

Downtown Development Authority of City of Madison Heights

Memorandum

Date: November 10, 2022
To: Downtown Development Authority Board Members
From: Giles Tucker, Community Development Director
Subject: Director's Report

1. Oakland County's "Local Gem Sweepstakes"

The last week of October we received a delivery of the following promotional items from Oakland County for Small Business Saturday:

- (200+) Shopping Bags
- (7) 6ft Banners
- (50) 11x 17 Posters
- (800) Counter Cards

I will be sure to make there are materials available to the DDA board and will work with the Promotion Committee and Linda Williams from the Chamber of Commerce to provides these materials to DDA area businesses and residents.

2. MHHP Chamber of Commerce- "Wanted: Small Business Shoppers"

The Chamber intends to partner with members of City Council, school district leaders and others interested city leaders to "get caught" shopping small in this year's Chamber promotion. A social media campaign will include city leaders on a wanted sign shopping at a local business and these photos will be posted throughout holiday shopping season.

3. Small Business Saturday Vendor Event

A final copy of the vendor form, including a terms and conditions section has been developed and shared with Councilwoman Aaron and Jenni Zmarzlik.

4. Holiday Decoration Update

Sean Ballantine provided an update on our holiday decorations project on 11-8-22. DPS has successfully wired, tested, and replaced bulbs on 52 holiday decorations. DPS has also made an order for light post brackets and anticipate receiving them the week before Thanksgiving. Sean has also reached out to DTE and will ensure that we have power to these outlets for 3-month holiday season. I will provide updates to the DDA when DPS begins installation.

5. Trash Bins & Welcome Sign Area

DPS has not provided any new developments on the trash bins or sign area as of 11/9/2022. I will share updates as they become available.

6. Michigan State Extension Office- 11 & John R Vision Study

Earlier this summer we applied to MSUE for their Sustainable Built Environment Initiative could help develop a conceptual plan and visual drawings of the John R DDA/Downtown. This program will help provide more concrete examples of placemaking projects throughout the DDA, making it easier to compete with grants and to help solidify a shared vision of how we'd like the physical environment of the DDA to be in the future. Melissa, Giles and our City Planner Matt Lonnerstater plan to meet with MSU on Friday, November 11, 2022.