

**City of Ypsilanti
Downtown Development Authority
Board of Directors Meeting Agenda
SPARK East, 215 W. Michigan Ave.**

Thursday, March 21st, 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.

I. Call to Order

II. Roll Call

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

A. Introductions The chair introduced the members of the board

B. Approval of Agenda (X*) Dieter Otto motioned to approve the agenda and Kayia Hinton supported the motion. The board approved the agenda.

C. Approval of February 21, 2019 Minutes (X*) Andy French motioned to approve the February 21, 2019 meeting minutes, and Dieter Otto supported the motion. Motion to approve the minutes passed -- unanimous.

D. Audience Participation (3 minutes each)

The DDA inadvertently omitted public comment.

E. Staff Report/Financial Report (X)

- Christopher Jacobs reported to the board about streetscape maintenance and the upcoming contract with WHCanon. Some of the façade grants have been completed- 117 Pearl, Veg-o-Rama, and Sidetrack. Updated board about the Youth safety meeting staff is attending. Staff has spent a lot of time cleaning the dumpsters.
- Ben Harrington asked if 101 W. Michigan has signed their grant agreement. – Affirmative.
- Discussions about reallocating the grant funds if it is needed to happen 4 months from now.
- Riverside Arts Center has not engaged the DDA about their upcoming lease renewal and the ball is in their court. Ben Harrington stated that he told RAC to wait for the DDA, so they think the ball is in our court. Christopher Jacobs will reach out to RAC. It was mentioned that the Director of RAC to be out of office indefinitely.

F. Standing Committee Reports

- **Operations and Finance Committee**
Cider Fest Sponsorship (*)
 - Andy French updated board of the conversation the committee had about the presentation.
 - Julie Palmer of Cider Fest presented her presentation to the board.
 - Andy French asked for this year's revenue projections for Cider Fest.
 - Julie will leave costs at \$20 per wristband, and they are anticipating upwards of 1,300 participants. Andy French pointed out at that cost, that's \$26,000 in revenue.
 - A board member asked, who pays for the cider? – Jessie of Wurst Bar buys the cider and took a significant risk doing so- he did have a small loss.
 - Is there an entity that keeps the revenue? Julie Palmer answered - no not yet- they hope to become its own entity, Michigan Cider Fest.

- Danielle Milner thanked Julie Palmer for her work, and appreciates that they brought this to W. Cross. Danielle Milner senses that the table is asking for more transparency.
- Beth Bashert commented that having hosted and sponsored events herself, she feels that the ask for specifying a certain dollar amount to a certain part of a festival is micro-managing the event planners. She wants to sponsor the event. Speaking for herself, she is satisfied with the info she has.
- Andy French pointed out that if he was to put up a tent and sell beer he would keep all the revenue. He is not comfortable with Cider Fest being a for-profit venture.
- Beth Bashert motioned that sponsorship of Cider Fest 2019 is contingent on that the sales wristbands don't go through a private business entity. No support on motion.
- Andy French stated that he would want to see W. Cross create a nonprofit or business association that would control funds. Board members agree.
- Dieter Otto motioned to table the sponsorship of Ciderfest 2019, and Andy French supported the motion. Motion passed – unanimous.

Waste Management RFP (X*)

Kayia Hinton Stepped out at 9:37am due to prior commitments, the DDA lost quorum.

We don't have a current contract with Republic Services. Asking for a blessing to move forward. Discussion ensued.

DDA reached quorum with the arrival of Ylondia Portis at 9:42am.

Andy French motioned to move forward with the Waste Management RFP, and to accept the RFP languages. Ylondia Portis supported the motion. Motion passed – unanimous.

Downtown Ambassador Program (X*)

- Staff is working with Ozone House to employ Ypsi youth for 100 hours over the summer as DDA Ambassadors.
- The Funding would pay a supervisor 29 hours a week for 12 weeks to coordinate youth through the Work Zone program. Staff is looking for the board to approve the \$5,526 for the Supervisor position.
- Andy French motioned to approve \$5,526 to support the Downtown Ambassador Program, and Ylondia Portis supported the motion. Motion passed – unanimous.

LDFA Talent Development initiative conversation moved from new business section.

LDFA Talent Development Initiative (*)

- Staff is working on a MOU with Spark East for talent development. This would start this summer 2019. The DDA is looking to identify youth interested in technology that are ages 16-22.
- The LDFA funding was approved on Tuesday.
- Joe Meyers stated that the DDA being able to have two youth programs for this summer is very great for the DDA. He thanked Christopher Jacobs for all his hard work.
- The program would be starting small with about 5-10 kids as the pilot program. Staff is hoping that next year be closer to 20 kids participating.

Depot Town Plaza Lights Project (X*)

Staff updated the board about the Depot Town Plaza lights situation.

- Operations and Finance Committee recommended that the board honor the \$2500 the former chair had authorized for the Depot Town lights, and require the Merchants to follow the DDA's funding request policy for the rest of the funds.
- Andy French expressed disappointment in process not followed, and that it puts the DDA in a strange spot.
- There was a major miscommunication about authorization. The merchants thought they have approval. The DDA board agreed that it is a great project.

- Beth Bashert motioned that the DDA pay bill in full, and merchants compensate through inkind of food and services. She stated that the DDA cannot pay for their mistakes, but it would be a smaller bite, and it encourages more interaction.
- Andy French asked, what is the best way of dealing with this without hurting a local business?
- Ben Harrington stated that the DDA should have monitored the entirety of the project.
- Beth Bashert withdrew the motion.
- Ben Harrington stated support for the committee recommendation.
- Andy French wanted to make sure that this is not to be pulled out of the capital improvement fund for parking.
- Beth Bashert motioned that the board honor the \$2500 the former chair had authorized for the Depot Town lights, and require the Merchants to follow the DDA's funding request policy for the rest of the funds. Dieter Otto supported the motion. Motion passed—unanimous.

Marketing Committee

Tabled in interest of time.

G. Old Business

Parking Strategy

Tabled in interest of time.

Meeting Adjourned.

Next Meeting: April 18th, 8:30 a.m., SPARK

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