



MEMORANDUM

TO: Sheryl Mitchell, City Administrator
CC: DDA Board of Directors
FROM: Susie Stec, Director – CED / DDA Director
DATE: April 13, 2021
RE: Department/Director Report

In an effort to provide consistent updates to the DDA Board of Directors, City Administrator, and City Council the following monthly is submitted for your review.

COVID-19 Resources

- A resource page has been created: http://www.lathrupvillage.org/how_do_i/resources.php. There are a series of links to financial resources & programs available to business.
- DDA just launched another crowdfunding campaign and will reprogram 20/21 budget items to re-fund the Lovin' Lathrup Village Business Relief Mini-Grants.

Events

- **Spring into Self-Care** is a month-long, virtual event for the month of April. It is featuring tutorials and other short videos from many of our LV businesses. There is a shopping promotion and grand prize drawing. People are encouraged to join the Step UP Challenge, as well. To register for the Step UP Challenge: <https://www.eventbrite.com/e/148942106851>.
- **Spring Roll** to celebrate the implementation of the city's bike route a tour of the city is being planned with Parks & Rec for Saturday, June 5th. More details to follow.
- **Corridor Cleanup** will specifically for businesses will be April 17th – 23rd. The next volunteer-based event be on Saturday, June 12th from 9 – 11am. <https://forms.gle/37rGjAY2n3zNTmhc7>
- **Fireside Friday** is being held on Fridays from 11 am – 1 pm at the pavilion in Municipal Park through the month of April. Event is being promoted on social media, website, and e-newsletter. A new event will be promoted through the summer months.
- **Juneteenth Celebration – Unity in the Community** is being planned for Saturday, June 19th from 4 – 8pm, overlapping with the Art Fair.

Grants

- **OC Weatherization** – DDA was successfully awarded \$34,295 in Restaurant Relief Grant Program funds. The bulk of these funds will be used for COVID-19 expense reimbursement incurred by local restaurants. DDA received 2 sanitization stations to be located at Municipal Park, as well as

4 patio heaters to be used during Fireside Fridays. DDA Manager is developing an application for eligible restaurants.

Commercial Business/Property Updates

- 27215 Southfield Road is working on site improvements and interior renovations
- Discount Tire will be seeking a non-conforming use determination from ZBA on April 18th before moving through the special land use & site plan review process.
- Ruby Lee's Honey Chicken and Shrimp is applied for a sign permit. They will be locating in the former Happy's Pizza location.

Comprehensive Plan update

- The plan is pending release for comment to the surrounding communities.

Cannabis

- Targeting April 20th to present updated ordinance & evaluation criteria to Planning Commission.

Infrastructure

- Letters regarding Sidewalk Replacement Program and Water Service Line excavations were mailed the week of March 15th. Instructions on self-identification of service lines were included.
- Susie & Rami continue marking sidewalks in the neighborhoods south of I-696.
- Code enforcement letters to fixing ditches & culverts were mailed week of April 6th.
- Paving construction notification letters will be mailed week of April 12th
- GIS mapping & data collection system is in place to track excavations, fire hydrants, gate valves, and sidewalk.

Miscellaneous

- Staff is meeting with RCOC to identify interim improvements for Southfield Road. Preliminary scope of work includes ditching and resurfacing.
- Hanging flower baskets will be hung throughout the entire district this spring. DDA will be coordinating a "planting party". Contact Cori at cdahl@lathrupvillage.org to participate.
- Bike Route pavement markings and sign installation will begin and end in May.