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To: DDA Board of Directors  
From: Austin Colson – Community and Economic Development/DDA Director  
Date: September 19, 2025  
RE: Additional Hours for CED/DDA Project Coordinator – Parks and Recreation

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### **Background**

The City of Lathrup Village Parks and Recreation Committee is actively working on initiatives to improve and enhance our community's park system. At present, the Committee has no dedicated staff member to provide consistent coordination, communication, and project support. The Parks and Recreation Committee have expressed they often feel rudderless and without the ability to effectively move initiatives forward, without a dedicated staff person. To address this need, staff is recommending that the Downtown Development Authority (DDA) allocate funding for an additional 4.5 hours per week for the CED/DDA Project Coordinator to serve as the Parks and Recreation Committee's staff liaison.

### **Proposal**

The requested allocation will allow the Project Coordinator to:

- Attend Parks and Recreation Committee meetings.
- Assist with planning and coordination of park improvement initiatives.
- Provide project management support for park enhancements and community programming.
- Serve as the communication link between the Committee, City staff, and the DDA.

### **Justification**

Although parks projects may fall outside the geographic boundaries of the DDA, enhancing Lathrup Village's park system directly supports the DDA's mission to strengthen the City's commercial corridor and business community. A vibrant and attractive parks system:

- Draws visitors and residents into the community, increasing activity in and around local businesses.
- Improves quality of life, making Lathrup Village a more desirable place to live, work, and shop.
- Supports business attraction and retention, as amenities such as well-maintained parks are increasingly important to entrepreneurs, employees, and young families choosing where to locate.

- Enhances community events and programming, creating opportunities for partnerships between businesses, the DDA, and Parks and Recreation.

By funding this additional time, the DDA ensures that the business corridor benefits from a stronger, more cohesive community identity anchored by high-quality public spaces.

#### **Requested Action**

Staff requests that the DDA Board approve funding for an additional 4.5 hours per week for the CED/DDA Project Coordinator to serve as the staff liaison to the Parks and Recreation Committee and provide coordination for park improvement initiatives. The City currently allocates \$4,000 in their annual budget for Parks and Recreation.

| <b>Additional Cost</b> |      |           |                   |
|------------------------|------|-----------|-------------------|
| Per week               | \$25 | 4.5 Hours | <b>\$112.50</b>   |
| Annually               |      |           | <b>\$5,850.00</b> |

#### **Suggested Motion:**

"I move to authorize the allocation of funds for an additional 4.5 hours per week for the CED/DDA Project Coordinator to support Parks and Recreation Committee initiatives, with the goal of enhancing Lathrup Village's park system and strengthening the business corridor."