

**DOWNTOWN DEVELOPMENT AUTHORITY
CITY COMMISSION CHAMBERS
ROYAL OAK, MICHIGAN
www.romi.gov**

**Wednesday, March 20, 2024
Regular and Information Meeting
4:00 P.M.**

Present

Jay Dunstan
Kyle DuBuc
Todd Fenton, Interim City Manager
Michael Keith
Arbor Laclave
Salvatore LoGrasso
Lori London
Michael Sophiea, Chairperson
Mark Vanneste
Anthony Yezbick, Vice Chairperson

Absent

Gail von Staden

Staff

Timothy E Thwing, Executive Director
Daniel Solomon, Downtown Manager

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1. **Call to Order**
2. **Public Comment**
3. **Organizational Items**
 - a. **Election of Officers – Chairperson and Vice Chairperson**
 - b. **Committee Assignments & Committee Meeting Schedule**
 - Infrastructure Committee**
 - Marketing and Business Relations Committee**
4. **Approval of Meeting Minutes from January 17th, 2024**
5. **Expense Items**
 - a. **Monthly Expenses January 2024**
 - b. **Monthly Expenses February 2024**
 - c. **Rose Pest Solutions Price Increase**
6. **RO Historical Society – Request for Funds**
7. **The Rink at Royal Oak Media Recap – 2023/2024**
8. **Beer Stroll Sponsorship Distribution & Sponsorship Agreement with DDA**

9. **Marketing & Business Relations Committee Recommendations**
 - a. Moms, Dads & Grads
 - b. Downtown Dollars Plan 2024-2025
 - c. Sights and Sounds Sponsorship Request
 - d. Event Plan
10. **FY 2024-2025 Budgets**
 - a. Operating Funds
 - b. Development Fund
 - c. Goals & Objectives
11. **Recommendation to City Commission – Parking System Request for Proposals**
12. **Reports**
 - a. Siren Communication and Impact Report January 2024
 - b. Siren Communication and Impact Report February 2024
 - c. SEP 24-11 Memorial Day Parade May 27, 2024
 - d. Crain's February 15 Article
 - e. Downtown Paving Project-Current Schedule April 8th – May 28th.

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1. CALL TO ORDER

Chairperson Sophiea called the meeting to order at 4:00 p.m.

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2. PUBLIC COMMENT

Chairperson Sophiea opened Public Comment.
After all public comment was received, public comment was closed.

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3. ORGANIZATIONAL ITEMS

a. Election of Officers

Chairperson Sophiea opened nominations for the position of chairperson.

Director Yezbick nominated current chairperson Sophiea, supported by Director LoGrasso.
No other nominations were offered, and Chairperson Sophiea closed nominations.

Chairperson Sophiea was unanimously re-elected to the position of chairperson.

Chairperson Sophiea opened nominations for the position of vice chairperson.

Director Vanneste nominated Director Yezbick, supported by Director Laclave. No other nominations were offered, and Chairperson Sophiea closed nominations.

Director Yezbick was unanimously re-elected to the position of vice chairperson.

b. Committee Assignments & Meeting Schedule

Committee assignments were as follows:

Infrastructure:

Kyle DuBuc

Sal LoGrasso

Michael Sophiea

Mark Vanneste

Gail von Staden

(Shirley Smith-volunteer)

Marketing & Business Relations:

Michael Keith

Arbor Laclave

Lori London

Jay Dunstan

Tony Yezbick

(Jason Gittinger-volunteer)

Regular monthly meetings of the committees will occur as follows unless alter by the committees in the future:

Infrastructure first Monday of each month at 5:00 pm.

Marketing & Business Relations first Tuesday of each month at 5:00 pm.

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4. APPROVAL OF MEETING MINUTES FROM JANUARY 17th

MOVED by Director Laclave

SECONDED by Director Fenton

To Approve the minutes of the January 17, 2024, regular meeting, as present.

MOTION APPROVED UNANIMOUSLY.

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5. EXPENSE ITEMS

a. Monthly Expenses January 2024

The invoices received and paid for the month of January 2024 were provided as information, no action is required.

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b. Monthly Expenses February 2024

The invoices received and paid for the month of February 2024 were provided as information, no action is required.

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c. Rose Pest Solutions Price Increase

The communication from Rose Pest Solutions indicating a price increase to \$186 per service was received.

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6. RO HISTORICAL SOCIETY – REQUEST FOR FUNDS

Director Dunstan recused himself from this agenda item and stepped away from the table.

MOVED by Director Laclave
SECONDED by Director London

Be It Resolved, the Royal Oak Downtown Development Authority hereby allocates a not to exceed amount of \$3,000 to cover the Farmers Marketing rental fee for the Royal Oak Historical Society's Memorial Day breakfast and allocates an additional \$500 towards providing free breakfasts for military personal, first responders and nurses.

MOTION APPROVED UNANIMOUSLY.

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7. THE RINK AT ROYAL OAK MEDIA RECAP 2024-2025

Jon Witz provided a presentation and answered questions from the board, no action is required.

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8. BEER STROLL SPONSORSHIP DISTRIBUTION & SPONSORSHIP AGREEMENT WITH RORA

MOVED by Director Yezbick
SECONDED by Director Vanneste

Be it resolved, the DDA Board hereby approves the First Amendment to Sponsorship Agreement with the Royal Oak Restaurant Association and authorizes the Executive Director to execute amendment.

MOTION APPROVED UNANIMOUSLY.

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9. MARKETING & BUSINESS RELATIONS COMMITTEE RECOMMENDATIONS

a. Moms, Dads & Grads

MOVED by Director Keith
SECONDED by Director Laclave

Be it resolved, the Downtown Development Authority hereby approves the Downtown Manager to administer the Moms, Dads, Grads BOGO Extravaganza which will match Downtown Dollars eGifts valuing \$25, \$50, and \$100, with a maximum of one bonus gift per person and an expiration date of August 31, 2024, until account funds are depleted.

Be it resolved, the Downtown Development Authority hereby authorizes the Executive Director to deposit \$105,000 into the Yiftee account and authorizes the Executive Director execute any needed agreements to administer the program.

MOTION APPROVED UNANIMOUSLY.

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b. Downtown Dollars Plan 2024-2025

MOVED by Director Fenton
SECONDED by Director Dubuc

Be it resolved, the Downtown Development Authority hereby approves the Downtown Dollars plan for the 2024-2025 Fiscal Year and authorizes the Executive Director to make periodic deposits to the account to administer the described programs.

MOTION APPROVED UNANIMOUSLY.

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c. Sights and Sounds Sponsorship Request

MOVED by Director Dunstan
SECONDED by Director London

Be it resolved, the DDA Board authorizes the Executive Director to enter into a sponsorship agreement with the Royal Oak Farmer's Market to provide funding for the Sights and Sounds event in an amount not to exceed \$16,000.

MOTION APPROVED UNANIMOUSLY.

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d. Event Plan 2024-2025

MOVED by Director Dunstan
SECONDED by Director Laclave

Be it resolved, the DDA Board hereby allocates \$115,850 to cover the seven (7) events outlined in the event plan for fiscal year 2024-2025.

MOTION APPROVED UNANIMOUSLY.

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10. FY 2024-2025 BUDGETS

a. Operating Fund

MOVED by Director DuBuc
SECONDED by Director Dunstan

Whereas the Taxable Value of real property in the Downtown District of the Downtown Development Authority for the year 2024 is estimated to be \$253,682,900.

Now, Therefore, Be It Resolved, the Operating Budget of the Authority for the fiscal year beginning July 1, 2024, and ending June 30, 2025, is hereby determined, and adopted as attached in Exhibit "A", and

Be It Further Resolved, there is hereby levied a special ad valorem tax in the DDA District of 1.6003 mills on each dollar of Taxable Value in accordance with Act 197, Public Acts of Michigan of 1975, as amended: and

Be It Further Resolved, a copy of this resolution and budget be forwarded to the City Commission of the City of Royal Oak for their review and approval, pursuant to Act 197, Public Acts of Michigan of 1975, as amended.

MOTION APPROVED UNANIMOUSLY.

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b. Development Fund

Mr. Thwing provided an overview of the development fund proposed budget. The budget was referred to each DDA committee for review and a recommendation.

c. Goals & Objectives

MOVED by Director Laclave
SECONDED by Director Yezbick

Be it resolved, the DDA Board hereby approves the Goals & Objectives for fiscal 2024-2025 without any revisions.

MOTION APPROVED UNANIMOUSLY.

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11. RECOMMENDATION TO CITY COMMISSION – PARKING SYSTEM REQUEST FOR PROPOSALS

MOVED by Director Dunstan
SECONDED by Director Vanneste

To Table, this item to a future date.

MOTION APPROVED UNANIMOUSLY.

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12. REPORTS

- a. **Siren Communications and Impact Report January 2024**
Provided for information no action necessary.
- b. **Siren Communications and Impact Report February 2024**
Provided for information no action necessary.
- c. **SEP 24-11 Memorial Day Parade May 27, 2024**
Provided for information no action necessary.
- d. **Crain's February 15 Article**
Provided for information no action necessary.
- e. **Downtown Paving Project-Current Schedule April 8th – May 28th.**

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OTHER BUSINESS

Rideshare Proposal/Discussion

MOVED by Director Dunstan
SECONDED by Director Laclave

Be it resolved, the DDA Board hereby establishes a rideshare program to coincide with the NFL 2024 Draft being held in downtown Detroit based upon the following criteria:

The program will run from 12:00 pm Wednesday April 24th through 12:00 pm Sunday April 28th. With a total allocation not to exceed \$10,000 the Downtown Manager shall reasonably determine the allocation of funding per service providers Uber and Lyft. Limited to a one-time amount of \$10.00 per account. With a 20-mile service radius for inbound visitors.

MOTION APPROVED UNANIMOUSLY.

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There being no further business to bring before the Royal Oak Downtown Development Authority, the following motion was made:

MOVED by Director Laclave

SECONDED by Director Yezbick

To Adjourn the March 20, 2024, DDA regular meeting at 5:42 p.m.

MOTION APPROVED UNANIMOUSLY.

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Executive Director