



MINUTES
DDA BOARD MEETING
8:30 AM - Thursday, April 27, 2023
Back Office Studios - 13 N. Washington St.

1. CALL TO ORDER (8:31am)

2. ROLL CALL

PATTON DOYLE (C)	P	KAYIA HINTON	P
YLONDIA PORTIS	A	ANDY FRENCH (V)	P
DIETER OTTO	P	JEN EASTRIDGE	A
PAUL AJLOUNY	P (8:32am)	BRYAN FOLEY	P
MALISSA GILLETT	P	JOE RITCHIE	A
VALORY BROWN	P	NICOLE BROWN	A
BRIAN JONES-CHANCE	P		

Staff Present: Christopher Jacobs, Elize Jekabson

3. AGENDA APPROVAL

Andy French proposed placing the bicentennial billboard and the dumpster contract under a consent agenda.

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

4. APPROVAL OF MINUTES

Malissa Gillett motioned to approve the March 16th, 2023 Board Meeting minutes and Brian Jones-Chance supported the motion. Motion passed - unanimous.

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

6. STAFF REPORT/FINANCIAL REPORT

Staff and financial report in the packet reviewed by Christopher Jacobs.

7. STANDING COMMITTEE REPORT

7.1. Operations and Finance Committee

Andy French gave an outline of the committee meeting, most of which will be discussed at this meeting. Movie night was not recommended as the prices has increased dramatically, and the cost per person was too high.

8. NEW BUSINESS

8.1. Consent Agenda -

**Dumpster Cleaning Contract Renewal with Zoelife Environmental
Bicentennial Billboard @ North Huron Parking Lot Banner - \$850 Installation - \$425**

Andy French motioned to approve the consent agenda. Malissa Gillett supported the motion. Motion passed - unanimous.

8.2. First Fridays Memorandum of Understanding

Malissa Gillett recused herself from the room as she is the new President of First Fridays Ypsilanti.

Former program director, Mary Dettling presented the MOU to the board.

First Fridays Ypsilanti has proven to bring value to the DDA over the last ten years, and is asking for a bigger commitment and partnership with the DDA. It is normal in other communities that a First Friday type event is solely organized by its DDA.

By entering this partnership, FFY can remove themselves from the special event sponsorship pool, and make more funds available to other community organizations.

Andy French questioned the value of First Fridays in Depot Town.

First Fridays assured that Depot Town has been impacted by FFY, and there are significant efforts to increase activity in the district.

First Fridays admits that West Cross has been hard to get consistent participation, but there are active efforts to partner with EMU and W. Cross businesses.

Andy French suggested a shorter contract. Patton Doyle reminded him that the MOU was already reduced from five years.

Kayia Hinton motioned to approve the First Fridays MOU at \$50,000 over two years. Brian Jones-Chance supported the motion. Motion passed. Yes - 8; No - 0; Recused - 1 (Gillett)

8.2. Special Event Sponsorship Requests

Due to the previous approval, First Fridays Ypsilanti rescinded their Special Event Sponsorship application.

Staff reviewed the following four questions, and the board scored each organization on the four questions.

- 1. How well does this event integrate and impact local businesses?*
- 2. Does this serve underrepresented groups or businesses in the DDA?*
- 3. What is the projected attendance?*
- 4. What are the other sources of funding to support the event?*

Events reviewed were in the following order: Ypsi Glow, Rumble of the Bumble, Big Little Fair, Beautifypsi, 4th of July Parade, All Hallows Eve, Ypsi Jazz Festival, Ypsi Pride, Juneteenth, Downtown Library, John E Lawrence After Glow, Thrift Depot Halloween, Independent Film Festival Ypsilanti.

If the applicants were present, they were able to answer questions from the board.

Christopher Jacobs recused himself during the Big Little Fair Review, as he is in a relationship with the applicant.

Bryan Foley recused himself from scoring the John E Lawrence After Glow event, as he is involved in the event.

Andy French recused himself from scoring the John E Lawrence After Glow event, as his business would be one of the only businesses directly impacted by any funding the DDA awards the event.

Due to the recusals, scores are given an average. Scoring was tallied and discussed at the end of the meeting.

	Ypsi Glow	Rumble of the Bumble (Festival of the Pollinator)	Big Little Fair	Beautiful Ypsi	4th of July Parade	All Hallow's Eve	Ypsi Jazz Fest	Ypsi Pride	Juneteenth	Ypsilanti Downtown Library	John E Lawrence After Glow	Thrift Depot Halloween	IFFY
Patton	14	16	8	7	10	13	16	17	17	11	6	10	15
Kayia	14	16	16	16	17	13	19	16	17	16	19	16	16
Andy	14	15	11	10	15	13	14	20	16	12	x	15	14
Valory	13	11	13	20	20	11	17	20	20	14	20	11	16
Paul	17	16	14	17	18	12	13	18	15	13	10	11	13
Bryan	11	7	9	11	17	8	15	14	20	11	x	9	17
Brian JC	15	14	3	4	19	15	17	19	17	18	14	9	18
Dieter	17	17	14	13	15	14	17	18	17	13	16	15	18
Malissa	14	13	11	17	15.5	13	15	18	16	14	12	9	13
Totals:	129	125	99	115	146.5	112	143	160	155	122	97	105	140
Averages:	14.33	13.89	11.00	12.78	16.28	12.44	15.89	17.78	17.22	13.56	13.86	11.67	15.56
Place:	6	7	13	10	3	11	4	1	2	9	8	12	5

The board proceeded to split funding based on asks and districts. Brian Jones-Chance suggested larger events receive more. Bryan Foley stated that we need to make sure to support all events, as Ypsi needs all of them. Andy French was asked if it is reasonable to amend the budget to support Ypsi Pride at its full ask. He said it was reasonable, but recommended to remove \$2,000 from building rehab and facade grants. Christopher Jacobs suggested applying for CTAP funding for the J. E. Lawrence program. The board proceeded to debate how to split the available \$5,000

Depot Town:

	Overall Place (All Districts)	Ask Total	Ask from District	Total Available \$5,000 - Breakdown	Additional funds added
Ypsi Pride	1	\$3,000	\$3,000	\$1,000	\$2,000
4th of July	3	\$4,000	\$2,500	\$1,000	
Jazz Fest	4	\$5,000	\$2,500	\$1,000	
Rumble	7	\$1,450	\$1,450	\$500	
J. E. L.	8	\$7,000	\$3,500	Apply for CTAP	
BeautifulYpsi	10	\$1,200	\$600	\$500	

All Hallows	11	\$800	\$800	\$500	
Thrift Depot	12	\$600	\$600	\$500	

Malissa Gillett motioned to approve event sponsorships in Depot Town as follows: Ypsi Pride- \$3,000, 4th of July - \$1,000, Jazz Fest - \$1,000, Rumble of the Bumble - \$500, Beautifypsi - \$500, All Hallows Eve - \$500, Thrift Depot- \$500, while increasing the budget by \$2,000.

Andy French suggested the friendly amendment to remove the additional \$2,000 from the Facade and Rehab Grant line-item. Friendly amendment accepted. Supported by Andy French.

Motion passed - Yes - 8; No - 0; Abstain - 1 (Foley)

The board debated the funding breakdown.

Elize Jekabson showed concern that there was no direction in the application of how much funding was available and how much was appropriate to ask for, they asked to give direction for next year's funding round to ensure the process is as equitable as possible. Some applicants were conservative on their ask knowing there wasn't a lot of available funding. Applicants would have asked for more if they knew their ask would have such a heavy impact on their outcomes.

Patton Doyle responded that next year the applicants should expect that the top three scores would get close to their full ask and the following scores we do the best to divy up the amounts.

Downtown:

	Overall Place (All Districts)	Ask Total	Ask from District	Total Available \$15,000 - Breakdown
Juneteenth	2	\$8,000	\$8,000	\$8,000
Jazz Fest	4	\$5,000	\$2,500	\$2,500
IFFY	5	\$750	\$750	\$750
Ypsi Glow	6	\$3,000	\$3,000	\$1,150
YDL	10	\$4,200	\$4,200	\$1,000
Beautifypsi	11	\$1,200	\$600	\$600
BLF	13	\$4,000	\$4,000	\$1,000

Kayia Hinton motioned to approve event sponsorships in Downtown as follows: Juneteenth - \$8,000, Jazz Fest - \$2,500, IFFY - \$750, Ypsi Glow - \$1,150, YDL - \$1,000, Beautifypsi - \$600, Big Little Fair - \$1,000. Supported by Malissa Gillett. Motion passed - unanimous.

The board debated the funding breakdown.

Paul Ajlouny believes more events will come down the line.

West Cross:

	Overall Place (All Districts)	Ask Total	Ask from District	Total Available \$5,000 - Breakdown
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4th of July	3	\$4,000	\$1,500	\$3,000
Beautifypsi	10	\$1,200	\$0	\$100

The Parade is important to West Cross and Paul Ajlouny is willing to cover the amount asked for and not received by Depot Town.

Paul Ajlouny motioned to approve event sponsorships in West Cross as follows: 4th of July Parade - \$3,000, and Beautifypsi - \$100. Supported by Andy French. Motion passed - unanimous.

8.3. DJ's Landscaping Contract

Total: \$87,815 - Budgeted: \$20,000 Downtown, \$15,000 Depot Town, \$10,000 West Cross.

In order to pay for the new amount the DDA either needs to pull out of surplus or cut out of other line items. Patton Doyle stated it felt appropriate to pull from the Streetscape Capital improvements funds. Brian Jones-Chance does not like spending money on landscaping, and feels that there are better things to spend money on to support businesses.

Patton Doyle replied that there has been a pretty extensive outreach process leading up to this contract. Increases Downtown (excluding base bid) - \$ 18,910.00 Depot Town \$ 10,980.00 Cross Street \$ 5,795.00 Total Cost Separated by District: Downtown \$ 43,906.50 Depot Town \$ 23,949.00 Cross Street \$11,974.50

Malissa Gillett motioned to approve the DJs Landscaping contract. Total: \$87,815 split \$38,910 Downtown, \$25,610 in Depot Town, and \$23,295 in West Cross. Bryan Foley supported the motion. Motion passed - unanimous.

8.4. YCUA Public Meeting Phase 3 Downtown - April 26 7-9pm at Back Office Studio

Christopher Jacobs updated the board about last night's meeting regarding the upcoming construction. Staff has been discussing replacing decorative brick with concrete for easier maintenance. Lines are open to staff if there are any issues regarding the construction.

9. PROPOSED BUSINESS

10. AUDIENCE PARTICIPATION

Angel Vanas- Everyone loves her Beautifypsi T-Shirt. Thanked Christopher for following up with the county about the vandalism support.

John E Lawrence - In regards to landscaping- He had a musician visit Ypsi for the first time and said the Jazz Event is amazing, but now Ypsi needs to step up and beautify the area.

Freda Klaasen- receives a lot of comments about the trash in Ypsilanti.

Malissa Gillett thanked the board for putting so much faith into First Fridays Ypsilanti and is willing to make this relationship beneficial to the entire city.

Kayia Hinton asked about what is getting done about the public intoxication issue at the Deja Vu. It is still a problem for business owners. Businesses have to use back doors for guest entry instead of using their storefronts. Can we join forces to figure out a solution?

Malissa Gillett agreed that the issue is ongoing and still as bad. She asked Bryan Foley if Supreme Felons is doing anything out there lately.

Bryan Foley says he has a team out there four times a week getting them the needs they require.

11. ADJOURNMENT

Motion to adjourn by Dieter Otto, supported by Andy French. Motion passed - unanimous.