

City of Ypsilanti
Downtown Development Authority
Operations and Finance Committee Meeting
Wednesday September 12, 2018 – 8:30 a.m.
SPARK East
215 W. Michigan Ave.

Agenda

I. Call to Order

II. Roll Call

Adam Gainsley	P	A	Ben Harrington (C)	P	A
Danielle Milner	P	A	Ruth Ann Jamnick	P	A
Ylondia Portis					

III. Introductions:

IV. Approval of Agenda (X)*

V. Approval June 13, 2018 Minutes (X)*

VI. Audience Participation:

VII. Old Business:

VIII. New Business

Ypsi Glow Funding Request (X)* - Yen Azzaro
Depot Town Signage Proposal - to be distributed at meeting
Maple Street Parking Lot Policy Discussion (X)

VIII. Proposed Business: N/A

IX. Announcements/Comments: N/A

X. Public Participation:

XI. Next Meeting: October 10, 8:30 am at SPARK East

Key: (*) = items requiring Board action (X) = documents attached in board packet

**City of Ypsilanti
Downtown Development Authority
Operations and Finance Committee Meeting
Wednesday June 13, 2018 – 8:30 a.m.
SPARK East
215 W. Michigan Ave.**

Agenda

I. Call to Order

II. Roll Call

Adam Gainsley	P	Ben Harrington (C)	A
Diana Wong	P	Ruth Ann Jamnick	P
Steve La Chance	A		

III. Introductions: n/a

IV. Approval of Agenda (X)

Ruth Ann Jamnick motioned to approve the agenda and Adam Gainsley supported the motion. The committee approved the agenda. Motion Carried.

V. Approval May 9, 2018 Minutes (X)*

Ruth Ann Jamnick motioned to approve the May 9, 2018 meeting notes and Adam Gainsley supported the motion. Motion carried.

VI. Audience Participation: n/a

VII. Old Business: n/a

VIII. New Business

◆ **Parking Policies**

● **Downtown (RAC) Lot Parking**

RAC was planning on attending this meeting and requested that this item was put on the agenda. RAC has since had a board discussion and has requested that the Operations and Finance Committee hold off of this conversation until the next DDA board meeting when they have more information.

● Joe Meyers acquired quotes for maintaining the Downtown (RAC) Lot.

4500 /yr to maintain RAC lot, DDA could collect 7200 /yr with permits.

● **Maple Lot Parking Policy**

Depot town merchants do not want us rent out this lot. Lot rental creates less free parking for Depot Town customers.

It was recommended that the Merchants attend this meeting to express their concerns. A representative will be asked to attend our next meeting.

Discussion ensued about over general parking in the city.

It was pointed out that the DDA staff carries out the parking policy and does not make the policy.

Ruth Ann Jamnick asked about metering the spaces- Adam Gainsley said it does not make sense to meter or permit the spaces until the DDA sees the larger

picture with the upcoming parking study. This will be discussed again after the parking study.

Ruth Ann Jamnick commented on the challenge that there is no parking, no place to build a structure, and that depot town is blocked in.

River street free parking is always full, and that has changed drastically over the last three years.

Adam Gainsley stated that the first approach is to focus on walkability and bike accessibility before adding more parking spaces to Depot Town.

Staff reported on Depot Town walk-through to identify potential locations for bike racks. Both parties are interested in launching a bike-ability campaign throughout Ypsilanti, primarily focused on Depot Town. Have reached out to Ypsi Real to blog about “Things to do on your bike in Ypsi”

The group says before they move forward on this topic, they need more information.

◆ **Budget**

- **Reserve fund recommendation**

Percentage of Discretionary Budget:

Downtown 28%

DT 45%

W. Cross 46%

The committee was handed a chart detailing the projected fund balance, budget, percentage fund balance, non-discretionary expenses and percentages.

Staff wants to use downtown reserve fund to supply hanging pots down Michigan Ave. The cost for installation, planting, and watering for the first year is \$3,000

- Motion by Adam Gainsley to recommend the DDA Board fund hanging flower pots in Downtown Ypsilanti along Michigan Avenue. Ruth Ann Jamnick supported the motion. Motion passes- unanimous.

Joe Meyers informed the committee about the depot town “off-green” signage. Staff is working with a designer to get quotes on repainting or replacing the signs.

Joe Meyers hopes to use the reserve fund to fund two projects per district (6 total) over the next year to improve the overall district.

VIII. Proposed Business: N/A

IX. Announcements/Comments: N/A

X. Public Participation: N/A

XI. Next Meeting: July 11th, 8:30 am at SPARK East

Key: (*) = items requiring Board action (X) = documents attached in board packet



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About ypsiGLOW

For the third year, WonderFool Productions (WFP), the producers of FestiFools and FoolMoon, is teaming up with the Ypsilanti community to propose a month-long project of artist and community creative workshops that culminate at [ypsiGLOW](http://ypsiGLOW.org), a light-filled celebration in Downtown Ypsilanti on Friday evening, October 26th.

Artists are hired to lead creative workshops that are community-wide or within an organization. At the community workshops, local artists educate and empower people of all ages and backgrounds to make glowing art, like papier-mâché luminaries and light-up costumes. WFP also partners with local organizations to host creative workshops for their members. All workshop participants are invited to share and celebrate their creations at ypsiGLOW on October 26th. In 2017, WFP hosted 21 workshops with 22 hired artists, 16 organizational partners, and over 507 workshop attendees.

WFP commissions artists to create pieces for the event. Local artists activate downtown storefronts with installations, showing how vibrant downtown Ypsilanti can be. Several of these windows come to life during the event. Additional artists are commissioned to make elaborate, giant luminaries and original work, including video projections, performance art, live painting, shadow puppets. The grant proposal will support the window installation and event commissioned artists.

The month long activity culminates at sunset on Friday October 26th when downtown Ypsilanti will glow brightly with hundreds of community and artist creations, for a night of dancing, interactive art activities, black-lit stations, street performances, glowing window displays, and more!

Project Importance and Desired Outcomes

ypsiGLOW connects an underserved community through shared experiences and has a ripple effect on Ypsilanti, building a positive brand and investing in the local economy. In 2016, WFP was invited by the Washtenaw County Convention & Visitors Bureau (WCVB), the Ypsilanti District Library and the Downtown Association of Ypsilanti (DAY) to apply their successful community-arts model to the underserved community of Ypsilanti. ypsiGLOW is supported by cultural economic development grants from the Ann Arbor Area Community Foundation (AAACF), WCVB, and Washtenaw County Mini-Grant (program discontinued in 2017) as well as business partnerships and donations.

At the first ypsiGLOW, with the help of [58 community partners and creatives](#), over 1,200 people of all ages and backgrounds danced, delighted, and celebrated their community. In 2017, ypsiGLOW received a mini-grant from the Michigan Council for the Arts and Cultural Affairs grant, matched with a successful KickStarter campaign, to develop an innovative window program, matching businesses, artists and community organizations (awaiting response for the 2018 submission). A local business owner remarked, "I have been to a lot of events, and a lot of first time events and you should be VERY proud of what you were able to accomplish. I also feel like it was the most integrated event I've been to in Ypsi (or anywhere really) and that made me happier than anything."

WonderFool Productions received additional funding for ypsiGLOW 2017 from the WCVB and AAACF (the Washtenaw County Mini-grant program ended in 2016), where participation expanded. ypsiGLOW's desired outcomes are to foster an inclusive event that generates cultural + economic impact downtown to become an Ypsi signature event, built by and for the community.

Artist Description

There are three ways artists participate: facilitating a creative workshop, activating a business storefront, and creating a light-centric piece for the event. WFP Artist Committee collects proposals and hires artists to build aesthetic and engaging components for the event - a unique model that sets the stage for energy between art, artists, and community. In 2016, 19 artists (including musicians) were compensated a total of \$7,800. Additionally, 10 local art and school groups participated.

Resource Request

The success of engagement depends largely on the spectacle of our window and streetscapes. Prior to and during the event, ypsiGLOW relies heavily on the innovation and execution of high-quality art installations to market the event and delight viewers. As an organization, it is important that we offer our artists a stipend. The average amount per artist/group is \$300.

We invite the Ypsilanti Downtown Development Association (DDA) to support ypsiGLOW's artist initiative with a \$2,100 grant. Funding will go toward paying artists for supplies, transportation, logistics planning and other areas associated with production.

We would like to offer your organization the following marketing placements and goodies:

- GLOW VIP activities
- GLOW Swag Bag
- DDA Featured in Thank you Video
- DDA Recognition on a GLOWindow at event
- DDA Recognition on wonderfoolproductions.org and ypsiGLOW.org