



MINUTES
DDA BOARD MEETING
8:30 AM - Thursday, May 16, 2024
Ypsilanti Freighthouse - 100 Market Pl.

1. CALL TO ORDER

2. ROLL CALL

PATTON DOYLE	P	KAYIA HINTON	P
YLONDIA PORTIS (C)	P	ANDY FRENCH	P
DIETER OTTO	P	PAUL AJLOUNY (V)	P
MALISSA GILLETT	A (online)	VALORY BROWN	A (online)
NICOLE BROWN	P	BRIAN JONES-CHANCE	P (8:44am)
BRYAN FOLEY	A	GERRY KREINER	P
REX RICHIE	A		

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

3. AGENDA APPROVAL

Paul Ajlouny motioned to approve the agenda. Dieter Otto supported the motion. Motion passed - unanimous.

4. APPROVAL OF MINUTES

Paul Ajlouny motioned to approve the April 18, 2024 Board Meeting minutes and Kayia Hinton supported the motion. Motion passed - unanimous.

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

6. FINANCIAL / STAFF REPORT

A. Financial Report

Staff report provided - it was missed in the packet, but the Director provided all the months updates. Ops and Finance reviewed the updated financial report. Facade and rehab grants are due on 5/31.

7. COMMITTEE REPORTS

A. Operations and Finance Committee

Andy French provided the report. Special event funding was discussed and recommendations were provided. They discussed the dumpster renewal, drinking fountain, dog bowl, and water bottle filling station. They also discussed the IGA updates.

B. Committee for Equitable Inclusion

Meeting next week. No updates.

8. NEW BUSINESS

A. Dumpster Enclosure Cleaning Services Contract Renewal

Zoelife Environmental - new contract June-November

Patton Doyle motioned to extend the Dumpster Enclosure Cleaning Contract with ZoeLife Environmental through November 2024. Dieter Otto supported the motion. Motion passed - unanimous.

B. Special Event Sponsorship Funding

At the last meeting, everyone scored the events.

Ops and finance developed a formula for a sponsorship program, and Patton reviewed the discussion:

- Events with average scores under 15 (50%) would not get funding.

Each District:

- 30% of the total funding budget (or total request, whichever is lower) for the highest score.
- 25% of the total funding budget (or total request, whichever is lower) for the second-highest score.
- 20% of the total funding budget (or total request, whichever is lower) for the third highest score.
- Remaining funds to be distributed amongst lower scoring events (above 15 pts), top three events, other DDA marketing strategies, or for a second round of funding discretionary of the board.

The other recommendation was that if an event is in multiple districts, then the total ask amount will be split equally by district, or by staff discretion.

Brian Jones-Chance motioned to adopt the recommendations from the Operations and Finance Committee, and Dieter Otto supported the motion. Motion passed - unanimous.

Depot Town:

Patton Doyle motioned to approve \$2,000 for Fourth of July Parade, \$1875 for Ypsi Pride, and \$1,500 for Rumble of the Bumble including their \$500 roll over funding from last year. \$800 for All Hallows, \$750 for Jazz Fest, and \$575 for Fun Fest from the Depot Town budget. Gerry Kreiner supported the motion.

Paul Ajlouny had to leave at 9:00am.

Ylondia Portis believes that the limit of funding should stay at the top three events. Emerging events are important but the goal of the DDA sponsorships are to bring people from the outside.

The board discussed reserving funding for an emerging event, and designating First Fridays as the DDA's small event incubator.

Patton Doyle withdrew his motion.

Patton Doyle motioned to approve \$2,000 for Fourth of July Parade, \$1875 for Ypsi Pride, and \$1,500 for Rumble of the Bumble including their \$500 roll over funding from last year from the Depot Town budget. Remaining \$2,125 to contribute to a marketing campaign for DDA Community Events. Andy French supported the motion. Motion passed -- Yes 7, No 0, Absent 2 (Ajlouny)

Downtown:

Patton Doyle motioned to approve \$4,500 for Juneteenth, \$1,500 for the YDL Welcome Bash, and \$2,500 for Jazz Fest from the Downtown budget. Remaining funds of \$6,500 to contribute to a marketing campaign for DDA Community Events. Brian Jones-Chance supported the motion.

Andy French thinks that setting aside that much for marketing is questionable when we are cutting Juneteenth nearly in half. Staff mentioned that funding has already been cut in half to other events in the previous motion.

Ylondia Portis stated that \$10,000 is not a lot for a good marketing plan.

Roll call vote. Motion passed -- Yes 7, No 0, Absent 2 (Ajlouny)

W. Cross:

Patton Doyle motioned to approve \$1,500 for Fourth of July Parade from the W. Cross budget. 25% and 20% funding opportunities to remain open for application, and the remaining \$1,250 to contribute to a marketing campaign for DDA Community Events. Brian Jones-Chance supported the motion. Motion passed -- Yes 7, No 0, Absent 2 (Ajlouny)

C. Michigan Avenue - Annual Flowers

The flowers for the pots are not included in the contract.

Brian Jones-Chance left at 9:38am.

Andy French motioned to approve \$3,800 for Michigan Ave. planters, and \$1,852.83 for N. Washington planters. Dieter Otto supported the motion. Motion passed - Yes 6, No 0, Absent 2 (Ajlouny, Jones-Chance)

Brian Jones-Chance returned at 9:39am.

D. IGA Update and Feedback - Discussion only

Negotiations for the IGA are underway. Staff is looking for input ahead of the next meeting. Pedestrian trash pick up. Holiday lights, street furniture, - all costs need to be explicit.

Andy French recommended independent baseline bids to be compared to DPS bids.

Staff inquired about a percentage vs. flat rate. City believes that would be difficult with adjusting costs, and would offer to reassess rates regularly. Staff reported that the City Manager has been good to communicate and negotiate with for this contract.

Andy French stated that if we are required to use DPS then we have an expectation for everything to be maintained. If not, then we will use a contractor and do it to a standard that the district expects. We need clear communication on what we can contract out and what we cannot.

Patton Doyle recalled in 2019, the City wanted 35%, but removed 15% because of no dedicated police officer.

Andy French asked about Financial services and will that be included. The City has mentioned Financial Services at \$19,000. Staff has asked the city for a full understanding of every service that is included in that cost, as currently there is no structure.

Currently, there is nothing in writing for the DDA office, or employee benefits.

E. DDA Board Member Attendance Discussion

Staff presented an attendance sheet similar to one found in DDA archives. This used to be presented to the Board every July. Members who did not fall in the attendance requirement would then we asked to be removed from the board. Staff has had a request to put the attendance sheet on each packet, but asked if we can bring this on as an annual review.

Staff has left 50% attendance for those who participate online, as that does show effort and engagement. Staff asked if excused absences are allowed, we've had very good reasons for missed attendance (medical, family emergencies etc.)

Patton Doyle asked if meeting length has to do with attendance issues.

The board discussed a strict 10:30 end time. Staff reiterated that the chair has the ability to approve items up to \$2,500, and that could save some Board time.

The board agreed on a quarterly report, with notes on how many online, how many excused absences. Board to motion to excuse absences.

F. N. Adams Lot Enclosure keypad replacement/repair

Its officially broken, and we need a replacement keypad and lock mechanism.

Dieter Otto motioned to approve \$2,800 to the Flying Locksmiths to fix the N. Adams Dumpster enclosure entryway. Patton Doyle supported the motion. Motion passed -- Yes 7, No 0, Absent 2 (Ajlouny)

9. PROPOSED BUSINESS

A. DDA and Depot Town Stakeholder Meeting for Depot Town Concept Design - MAY 29th at 5:30pm at the Freighthouse

10. PUBLIC COMMENT (3 MINUTES) - none.

11. ADJOURNMENT at 10:18am.