

Minutes
DDA BOARD OF DIRECTORS MEETING
Meeting 8:30 AM - Thursday, May 20, 2021
Virtual

1. CALL TO ORDER

2. ROLL CALL

PATTON DOYLE	P	(City of Ypsilanti, Washtenaw County)
YLONDIA PORTIS	P	(City of Ypsilanti, Washtenaw County)
KAYIA HINTON	A	
ALEX MERZ	P	(City of Ypsilanti, Washtenaw County)
ANDY FRENCH	P	(Scio Township, Washtenaw County)
DIETER OTTO	P	(City of Ypsilanti, Washtenaw County)
JEN EASTRIDGE	P	(City of Ypsilanti, Washtenaw County)
PAUL AJLOUNY	P	(Lima Township, Washtenaw County)
LOIS ALLEN RICHARDSON	P	(City of Ypsilanti, Washtenaw County)

3. AGENDA APPROVAL

Dieter Otto motioned to approve the agenda, and Jen Eastridge supported the motion. Motion passed - unanimous.

4. APPROVAL OF MINUTES

Alex Merz motioned to approve the April 15, 2021 minutes, and Dieter Otto supported the motion. Motion passed - unanimous.

5. PUBLIC COMMENT (3 MINUTES EACH)

Taryn Willis from YCS - here for an agenda item.

Lamar Weir- Congresswoman Debbie Dingle's office representative.

6. STAFF REPORT/FINANCIAL REPORT

The DDA held a pop-up vaccine clinic. It was very successful, especially in the short amount of time staff had to promote the event.

7. STANDING COMMITTEE REPORT

7.1. Operations and Finance Committee

All items to be discussed under new business.

8. NEW BUSINESS

8.1. West Cross Streetlights

The DDA is moving forward with the new model switch out for the streetlights.

8.2. 2021 Project Updates

Depot Town Plaza Cafe Lighting - To be completed by end of the month

Grants Committee Meeting on Thursday June 10th, applications due by May 31

Summer Movie Series Promotion - Ongoing

Outdoor Mall Signage - To be completed by Friday

North Huron Billboard - Waiting on additional quotes for consideration in June. Taryn Willis of YCS presented a billboard design with the board. It is an advertisement for Ypsilanti Community Schools. Similar ads will be spread around Washtenaw County.

Ylondia Portis asked YCS to share metrics and growth with the DDA.

Staff has not printed the welcome to ypsi image. We have it vectorized and have the rights. We have quotes, but no scheduling has been done.

Patton Doyle motioned for the DDA to approve the YCS Billboard advertisement from June to August 31, 2021. Lois Allen Richardson supported the motion. Motion passed- unanimous.

Dumpster Cameras - To be completed by the end of the month.

Depot Town Mural Restoration - Waiting on property owner. Staff is interested in restoring the mural on Rice and Cross. It is a painting by Depot Town Trailblazer, the late Carolyn McKeever.

I94 Billboard Opportunity - Decision needed ASAP Summer Movies Series Ylondia Portis suggested highlighting upcoming events, Movie events, or a tagline leading people to a signature landing page, possibly called Ypsi Wow.

Poster Pop Up Vaccination Clinic Wednesday May 19 4-6pm Outdoor Mall Street Signage Welcome to Ypsilanti Billboard

9. PROPOSED BUSINESS

Andy French requested that the parking plan be included in the board member orientation.

10. AUDIENCE PARTICIPATION

Jackson Pahle - Mayoral Aide introduced himself.

11. ADJOURNMENT

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