



AGENDA DDA BOARD OF DIRECTORS MEETING Meeting

8:30 AM - Tuesday, April 19, 2022
Back Office Studio 13 N Washington

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1. CALL TO ORDER	
2. ROLL CALL	
YLONDIA PORTIS	P A
MICHELLE BIRAWER	P A
JEN EASTRIDGE	P A
BRYAN FOLEY	P A
3. AGENDA APPROVAL	
4. APPROVAL OF MINUTES	
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8. AUDIENCE PARTICIPATION	
9. ADJOURNMENT	



MINUTES
AD HOC COMMITTEE FOR EQUITABLE INVESTMENT MEETING
8:30 AM - Tuesday, March 15, 2022
Back Office Studio -13 N. Washington / Virtual Hybrid

1. CALL TO ORDER (8:40am)

2. ROLL CALL

JEN EASTRIDGE	A
YLONDIA PORTIS (C)	P (9:00 am)
BRYAN FOLEY	P
MICHELLE BIRAWER	P
PATTON DOYLE (alternate)	P

3. AGENDA APPROVAL

Bryan Foley motioned to approve the agenda. Michelle Birawer supported the motion. Motion Carried - unanimous.

4. Approval of the minutes:

Michelle Birawer motioned to approve the February 15, 2022 minutes and Bryan Foley supported the motion. Motion passed- unanimous.

5. PUBLIC COMMENT (3 MINUTES EACH)

Malissa Gillett (BG Salon) - Greeted the committee.

6. NEW BUSINESS

6.1. Washtenaw County Racial Equity Officer - Alize Asberry Payne

Joined by Crystal Campbell.

Data collection for who is served vs. communications is very different.

Staff asked about revolving loan funds. Success of a revolving door loan depends on its framework.

Community Design Programs and equity assessments.

You can have a great program in theory, but if its not used by the target demographic, it isn't successful. Equity needs to be infused in the DNA of any program that is run to be the most successful.

The committee discussed external contracts. It was recommended to find someone who has expertise in DDA's or municipalities.

Alize Asberry Payne will connect offline to discuss further resources that might be useful to this committee. Both guests had a hard stop at 9:00am and left the meeting.

Discussion continued about bring recommendations to the DDA board and discussing continuing this committee. April is supposed to be the last meeting for this committee.

Ylondia Portis will work on a presentation to catch the DDA board up with the work the committee has completed.

Staff suggested that changing the meeting schedule might be a good idea. This committee meets

two days before a DDA board meeting, so the board does not see minutes in their packet. Agenda items would have to wait a month.

6.2. Niles Match on Main Bridge Loan

Staff read Richard Murphy's email explanation of the Niles Bridge Loan.

Staff pointed out that the next grant cycle is about to begin. The committee is in a good position to have any revolving loan program in place for 2023.

Paying off the downtown bond with RAC sale could really help fund this initiative.

Staff explained that loans for grants like Match on Main are only issued when the business is selected as a recipient. The DDA fronts the amount of the grant, and collects directly from the grantor. It is a very low risk loan.

Ylondia Portis discussed loan risk mitigation.

Patton Doyle left at 9:28am

7. PROPOSED BUSINESS

Bryan Foley is really interested in having a longer conversation with the Equity Office or consultants. In-between work/homework for committee members.

8. AUDIENCE PARTICIPATION -none.

9. ADJOURNMENT

Motion to adjourn at 9:35am by Michelle Birawer, supported by Bryan Foley. Motion passed-unanimous.



To: Ypsilanti Downtown Development Authority Board
From: Christopher Jacobs, Executive Director
Date: April 19, 2022
Subject: Ad Hoc Committee for Equitable Investment

Background:

In September 2021, The DDA Board created an Ad Hoc Committee for the purpose of investigating if resources have been equitably invested within the district and if the current district boundaries could be amended to allow us to include other commercial areas in the city. The first of six meetings of the Ad Hoc Committee for Equitable Investment took place on November 16, 2021. Ylondia Portis was elected Chair of the committee, we adopted a meeting schedule, and discussed topics of potential interest for the committee to explore. At the time we discussed questions such as:

- Where is money spent within the districts?
- Where is money not spent within the districts?
- What parcels may we include in an expanded district?
- What are the financial implications of expanding the TIF districts?
- What rules or procedures are needed to encourage businesses to seek public funding for projects?
- What rules or procedures are needed to prevent the same businesses from capitalizing on DDA resources at the expense of others?

In December 2021, the committee started to answer some questions pertaining to these questions. Joe Meyers gave a presentation on TIF districts, and we reviewed the MEDC factsheet that explains TIF district requirements, particularly the contiguous parcel requirement. We discussed how TIF revenue works as a function of time and how new districts do not typically capture revenue for many years. We discussed the financial implications of expanding a TIF district on the current district which includes the risk of the library opting out of capture for a significant portion of revenue. The committee also reviewed what a TIF/Development plan is and how the districts spend their money annually.

We discussed at the January meeting potential areas for DDA District Expansion including E Michigan Ave and Harriet St. The committee also considered the last three years of place-based investments such as building façade and rehab grants, landscaping, holiday and café lights, and special event sponsorships to identify which areas in the district may not receive proportional benefit and why. At this meeting we discussed the logistical challenges of expanding the district which includes a potential loss in revenue in the current TIF districts, the difficulty of capturing revenue in a newly created TIF district, and the contiguous

commercial parcel requirements of the state in a TIF district. The committee discussed how collecting the demographic information of grant recipients would help us in the context of evaluating equitable investment.

On February 15 we continued the conversation about potentially collecting demographic information in our grant application by looking specifically at the building façade and rehabilitation application as well as the special event sponsorship application. The committee also review the 2021/2022 fiscal year budget to consider what resources might be available to support initiatives that encourage equitable investment.

March 15 we had the opportunity to speak with Alize Asberry Payne and Crystal Cambell from the County Racial Equity Office. The committee was asked to consider an equity needs assessment as part of its initial work before adopting recommendations without a complete picture of where the DDA is currently. We also discussed the Niles DDA Revolving Loan Fund as a model to potentially replicate in Ypsilanti in order to help undercapitalized businesses compete for limited grant resources that are paid as a reimbursement.

The summary recommendations are provided for your review. Please consider this an opportunity to amend the recommendations as you see fit for the Board to consider.

Equity Needs Assessment

Collecting voluntary demographic information on grant applications

Requirement DEI Statements on grant applications

Rules that limit how often a recipient can be awarded a grant

Supporting business incubators

Identifying businesses in the district without a traditional storefront to target for DDA resources

The types of grants we offer are aimed at property rather than working capital

Reimbursement grants are prohibitive to many small businesses – revolving loan fund could be used to eliminate those barriers

Grant workshops with SBDC

Communication – those who are in the “know” have a competitive advantage over others not aware of grant opportunities. More education and outreach is clearly needed and the methods by which we communicate to reach a broader audience needs to improve.