



MINUTES
DDA BOARD MEETING
8:30 AM - Thursday, October 19, 2023
Ypsilanti Freighthouse Cafe - 100 Market Place

1. CALL TO ORDER

2. ROLL CALL

PATTON DOYLE (C)	P	KAYIA HINTON	A
YLONDIA PORTIS	P	ANDY FRENCH (V)	P
DIETER OTTO	P	PAUL AJLOUNY	A
MALISSA GILLETT	P	JOE RICHIE	P
VALORY BROWN	P	NICOLE BROWN	A
BRIAN JONES-CHANCE	P	BRYAN FOLEY	A
GERRY KREINER	P		

Staff Present: DDA: Elize Jekabson, City: Katie Jones, Andrew Hellenga

3. AGENDA APPROVAL

Andy French motioned to approve the agenda. Joe Richie supported the motion. Motion passed - unanimous.

4. APPROVAL OF MINUTES

Malissa Gillett motioned to approve the October 12, 2023 Board Meeting minutes and Andy French supported the motion. Motion passed - unanimous.

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

6. STAFF/FINANCIAL REPORT

A. Staff Report -

Staff report provided by Elize Jekabson

ExploreYpsi: Engage@EMU is getting gift cards to new students.

Downtown Business Relief fund: Currently working with business owners. About half have had payments issued.

Staff has been made aware of false statements about financial support to Growing Hopes LEO grant.

Staff has been advised by legal counsel to request that the Director of Growing Hope amend their application with the state to remove the false statements. The letter will be sent after this meeting.

B. Financial Report

Staff provided a financial report.

7. COMMITTEE REPORTS

A. Operations and Finance Committee

Andy French provided the committee report. He agrees that there is not good data for oversight and decisions within the city software. We do not have control on the financial reports.

Andrew Hellenga reported that the City is looking at a new cloud based software system.

The committee spoke about the Depot Town plaza. There are limitations to work that the DDA can contract out vs. what must be done by city union workers. The city will do some trimming for lights next weekend and will be developing a longer term plan with DPS for the plaza. The committee briefly discussed the Ballard Street Lot. The Board requested that staff request a clarification from DPS on union processes.

B. Equity and Inclusion Committee

The committee did not have a quorum but there was a discussion between staff and two committee members about a roundtable with State Reps, County Reps and City Council. They spoke about small business needs and assessing the business mix in our Downtown.

8. NEW BUSINESS

A. Freighthouse Warming Center Support

Ylondia Portis motioned to the Freighthouse Warming Center Support at \$6,000. Brian Jones-Chance supported the motion. Motion passed - unanimous.

B. Ninde Street Cafe Lights

The lights have been turned off and the property owners have contacted DTE to turn them back on and to install a new meter. The Richies request a \$300 reimbursement for the electrical load verification.

Andy French motioned to reimburse the Richies at \$300. Malissa Gillett supported the motion. Brian Jones-Chance offered a friendly amendment to empower the chair to approve the meter installation project up to \$5,000 and to put the meter in the DDA's name. Andy French and Malissa Gillett accepted the friendly motion. Motion passed : Yes - 8, No - 0, Abstained - 1 (Richie)

C. Depot Town Signal Tower Repair

Brian Jones-Chance motioned to approve the Signal Tower Repair with Total Home Construction for \$10,340. Malissa Gillett supported the motion. Motion passed - unanimous.

D. Depot Town Tree Lighting Ceremony - Event Sponsorship

Linda French spoke about the tree lighting ceremony and event.

Brian Jones-Chance motioned to approve a sponsorship for the Depot Town CDC's Holiday lighting ceremony at \$2,500. \$500 of it from the special event sponsorship line item, and \$2,000 from the Holiday Lighting line item. Joe Richie supported the motion. Motion passed - unanimous.

E. Holiday Lighting and Decor 2023

Discussion was had of the economic impact of lights and adding additional options. Staff has requested quotes from holiday lighting express.

Andy French left at 9:59am.

F. Billboard Designs to support Downtown

The quotes for Benchmark are provided for reference.

Seasonal Marketing for bid including banners and billboard for up to \$10k joe brian motion budget left to staff. Ypsi message. Marketing campaign.

Staff spoke about options for the billboard, which need to be changed.

The board had a discussion about making the holiday billboard part of a bigger holistic campaign.

Joe Richie motioned for staff to solicit quotes for a seasonal marketing campaign that includes the banners and billboard up to \$10,000 downtown. for bid including banners and billboard for up to \$10k. Brian Jones-Chance supported the motion. Motion passed : Yes - 7, No - 0, Abstained (Portis)

Ylondia Portis left at 10:17am

G. Holiday Storefront Competition 2023

Malissa Gillett motioned to approve the 2023 Holiday Storefront Competition at \$3,500. Brian Jones-Chance supported the motion. Motion passed - unanimous.

The board discussed hiring brush monkeys to paint windows of businesses who cannot participate in the Holiday Storefront Competition. They also discussed painting vacant windows.

Brush Monkeys costs \$275-\$575 per window depending on the level of detail of painting

Malissa Gillett motion to approve \$5000 for Brush monkeys to paint 18 vacant storefronts on a first come first serve basis. Gerry Kreiner supported the motion. Motion failed: Yes - (Brown, Gillett, Kreiner, Doyle) No - (Richie, Jones-Chance) Abstained - (Ajlouny)

H. Dumpster Enclosure Cleaning Contract Renewal

Brian Jones-Chance motioned to approve the Dumpster Enclosure Cleaning Contract renewal with Zoelife Enviromental. Malissa Gillett supported the motion. Motion passed - unanimous.

I. Yiftee DDA Community Card

Joe Richie motioned to approve the Yiftee DDA Community Card. Malissa Gillett supported the motion. Motion passed on a voice vote - unanimous.

9. PROPOSED BUSINESS - none.

10. PUBLIC COMMENT (3 MINUTES)

Linda French pushed the DDA to work with the city to get capital improvements done. She recommended DDA courses that she took when she was a board member.

11. ADJOURNMENT

Paul Ajlouny motioned to adjourn at 10:52am, Malissa Gillett supported the motion. Motion passed - unanimous.