

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

**Wednesday, May 17, 2023
Regular Meeting
4:00 P.M.**

Present

Paul Brake, City Manager
Jay Dunstan
Michael Keith
Arbor Laclave
Salvatore LoGrasso
Lori London
Michael Sophiea, Chairperson
Mark Vanneste
Anthony Yezbick, Vice Chairperson
Gail von Staden

Absent

Jennifer Rossbach

Staff

Timothy E Thwing, Executive Director
Daniel Hill, Downtown Manager

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1. **Call to Order**
2. **Public Comment**
3. **Approval of Meeting Minutes from April 19, 2023**
4. **Expense Items**
 - a. **Monthly Expenses**
5. **Arts Beats & Eats Discussion**
6. **Ice Rink 2023 – Request for Funds**
7. **Social District Saturdays**
8. **Advertising Purchases FY 23-24**
9. **Gone Country Bar Crawl Support**
10. **MSOC Grant – Tech Visit & 5th Avenue Temporary Placemaking**
11. **Holiday Season Event 2023 – Verbal Status Report**

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1. CALL TO ORDER

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

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2. PUBLIC COMMENT

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

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3. APPROVAL OF MEETING MINUTES FROM APRIL 19, 2023

MOVED by Director Brake
SECONDED by Director Laclave

To Approve the minutes of the April 19, 2023, DDA meeting, as amended, adding the word “packet” to the end of sentence under item 10.

MOTION APPROVED UNANIMOUSLY.

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4. EXPENSES

a. Monthly Expenses

The invoices received and paid for the month of April 2023 were provided as information, no action is required.

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5. ARTS BEATS & EATS DISCUSSION

MOVED by Director Dunstan
SECONDED by Director Vanneste

Be it resolved, the Royal Oak Downtown Development Authority, DDA hereby supports extending an agreement with the City and Arts Beats & Eats, Inc. until December 31, 2027, and

Be it further resolved, the DDA hereby supports:
Eliminating sentence, “ABE will provide signage to identify the openings and the businesses that can be accessed through them.”, from Section 3t.

Eliminating sentence, "Beginning in 2021, if the DDA fails to be reimbursed for fifty percent (50%) of its sponsorship fee in any two years of this Agreement, the parties agree to meet for good faith discussion on a potential reduction in the amount of the fee.", from Section 4g.

Increasing sponsorship fee modifying Section 4f to indicate, "Beginning in 2023 the DDA shall pay Arts, Beats & Eats a one hundred fifty thousand dollars (\$150,000) per year sponsorship fee with equal payments of seventy-five thousand dollars (\$75,000) due on March 15 and July 15 prior to the Festival each year."

All subject to an acceptable agreement being prepared for the DDA's review and approval.

MOTION APPROVED 8 yeas – 2 nays Directors London and von Staden.

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6. ICE RINK 2023 – REQUEST FOR FUNDS

MOVED by Director Laclave
SECONDED by Director Brake

Be it resolved, the Royal Oak Downtown Development Authority, DDA hereby allocates an additional \$30,000 to cover a portion of the cost overages of the ice rink and directs the Executive Director pay those funds to Jonathan Witz & Associates.

MOTION APPROVED UNANIMOUSLY.

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7. SOCIAL DISTRICT SATURDAYS

MOVED by Director Keith
SECONDED by Director Vanneste

Be it resolved, the DDA Board authorizes the Downtown Manager to expend up to \$4,200 for the purchase of yard games, to seek acoustic musicians and expend up to \$1,200 per event for entertainment, and to submit the Special Event Permit application and expend fund for any necessary labor associated with the closure of Center Street.

MOTION APPROVED UNANIMOUSLY.

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8. ADVERTISING PURCHASES FY 23/24

MOVED by Director Dunstan
SECONDED by Director Laclave

Be it resolved, the DDA Board approves the purchase of advertising with effectv at \$10,000 per month, not to exceed \$120,000 annually, and authorizes the Executive Director to execute necessary agreements.

Be it resolved, the DDA Board approves the purchase of advertising with iHeart media at \$5,000 per month, not to exceed \$60,000 annually, and authorizes the Executive Director to execute necessary agreements.

Be it resolved, the DDA Board approves the purchase of advertising from HOUR media for various issues and placements as outlined in the attached document in an amount not to exceed \$20,000 annually and authorizes the Executive Director to execute necessary agreements.

Be it resolved, the DDA Board approves the purchase of advertising with Royal Oak Today across various issues in an amount not to exceed \$20,000 annually and authorizes the Executive Director to execute necessary agreements.

MOTION APPROVED UNANIMOUSLY

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9. GONE COUNTRY BAR CRAWL SUPPORT

MOVED by Director Yezbick
SECONDED by Director LoGrasso

Be it resolved, the DDA Board allocates an additional \$10,000 towards the marketing and promotion of the Gone Country Bar Crawl being promoted and planned by Royal Oak Bar Crawls subject to a review of the event after it occurs.

MOTION APPROVED 9 yeas – 1 nay Director London.

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10. MSOC GRANT – TECH VISIT & 5th AVENUE TEMPORARY PLACEMAKING

MOVED by Director Dunstan
SECONDED by Director Yezbick

Be it resolved, the Downtown Development Authority accepts the Tech Visit grant dollars from Main Street Oakland County in the sum of \$10,000 and authorizes the fund to be used for the purchase of outdoor bistro style tables and chairs to be used on the closed portion of Fifth Avenue.

Be it resolved, the Downtown Development Authority approves the purchase of bistro tables and chairs from Fermob USA not to exceed \$21,000.

Be it resolved, the Downtown Development Authority authorizes the Executive Director to expend up to \$5,000 to purchase planters and plantings for placemaking initiative should they be needed.

MOTION APPROVED UNANIMOUSLY.

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11. HOLIDAY SEASON EVENT 2023 – VERBAL STATUS REPORT

Mr. Thwing indicated that the Royal Oak Chamber of Commerce was still interested in submitting a proposal a holiday event. The chamber was in discussions with a promoter, and they planned to present a proposal to the Marketing Committee and DDA board at the June meetings. The event would not include a parade, but activities intended to draw people downtown.

Mr. Thwing also reminder the board that the city's Master Plan Charrette process was ongoing this week in the Center Street Structure commercial space with a presentation scheduled for Saturday between 3 – 5 pm.

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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 Keith

To Adjourn the May 17, 2023, DDA regular meeting at 5:44 p.m.

MOTION APPROVED UNANIMOUSLY.



Executive Director