

City of Ypsilanti
Downtown Development Authority
Board of Directors Meeting Agenda

City Hall, Council Chambers 1 S. Huron Street, Ypsilanti

Thursday, January 17th, 2019 – 8:30 a.m.

The **Mission** of the Ypsilanti Downtown Development Authority (YDDA) is to undertake district-wide improvements that have the greatest impact in strengthening the downtown areas and attracting new business. The primary goal of the YDDA is to implement positive economic, physical, aesthetic, and community changes in each of our four districts.

1. **Call to Order**
2. **Roll Call**

Beth Bashert	P	Ylondia Portis	P
Kayia Hinton	P	Andrew O’Neal	P
Janette Rook	P	Danielle Milner	P
Andy French	P	Ben Harrington (C)	P
Dieter Otto	P	Jen Eastridge	A

A. Introductions

Also present:

Christopher Jacobs and Elize Jekabson – DDA Staff

Joe Meyers- City of Ypsilanti

Mark Swanson- Terry Bakery

B. Approval of Agenda (X)*

Andy French motioned to approve the agenda and Dieter Otto supported the motion. The board approved the agenda.

C. Approval of December 20, 2018 Minutes (X)*

Danielle Milner motioned to approve the December 20, 2018 meeting notes, with an amendment to fix a mistake on approval of meeting minutes from Dieter Otto supporting to Andrew O’Neal, and Kayia Hinton supported the motion. Motion to approve the minutes passed -- unanimous.

D. Audience Participation (3 minutes each) n/a

E. Staff Report/Financial Report (X)

Staff added a list of meetings and events that they are attending on the staff report.

3D Nutrition moved to a different city, staff reported that Contacto Michigan looks to be occupying the space currently.

F. Standing Committee Reports

- **Operations and Finance Committee**

Andy French reported that the operations and finance committee spent a large amount of time going over the 2019/20 budget, and the 2018/19 budget amendments. The

committee talked about each district, and came together with a nice plan going into 2019.

The committee discussed the sponsorship for Concentrate Media and does not recommend sponsoring the organization for 2019.

The committee also reviewed the annual report, and gave staff recommendations.

- **Marketing Committee**

The marketing committee met and reviewed the annual report. Recommendations of edits were given to staff. The committee discussed depot town signage, and agree that it is important to have a design in place before the start of the new fiscal year, so that these signs can be updated and installed in a timely manner.

This committee does not yet have the membership to act as a real committee, and to have detailed minutes of the meetings.

Beth Bashert suggested new board member Jen Eastridge on the marketing committee.

Andy French suggested that each committee should have charges that work to support 3 year vision led by the director.

Danielle Milner would like a succession plan for committee members.

Non DDA members on all committees do not have expiration dates, but these members have been enormously valuable with their service.

- **Executive Committee**

Ben Harrington reported that the executive committee reviewed the recommendation for the budget, reviewed the annual report, and discussed the IGA.

G. Old Business

- **Concentrate Media**

The Operations and Finance committee discussed the sponsorship for Concentrate Media On the Ground program and does not recommend sponsoring the organization for 2019 due to priorities in this years upcoming budget.

Beth Bashert wanted to make sure that Concentrate Media is thanked, and told that this is a fiscal decision and does not represent a relationship issue between Concentrate Media and the YDDA. The DDA invites Concentrate Media to come back next year with an ask.

Andy French motioned to turn down the \$7500 sponsorship request from Concentrate Media, danielle milner supported the motion. Motion passed -- unanimous.

H. New Business

- **YDDA Annual Report**

Christopher Jacobs spoke about the annual report. The DDA will be providing it to City Council in February. The annual report highlights streetscape maintenance, grants, and events.

The board asked about a plan for communicating this report.

Beth Bashert stressed that this annual report is an important tool for telling the DDA's story. It seems like many people do not know what a DDA is.

Ben Harrington asked if staff is presenting at the meet and greet. Staff is hoping to present the annual report on a powerpoint or at least in print at the meet and greet.

Christopher Jacobs wants approval from board and will make a plan for sharing with the public.

Beth Bashert pointed out that there are number of stories this annual report tells, and it would be wise put it out in pieces do give focus to all the details.

Andy French motioned to accept the annual report as is and bring before City Council, and Dieter Otto supported the motion. Motion passed -- unanimous

- **Budget Amendment for FY 2018/2019**

Some amendments need to made because of the personal property tax that the DDA received in November. Downtown surplus went up because of the personal property tax, and Depot Town unexpectedly, did not receive any. Further details in the operations and finance minutes.

Janette Rook motioned to approve the budget amendments for FY 2018/2019 and Danielle Milner supported the motion. Motion passed-- unanimous.

- **Budget Recommendation for 2019/2020**

Downtown

Operations and Finance committee recommends option A to the board. This option was staff recommended.

Downtown more postage, printing/publishing, and increasing TIF capital improvement.

Christopher Jacobs spoke about a future project, the treasure hunt. Staff will have an official proposal shortly. Staff hopes to have a similar project that pulls EMU students off campus, and into the Districts.

Staff is looking at Recycling programs downtown. These would ideally be smart containers. The DDA would work with the City to provide big belly trash cans.

Big belly is expensive and will need to be partnership with the city. Beth Bashert said there will need to be trials, possibly in the DDA,

Holiday lighting will need to be updated, so that is a line item that has increased for the next fiscal year.

Special event contribution for all the districts to increase for support for events like First Fridays Ypsilanti, and The Get Down in Depot Town.

Depot Town

Operations and Finance recommended taking down overall budget for rehab and facade grants from \$30,000, to \$10,000 in the district. The \$20,000 would be contributed towards the parking solutions in Depot Town.

Andy French explained that the city spends money for strategies but seems to never have money to implement the strategies. \$20000 is not going to move the needle but it can cover the low hanging fruit in parking solutions.

Andrew O'Neal is interested in commuter connector bus, and its costs.

West Cross

West Cross has an increase in postage, printing/publishing, and increasing TIF capital improvement. Event contribution to increase.

Holiday lighting budget to increase so that the DDA can light the Water Tower.

Dieter Otto motioned to approve the Budget Recommendation for 2019/2020 and Andy French supported the motion. Motion carried- unanimous.

I. Staff Updates

- **Meet and Greet**

Flyers handed out about meet and greet on January 28th at 734 Brewing Co.

J. Announcements/Comments

K. Public Participation

Mark Swanson noted that there has been a crime uptick downtown in the last few months, and an employee at The Rocket was assaulted. He said that it was nice to see DDA police officer on duty, Officer Justin Taite.

Staff added that Officer Taite will be attending future DDA meetings.

Next Meeting: February 21st, 8:30 a.m., Spark East

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