

**City of Ypsilanti Downtown
Development Authority Board of Directors
Meeting Minutes Virtual Meeting
Thursday, August 20, 2020- 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

Patton Doyle	P	Ylondia Portis	P (8:45a)
Kayia Hinton	P	Athena Johnson	A
Andy French	P	Danielle Milner (C)	P
Dieter Otto	P	Jen Eastridge	P
Paul Ajlouny	P	Brian Jones Chance	A
Lois Allen Richardson	P		

Approval of Agenda (X*)

Andy French motioned to approve the agenda. Jen Eastridge supported the motion. Motion passed- unanimous.

Approval of Minutes (X*)

Patton Doyle motioned to approve the July 16, 2020 Minutes. Dieter Otto supported the motion. Motion passed- unanimous

Public Comment (3 minutes each) n/a

Staff Report/Financial Report

Match on Main checks are being distributed, patio payouts for street expansion are being distributed, and alleyway construction is underway.

Staff is preparing for the drive-in movie event. The movie site plan is challenging to set up at Normal Street. There is construction where we were going to set up. We will have a second screen integrated so visibility improves.

Dieter Otto will make sure the lights are out during screen time.

Standing Committee Reports

o Operations and Finance Committee

Street Closure Extension Request (X)

Andy French delivered the committee report. He thanked the mayor and City Council for working with them on the street closures. This is a big help to the restaurants.

Businesses are requesting that the street closure continue through the end of October.

West Cross Alley Reconstruction Project (X)

Pictures are in your packet, a lot of work has been done, and the project is still underway.

College of Business Parking Deck (X)

There was a consensus on the Operations and Finance Committee. It does not make sense for the DDA to purchase that property.

Andy French expressed concern for downtown to be in a parking deficit, but the price tag is too much and due diligence is too much.

Downtown Battle of the Blooms Competition (X)

There are two dozen flower planters in the median that are banged up and dirty. Staff would like to see these painted by artists and sponsored by local businesses.

Jen Eastridge would like to revisit the idea of painting the fencing around dumpster enclosures.

Downtown Alley Lighting Improvements (X)

There are four alleys downtown that staff would like to extend cafe lighting into.

A local building owner would like to gate off the alley between the thrift store and Dolores instead of lighting it up.

Lois Richardson pointed out that the thrift shop uses that alleyway for donation drop-offs.

Christopher Jacobs stated that the Thrift Shop may be in support of the gate. Staff will make sure everyone's on board. This alley is currently a problem area for discarded liquor bottles, defecating, and public urination.

Patton Doyle would like to see someone to evaluate the current lights on Washington street as part of the bid process. It might be valuable to have a larger conversation about undesirable activity. A fence may not stop the activities, but just put it behind the fence.

Danielle Milner stated that alleys become a place of placemaking that can create economic activity.

Lois Richardson stated that she works with MML and supports placemaking. She was all for extending the closures, but yesterday, she had her most frustrating experience downtown. She had no way to get W. Michigan without going all the way down to river street and turning around and coming back up. We need signs.

Ylondia Portis suggested that we post on the DDA site, post with EMU and create a visual to put the word out.

New Business:

o Special Event Sponsorship

Ypsi Glow (X*)

Jennifer Goulet presented Ypsi Glow to the board. She is asking for a sponsorship from the W. Cross and Depot Town districts.

Danielle Milner asked what happens if there is no procession for the event. Ypsi Glow will focus on decorating downtown windows, provide lighting, and an online glow event.

Lois Richardon stated that Washtenaw County has issued an order to limit outdoor events to less than 25 people, however, all pre-planned events are able to stay on.

Danielle Milner stressed that with the bulk of the sponsorship coming out of W. Cross we need to see W. Cross lit up.

Ylondia Portis motioned for a \$1500 sponsorship from W. Cross and a \$500 sponsorship from Depot Town. Paul Ajlouny supported the motion.

Motion passed – unanimous.

Independent Film Festival of Ypsilanti (X*)

IFFY is asking for a \$500 sponsorship to help support the drive-in movie night.

Paul Ajlouny motioned to approve a \$500 event sponsorship from W. Cross to IFFY. Andy French supported the motion. Motion passed – unanimous.

o Ypsi Rewards

Eagle Rewards App (X)

This is a scavenger hunt program that staff is exploring in partnership with EMU.

It will be similar to our passport program in the past but it will be persistent on the EMU app that it will be hosted on.

QR Codes (X*)

This is an update to our previous Shops Incentive program where staff collected receipts. This will be all digital. Staff is asking for funding to purchase table tents, QR codes, and giftcards for the program.

Jen Eastridge spoke about the success of the program at her business.

Patton Doyle motioned to approve new funding for the Ypsi Incentive Program at \$1350. Jen Eastridge supported the motion. Motion passed unanimous.

Proposed Business:

X. Audience Participation:

Ylondia Portis asked how we can get the conversation about the holiday lights moving. She is getting nervous that we will miss our window to light up the city. Is there a collaboration opportunity with Ypsi Glow?

Danielle Milner thanked the staff. Those dumpsters are full and gross at Normal St, and we have that movie tonight. We need to get those emptied today.

XI. Adjourn

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