



AGENDA

DDA BOARD OF DIRECTORS MEETING

Meeting

8:30 AM - Thursday, February 17, 2022

Back Office Studio - 13 N Washington Ypsilanti, MI 48197

Page

1. CALL TO ORDER
2. ROLL CALL

PATTON DOYLE	P	A
YLONDIA PORTIS	P	A
KAYIA HINTON	P	A
ANDY FRENCH	P	A
DIETER OTTO	P	A
JEN EASTRIDGE	P	A
PAUL AJLOUNY	P	A
LOIS ALLEN RICHARDSON	P	A
BRYAN FOLEY	P	A
BRANDON DENT	P	A

3. AGENDA APPROVAL
4. PUBLIC COMMENT (3 MINUTES EACH)
5. NEW BUSINESS

5.1. DDA Board Retreat with Patricia Berry

3 - 7

[2022 02feb 17 8 30-10am YDDA Mini Vision Retreat Part II AGENDA](#)

6. PROPOSED BUSINESS
7. AUDIENCE PARTICIPATION
8. ADJOURNMENT



PATRICIA BERRY CONSULTING

February 17, 2022 | 8:30 - 10:00am
YDDA Visioning Retreat Part II; getting to agreement | *AGENDA*

MEETING PURPOSE: The purpose of this meeting is to solidify your decisions for the next wave of strategic planning. Our work together on Thursday morning seeks to solidify some of the ideas we started with in Part I of this visioning, as well as the goals Christopher has drafted for you to consider.

Reflection questions:

1. Take some time to consider both the goals, as well as the ideas you put forward in Part I of this vision work. The goals and ideas are listed below.
 - a. Once you have taken some time to sit with these ideas, think about what doesn't feel relevant to the work this coming year. It has been a few weeks since we talked about these, do any feel like they are no longer a priority? Cross them out.
 - b. Taking the remaining ideas, rank them in order of importance to you. Bring this ranking into our meeting together. From this brainstorming, can you identify three items that feel urgent / most important?

Agenda:

8:30 - 8:45 Open:

Group Agreements

- Make space/Take space. . . . if you are a person who speaks often and first, try hanging back and listening first. If you are a person who hangs back, try stepping forward and taking up more space than is usual for you.
- BYOB (Be Your Own Boo). . . take care of your needs during this conversation
- As much as possible, find your own voice (use "I" statements rather than speaking in generalities)
- Be okay with non-closure

8:45 - 9:00 Short Visualization Exercise:

9:00am - 9:30 Explore Our Rankings of the Current Goals:

What is most urgent? What (if anything) can we postpone? What needs to be added? Who / What are we missing?

9:30 - 9:45 Narrow and Decide:

9:45 - 10:00am Close:

Head/Heart/Feet

Head. After participating in this goal-setting process, what is one thing you're thinking?

Heart. After participating in this goal-setting process, what is one thing you're feeling?

Feet. After participating in this goal-setting process, what is one new thing you're excited about doing or implementing?



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Goals for 2022 (as proposed by Christopher)

Yr	Area	Objective	Goal	Task
2022 - 2023	Ward 1	Complete the sale of Riverside Arts Center and pay off remaining Downtown bond with proceeds	Resolve any remaining grant restriction, property line questions, and sale details with City and DDA attorney	Schedule monthly meetings beginning in 2022 to navigate the remaining questions in order to finalize the sale
2022-2023	Ward 3	Identify additional parking opportunities in Depot Town and invest in developing those sites	Complete the parking feasibility study and decide on where to commit bonding capacity for the greatest benefit	Get updated cost estimates for the surface lot repair at Frog Island, identify costs of parking deck at Frog Island Lot or Maple Street Lot, schedule meetings with bond counsel to pursue one of these options
2022-2023	Ward 1	Increase business and resident enrollment in the Downtown dumpster program to help support cleaner streets	Reduce rates for residents by working directly with landlords downtown to increase enrolment, reduce rates for businesses by increasing enrollment among those who use the dumpsters but do not pay, beautify the dumpster enclosures to reduce instances of illegal dumping	Approve the mural proposals at the dumpster enclosures provided by local artists, set up meetings with landlords and business who have not bought into the program but use the dumpsters or on street trash cans
2022-2023	All Wards	Achieve the Michigan Main Street "Select Level"	Access technical resources and utilize Main Street strategies and financial incentives to help redevelop vacant or underutilized spaces, develop community and economic development programming and placemaking, and utilize volunteer support	Submit the select level application, recruit volunteers, and begin to hold Main Street monthly meetings
2022-2023	All Wards	Leverage grant opportunities for building facade and rehabilitation	Activate remaining vacant or underutilized storefronts across the district and encourage private investment by leveraging public resources from the State of Michigan and DDA TIF revenues	Identify grants like March on Main or new programs that are emerging in 2022 as a result of ARP funding and secure those resources with compelling applications and partnerships with local businesses and property owners.

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From our work in Part I of this workshop, here are some of the reflections / ideas you shared. Are they still relevant? Have we captured them in Christopher's layout of the proposed goals above? What do we want to promote to the proposed goals?

1. At the outset of Part I of this workshop, it was stated that we want a "fresh look, particularly with a DEI focus." Is that reflected in the goals above?
 - a. What can we do better? Who are we reaching? Who are we not reaching? Are we using / generating inclusive meeting ideas?
2. Proposed questions posed by YDDA members in our November 2021 workshop
 - a. How do we make Ypsilanti feel like home to students at EMU? Can we use retention as a measure of our success in engaging this group? Entertainment is important for this; perhaps a theme throughout all the restaurants (arcade games, etc.)
 - b. We should create a way for people to "find" Ypsilanti; a Digital "user's guide"
 - c. Both virtual and physical "third spaces" for people to gather (think placemaking)
 - d. Does Ypsilanti feel "safe" for people who move through the city? Strangers, visitors, residents, workers, etc.
 - e. We should be doing some internal work that helps us make clearer decisions about "what" to do. YDDA / Ypsilanti needs a stronger brand, mission, target audience of engagement.
 - f. We need to be more integrated with our margins and boundaries; this is where the most diversity and creativity reside. How do we make those communities feel more interconnected with downtown?
 - g. Are we thinking big enough? There is a nation-wide focus on infrastructure projects that are transformational for communities. How can we envision, get funded and create this?
 - h. A healthy ecosystem community is walkable; how do we make this downtown foot traffic friendly? How can we encourage "resident-friendly" businesses that allow walkable access to groceries, goods & sundries, pharmacy, childcare, petcare
 - i. Vibrant communities have both urban and parks. (think placemaking, how do people gather?). Can we influence/create a town center green space? Festival streets and alleyways closed to car traffic?





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Further reflections from YDDA board members Jen Eastridge and Patton Doyle via e-mail:

1. CONTINUATION to focus on Ypsi's **THRIVABILITY** - including points of
2. Walkability (is it supporting a walkable lifestyle, which is related to community greening [no idea whether that is an actual proper way to use that] and creating commons for connection
 - Supply (is it meeting the needs of the people in and/or visiting the biz districts)
 - Safety (effects businesses, employees, visitors and residents)
 - Support of Businesses (with continued efforts to stay funded in current and new ways)
3. COLLABORATION - with other organizations that directly affect how downtown is seen and/or operates (both from a business perspective, but also a visitor and resident) such as DAY, YpsiReal, who else? - with organizations that serve overlooked and/or underserved businesses and/or populations (social services, churches, police department, Corner Health, etc.)
4. COMMUNICATION - keeping updated contact information for all building and business owners (update list by going door to door annually?) - reaching people who don't use social media - create an SMS notification database for TEXT updates (meetings scheduled, special events, grant opportunities, grant award announcements [so community can read and see the work we are doing without having to sit through or listen to a meeting], links to polls, feedback, etc.
5. CURATION - working with Ypsi Economic Development to curate, attract and recruit businesses to serve the everchanging downtown needs (food, shelter, living, gathering, safety, supply, entertainment, support [aka guides, interactive app with support or information] - attracting businesses that are "cornerstones of cool" (I would like to think that we have some already ;) that will attract more, high-end businesses as well to increase the actual AND perceived value of downtown.

QUESTIONS & THOUGHTS: * What is our relationship like with - Local Media Outlets (MLive, Observer, Current, Radio stations, EMU and UofM student news outlets, etc.) - to make sure our events and opportunities are seen, heard across a plethora of platforms - Destination Ann Arbor/Ypsi Real? The sellability of Ypsi as a desirable place to start a business is highly influenced by what people see from CVB sites. * Why don't we have student representation on the YDDA? Is there any legal reason we can't include a student or students who are studying to get a BS or Masters in Urban and Regional Planning at EM U this may not be a new idea at all, but I am just throwing this out there as we were encouraged to come to this with a blank slate. :) I read my notes in reflection, and realize that I have a very BROAD list of what downtown needs to be, and what role the DDA can play in that, but I also feel like that is reality. I realize that I envision the Downtown Ypsi that caters to the expendable monied folks who come

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and spend their dollars supporting Ypsi shops, restaurants, banks, etc. I also live the reality of a Downtown Ypsi that has an underserved population, some of whom are left with few other options than panhandling or known possibilities for various reasons (language barriers, being kicked out [think lgbtq youth], losing jobs, mental health neglect, among many other). We have a population of seniors who live in Towne Centre Place, and a population of kiddos who are being raised within walking distance of Downtown, which can be a bright spot for them when given the opportunity (First Fridays, holiday window contests [love that], Trick-or-Treat, YDL tree lighting, etc.). These are the kinds of critical conversations that I feel are deeply important to realizing who we are as individuals and collectively as an organization. Thank you for bringing us this opportunity.

Sincerely, Jen

Thanks Chris! Sorry for the delay. Here are the four themes/thoughts I wrote down at the end of our retreat: Our mission as a DDA is to enable our districts to thrive in all respects. But the execution of that mission is caught between two contrasting but complementary strategies: - Do we support the communities that already live and work here, or do we build for those who might choose to live and work here in the future? - Do we support private spaces and activities, or do we build vibrant public spaces? - Do we support current events and organizations, or do we build long-term infrastructure that will support such activities in the future? The key to our success as a DDA is to balance these opposing strategies and maintain this balance over decades to change our reputation.

Patton

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