lois Allen Richardson supported the motion. Motion passed - unanimous.

8.4. Supreme Felons

Bryan Foley spoke about the work Supreme Felons has been doing for the City.

Hello Neighbor has retracted their proposal.

Supreme Felons hopes to obtain an office space where they can provide resources.

Lois Allen Richardson suggested that Supreme Felons work with Hello Neighbor to get better coverage of resources to the folks that need it.

Staff asked if Supreme Felons will provide businesses a network and a plan of action if there is a situation that would otherwise require calling the police.

They plan on providing these resources and to talk to any business staff.

10. AUDIENCE PARTICIPATION - none.

11. ADJOURNMENT

Motion to adjourn at 10:40am by Dieter Otto. Supported by Ylondia Portis. Motion passed - unanimous.