

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

**Wednesday, May 15, 2024
Regular Meeting
4:00 P.M.**

Present

Kyle DuBuc
Michael Keith
Arbor Laclave
Salvatore LoGrasso
Lori London
Michael Sophiea, Chairperson
Mark Wollenweber, Interim City Manager
Mark Vanneste
Gail von Staden
Anthony Yezbick, Vice Chairperson

Absent

Jay Dunstan

Staff

Timothy E Thwing, Executive Director
Daniel Solomon, Downtown Manager

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- 1. Call to Order**
- 2. Public Comment**
- 3. Approval of Meeting Minutes from April 17th, 2024**
- 4. Expense Items**
 - a. Monthly Expenses April 2024**
- 5. RO Holiday Village – Sponsorship Agreement**
- 6. Contract for Holiday Lighting – English Gardens**
- 7. FY 24-25 Advertising Plan**
- 8. Placer.AI Subscription Adjustment**
- 9. Reports**
 - a. Siren Communication and Impact Report March 2024**
 - b. Siren Communication and Impact Report April 2024**
 - c. CC Approval of Parking Rates for 2024 Taco Fest**
 - d. CC Approval of 2024/25 Downtown Outdoor Ice Arena Agreement**

e. Initial Visit Report May 2024 – Placer.Ai

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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. APPROVAL OF MEETING MINUTES FROM APRIL 17th, 2024

MOVED by Director Laclave
SECONDED by Director Vanneste

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

MOTION APPROVED UNANIMOUSLY.

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4. EXPENSE ITEMS

a. Monthly Expenses April 2024

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

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5. RO HOLIDAY VILLAGE – SPONSORSHIP AGREEMENT

MOVED by Director Yezbick
SECONDED by Director Vanneste

Be It Resolved: the Royal Oak Downtown Development Authority hereby approves the sponsorship agreement with Jonathan Witz & Associates (JWA) related to the RO Holiday Village with the following amendments: 1) removing the word “attempt” from paragraph 3, 2) requiring a minimum of three informational meetings with downtown businesses prior to the event and authorizes the Executive Director to execute the amendment agreement.

MOTION APPROVED 7 yeas – 3 nays (Directors London, Laclave and von Staden.

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6. CONTRACT FOR HOLIDAY LIGHTING – ENGLISH GARDENS

MOVED by Director Laclave
SECONDED by Director LoGrasso

Be It Resolved: the Royal Oak Downtown Development Authority hereby approves entering into agreement with English Gardens related to price estimate 3849 & 3493 and authorizes the Executive Director to execute the agreement.

MOTION APPROVED UNANIMOUSLY.

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7. FY 24-25 ADVERTISING PLAN

MOVED by Director Laclave
SECONDED by Director Dubuc

Be it resolved, the DDA Board approves the Downtown Manager's Advertising Plan for the 2024-2025 fiscal year.

Be it resolved, the DDA Board approves the annual purchase agreement with HOUR Media in an amount not to exceed \$23,590 annually and authorizes the Executive Director to execute the agreement.

Be it resolved, the DDA Board approves the annual purchase agreement with OUTFRONT in an amount not to exceed \$40,000 annually and authorizes the Executive Director to execute the agreement.

Be it resolved, the DDA Board approves the annual purchase of advertising with iHeart Media in an amount not to exceed \$60,000 annually and authorizes the Executive Director to execute any necessary agreements or insertion orders.

Be it resolved, the DDA Board approves the annual purchase of advertising with effectv in an amount not to exceed \$120,000 annually and authorizes the Executive Director to execute any necessary agreements or insertion orders.

Be it resolved, the DDA Board approves the annual purchase of advertising with Community Publishing and Marketing in an amount not to exceed \$20,000 annually and authorizes the Executive Director to execute any necessary agreements or insertion orders.

MOTION APPROVED UNANIMOUSLY.

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8. PLACER.AI SUBSCRIPTION ADJUSTMENT

MOVED by Director Keith
SECONDED by Director London

Be it resolved, the DDA Board hereby amends the April 17th resolution for the purchase of Placer.Ai as follows:

Be it resolved, the Downtown Development Authority hereby approves the subscription expense for Placer.Ai in an amount not to exceed **\$27,750** annually and authorizes the Executive Director to execute any necessary purchase agreements.

MOTION APPROVED UNANIMOUSLY.

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9. REPORTS

- a. **Siren Communications and Impact Report March 2024**
Provided for information no action necessary.
- b. **Siren Communications and Impact Report April 2024**
Provided for information no action necessary.
- c. **CC Approval of Parking Rates for 2024 Taco Fest**
Provided for information no action necessary.
- d. **CC Aproval of 2024/25 Downtown Outdoor Ice Arena Agreement**
Provided for information no action necessary.
- e. **Initial Visit Report May 2024 – Placer.Ai**
Provided for information no action necessary.

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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 LoGrasso

To Adjourn the May 15, 2024, DDA regular meeting at 5:40 p.m.

 **APPROVED UNANIMOUSLY.**

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