

**Meeting Minutes**

**12:04 PM: Call to Order.**

**Roll Call**

**Present:** Shermeyer, Pam; Sugg, Dan; Kantor, Bruce; Felton, Patricia; Huey, Danielle; Green, Alex; Greene, Mike; Colson, Austin.

**Absent:** Prime, Fred; Jones, Charlotte.

**12:05 PM:** Motion to excuse absence made by Dan Sugg, seconded by Bruce Kantor and approved by unanimous vote.

Motion to approve the meeting minutes is made by Dan Sugg, supported by Bruce Kantor and is approved unanimously.

Motion to approve February meeting minutes is made by Bruce Kantor, with a request by Bruce to amend the minutes to reflect his absence from the meeting. Motion is supported by Dan Sugg and passed unanimously.

**12:07 PM: Consent Agenda**

Before a motion can be made on the Consent Agenda, Board Member Dr. Patricia Felton inquires about the financial reports. She praises the details of the financial report, specifically the assets and liabilities taken into account. Her request is to add a horizontal and vertical review with percentages of overages or surpluses for added clarity. Regarding income, she notes that 56% of the budget has been spent, and questions what can be done to rectify this. DDA Director Colson notes that some expenditures were placed in the wrong General Ledger (GL) number; they will be corrected and presented for final approval, which should amend the budget constraints detailed in the report.

Dr. Felton also questions the benefits to the Music Festival, considering it is only 1% of the overall budget, she is worried that there is more money going out rather than coming in. DDA Director Colson clarifies that the Lathrup Village Music Festival 2024 brought \$10,000 in revenue, an amount the DDA Board approved as a donation to the LVMF 2025 fund as a donation. Dan Sugg

adds that the music festival was not a revenue generator, rather a community event meant to benefit community members.

Dr. Felton also acknowledges DDA Director Colson keeping his salary expense down.

Danielle Huey inquires further about the LVMF, asking if there are any sponsors. DDA Director Colson acknowledges that sponsors have already been secured with more sponsors on the way, and that there have been discussions about rewards for sponsors for the event. DDA Director Colson also details businesses who are returning sponsors this year. Board member Huey states that while she enjoyed herself as an attendee at the festival, as a business owner she did not see a benefit and pondered if there was a point to the DDA supporting the event if it did not directly benefit businesses.

A discussion is had regarding the value of the music festival and where local businesses fall into it. DDA Intern Kennedy announces that concerns about the layout by business owners have been considered in the planning process for the 2025 Music Festival. LVMF Head Planner Lauren Beras clarifies on the plan to integrate local businesses into the festival so that they do see a direct benefit this year. Lauren also requests that the planning committee receives more insight into making this year's festival a more fluid experience.

After discussion, Motion made by Bruce Kantor to approve the consent agenda, Dan Sugg seconds. Motion is unanimously approved.

**12:27 PM: Public Comment**

LVMF Event Planner Lauren Beras updates the board on efforts made towards the Music Festival, including plans to increase social media presence once all acts have been finalized and contracts have been signed, and increasing transparency by announcing and showing map layouts at public meetings. Lauren also updates the sponsorship lists and details the sponsorship rewards, and also details how the planning is currently under budget by \$3,320.

**12:36 PM: Old Business**

No Old Business to attend to.

**12: 36 PM: New Business**

Discussion is held regarding the Roots Vibration Performance Agreement, presented by DDA Director Colson and LVMF Event Planner Lauren Beras. Motion is made by Dr. Felton, seconded by Dan Sugg, to approve the Performance Agreement. Motion passed unanimously.

DDA Director Colson presents the beautification initiative around city hall. With a budget of \$7,000, the city is looking at two flower planting related projects. This first project costs \$206.28, so the DDA is asking for a budget amendment of \$207 to fill flowerpots around city hall and the pavilion in Municipal Park. 8 Quotes were received by the DDA, and Alexander Garden Center provided the lowest bid possible with the best options available. DDA Director Colson and Board Member Pam Shermeyer add context regarding details of the flowers, the soil, and why they are necessary to the purchase. Bruce Kantor makes a motion to approve the purchase of \$207, supported by Mike Greene and unanimously approved.

DDA Director Colson presents part two of the beautification initiative, this part focusing on the flower beds around city hall. A volunteer on the Tree Committee, Reed Boskey, provided renderings for city hall which shows new trees and shrubbery. Due to budgetary constraints, the DDA asked Reed to prepare three separate estimates, splitting the project into three phases to alleviate budget concerns. The overall report details the entire project budget of \$8,636.86, requiring a budget amendment that would account for the overages. A discussion is had regarding the price breakdowns, as some board members were confused by it, but the confusion is cleared. Dan Sugg makes a motion to approve the budget amendment to accommodate the amount of \$1,431 with the caveat that this line item will hopefully not be in next year's budget; seconded by Bruce Kantor. Motion unanimously approved.

DDA Director Colson presents the Recommended DDA Budget for Fiscal Year 2025/2026. Where the concern was that there would be a budget shortfall, there is actually an increase in revenue. Details are as follows:

**Revenues:**

- Total projected revenues: \$533,500, reflecting a slight increase of \$6,762 from FY24/25.
- TIFA capture taxes: \$422,500, reflecting property assessments already accounted for.

**Expenditures:**

- Salaries & Wages: Adjusted to \$130,000 (decrease of \$50,000) due to converting the Special Projects position into a part-time role.
- Streetscaping Projects: Budgeted at \$20,500, including plant materials, banners, and holiday decorations.
- Capital Improvements: \$100,000 allocated for completion of alleyway improvements.
- Music Festival: \$10,000 contribution from the DDA.
- Repairs & Maintenance: \$64,500, significantly reduced due to reallocation of alleyway projects to Capital Improvements line item.
- Façade & Sign Grant Programs: Remain at \$20,000 and \$10,000, respectively, to support business development.

Mayor Pro-Tem Kantor asks for clarity in the perceived shortfall, Administrator Mike Greene provides details and clarity. Board Member Pam Shermeyer inquires about the price increase in Holiday Decorations, Mike Greene answers that due to the positive feedback from residents, they assume there would be an increase due to inflation or other price increases. Shermeyer also inquires as to the details of the repairs section, which DDA Director Colson clarifies that the DDA also maintains landscaping services along the service drive, and an increase had to happen due to details of the contract revealing only half of the necessary work was being completed. After further discussion about possibly hiring a crew to work on cleaning up the service drive full time, DDA Director Colson clarifies that himself and DDA Intern Kennedy have both been seeking new grants for the city to utilize and alleviate financial hardships. Bruce Kantor makes a motion to approve the budget; Dan Sugg seconds. Motion passes unanimously.

A general discussion is had by the board members over possible meeting time changes. No vote is held, just a discussion. No consensus is made, but a request by board members to create and distribute a survey for them to fill out and consider later.

Further discussions are held regarding transparency with city boards and resident concerns. Dr. Felton inquires about resident surveys and DDA Intern Kennedy informs the board of a survey conducted for a Public Participation Plan report earlier in the year and presented to Council. Dr. Felton further

inquires what can be done to increase communication with residents and business owners, which DDA Intern Kennedy details plans that have been discussed internally but have been awaiting feedback. Danielle Huey offers suggestions regarding social media presence and short-form informational YouTube videos.

DDA Intern Kennedy provides an update to the DDA Webpage on the City website, including details of an interactive, color-coded map, a detailed Frequently Asked Questions (FAQ) tabs, Board Member details, Sidebar information pertaining to important notes and documents, and much more. Also details intentions to update the map monthly and include vacant businesses as well as active businesses. Additionally, intentions to add websites and social media pages. The map was made using Mapline.

Board Member Alex Green inquires about a short-form YouTube video (or series) regarding frequently violated ordinances, explaining the ordinances, how to avoid violations and how to rectify violations (if any are received). A conversation is had regarding support for a video series regarding these topics and many others that can support businesses and business owners by the board.

Dr. Felton asks if a focus group could be created that asks business owners how they want to be addressed and the best methods to reach out to business owners. She and DDA Director Colson discuss the merits and capabilities of this in conjunction with existing partnerships with organizations like Main Street America and Oakland Thrive.

**1:31 PM: DDA Director Report**

DDA Director Colson facilitates the report: On Saturday, April 26<sup>th</sup> at 11:00 AM, there will be an event at Municipal Park hosted by the Tree Committee and Parks and Recreation, which is facilitating a tree planting, a brief seminar about tree and plant care. It is free to attend, and attendees are advised to park at Annie Lathrup High School due to the busy schedule at City Hall.

There is also a Succession Planning Training on Tuesday, April 30<sup>th</sup>, hosted by the DDA and partnered with Oakland Thrive, the Tri-City Chamber of Commerce. There will be a personal financial advisor speaking as well. It is free to attend but attendees are advised to register online ahead of time.

On May 28<sup>th</sup>, there will be a Business Resource Training hosted by Oak Park. There will be a Morning Business Mixer in July (date undetermined, will be announced when decided). The 3<sup>rd</sup> Annual Lathrup Village Music Festival on September 13 (Rain Date: September 14), 2025. There will be a seminar on boosting holiday sales in Oak Park on September 17, 2025.

3 new Business Permits have been given out: 26600 Southfield Road (Flagship store for Holbrook Auto Parts), which is completing exterior façade improvements; 27310 Southfield Road, a nail/beauty salon is completing the interior buildout; 28250 Southfield Road, there have been Window Replacements. The installations of the High-Intensity Activated Crosswalk (HAWK) signals, which will improve pedestrian walkability downtown. Installments have been made, but activating them still has no timeline as of this meeting. Alleyway Improvements are underway, and the multi-year project could be completed in one year, given speed of the project so far. Regarding Small Business support: DDA Director Colson praises Oakland Thrive and their help over the past month, but asserts that the DDA continues to work with different resources.

Community Fundraiser: DDA Intern Kennedy presents the “Shave the Intern” campaign benefiting the St. Baldrick’s Foundation for Childhood Cancer Research. The highest supporting donor of this campaign will earn the right to shave the intern bald. He assures the board that this was entirely voluntary and wants to be shaved, as this event is meant to bring the community together. St. Baldrick’s is a foundation based out of California that has provided over \$350 Million in funding for cancer research, including materials, personnel and other necessary research tools. On May 6<sup>th</sup>, 2025, at the Community Center in City Hall, the DDA will host a Shave-a-Thon for St. Baldrick’s and all are welcome to attend and donate. If the highest-supporting donor cannot make it, they can volunteer their personal representative to perform the shaving or pass it off to the second highest supporting donor. The first person to donate \$1,000 earns the right to shave DDA Director Colson bald. Dr. Felton notes that DDA Director Colson doesn’t have hair to shave, much to Intern Kennedy’s amusement.

**1:39:**

**Adjournment**

Dan Sugg makes a motion to adjourn the meeting; Bruce Kantor seconds.  
Meeting is adjourned.