



MINUTES
DDA BOARD MEETING
8:30 AM - Thursday, June 15, 2023
Ypsilanti Freighthouse - 100 Market Pl.

1. CALL TO ORDER (9:07am)

2. ROLL CALL

PATTON DOYLE (C)	P	KAYIA HINTON	P (online non-voting)
YLONDIA PORTIS	P	ANDY FRENCH (V)	A
DIETER OTTO	P	JEN EASTRIDGE	A
PAUL AJLOUNY	A	BRYAN FOLEY	P
MALISSA GILLET	P	JOE RITCHIE	A
VALORY BROWN	P	NICOLE BROWN	A
BRIAN JONES-CHANCE	P		

Staff Present: Christopher Jacobs, Elize Jekabson

3. AGENDA APPROVAL

Dieter Otto motioned to approve the agenda. Brian Jones-Chance supported the motion. Motion passed - unanimous.

4. APPROVAL OF MINUTES

Dieter Otto motioned to approve the May 18th, 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

Financial report reflects an accurate picture of the finances as the fiscal year changes over on July 1st. The old College of Business will be on the tax rolls next year. The Centennial building is in the sale process.

7. STANDING COMMITTEE REPORT

7.1. Operations and Finance Committee

All committee discussions are on this agenda.

7.2. Equity Committee

Ylondia Portis explained the conversation around the business portrait and the desire to go for an RFP for the work.

7.3. Grants Committee

Dieter Otto briefly described the grant applications and the selection.

8. NEW BUSINESS

8.1. Equity Needs Assessment Update and Survey Results with Sharonda Simmons

Sharonda Simmons presented the Equity Needs Assessment results and recommendations.

The committee will need more time to implement the findings.

Dieter Otto motioned to accept the Equity Needs Assessment as presented and to extend the duration of the Ad Hoc Committee for Equity and Inclusion indefinitely if the bylaws allow it. Malissa Gillett supported the motion. Motion passed - unanimous.

8.2. Building Facade and Rehab Grant Awards

Dieter Otto shared applicant details. The grants committee recommended 118 W. Michigan at \$20,000, 36 N. Washington at \$15,000, 10 N. Washington at \$5,000, and 17-21 E. Cross at \$3,000.

Dieter Otto motioned to approve Facade and Rehab grants for 36 N. Washington at \$15,000, 10 N. Washington at \$5,000, and 17-21 E. Cross at \$3,000. Brian Jones-Chance supported the motion. Motion passed- unanimous.

Brian Jones-Chance expressed a hesitancy of supporting a project with no finish line and wants more assurance that the grant will be a part of resulting in a Certificate of Occupancy in a reasonable timeline.

Brian Jones-Chance motioned to approve a Facade and Rehab grant for 118 W. Michigan at \$20,000 contingent on the ground floor unit receiving a Certificate of Occupancy within 24 months of the grant agreement signing. Supported by Dieter Otto. Motion passed - unanimous.

8.3. DDA Website Proposal

Staff updated the board that there is a 400 visit per day average on the DDA Website. The website needs a accessibility update, and there has been an appetite for a better directory.

Motion to approve the website update proposal from Invisible Engines for \$8,500 by Dieter Otto. Malissa Gillett supported the motion. Motion passed - unanimous.

8.4. Yiftee Community Card Marketing and Explore Ypsi

Cost to print is \$600. Includes: 100 window clings, 100 table tents, and 5,000 business card-sized check or bag stuffers.

Staff stated that they could do it themselves, but it would take up a lot of staff time. Staff is excited for an easy option. By approving this budget, the DDA board agrees to use Yiftee for the ExploreYpsi program. Staff will see if the company will make adjustments to the package. The business cards could possibly be the actual printed gift cards.

Motion to approve up to \$600 on the Yiftee marketing package for ExploreYpsi by Dieter Otto and supported by Malissa Gillett. Motion passed - unanimous.

8.5. DDA Landscape and Business Portrait RFP's

Staff presented the landscape RFP. The portrait RFP is not ready but staff would like the go-ahead to move on drafting and distributing a similar RFP.

Dieter Otto motioned to approve the Landscape Photography RFP and for staff to move forward on writing a Portrait Photography RFP. Ylondia Portis supported the motion. Motion passed - unanimous.

9. PROPOSED BUSINESS

Patton Doyle introduced language that requires all businesses and property owners to have the proper occupancy and business certificates and licenses to utilize any DDA grants or program funds.

In the event that inspections are behind, contact with the building department would suffice.

Brian Jones-Chance added a tax paid requirement.

Staff stated that they can have the language written out and ready for the next meeting.

10. AUDIENCE PARTICIPATION - none.

11. ADJOURNMENT

Brian Jones-Chance motioned to adjourn at 10:30am and Bryan Foley supported the motion. Motion passed - unanimous.