

**DOWNTOWN DEVELOPMENT AUTHORITY  
CITY COMMISSION CHAMBERS  
ROYAL OAK, MICHIGAN  
[www.romi.gov](http://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 17<sup>th</sup>, 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 17<sup>th</sup>, 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 17<sup>th</sup> 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 Approval 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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