

Downtown Development Authority Meeting

Madison Heights, Michigan

October 12, 2023

A Downtown Development Authority Meeting was held on Tuesday, October 12, 2023 at 8:00 AM at City Hall – Madison Room, 300 W. 13 Mile Rd.

Chairperson Van Buren called the meeting to order at 8:01 AM.

PRESENT

Mayor Roslyn Grafstein

Member Rickey Busler

Member Ruth Charlebois

Member Joseph Keys

Vice-Chair Yousif Jarbo (arrived at 8:07 am)

Member Joe Marando

Member Melissa Marsh

Member Lenea Renshaw

Member Michael Sheppard

Chair Michael Van Buren

ABSENT

Member Gordon Davignon

OTHERS PRESENT

Community and Economic Development Director Giles Tucker

Business Services Coordinator Mary Daley

DDA-23-31. Excuse Members.

Motion made by Member Marsh, seconded by Member Grafstein, to excuse Member Davignon, from today's meeting.

Motion carries unanimously.

MEETING OPEN TO THE PUBLIC:

Chair VanBuren opened the public comment period at 8:02 am. Seeing no one was present from the public, the public comment period was closed at 8:02 am.

APPROVAL OF MINUTES:

DDA-23-32. MHDDA August 22, 2023 Regular Minutes

Motion made by Member Sheppard, seconded by Member Busler, to approve the Regular MHDDA Meeting minutes of August 22, 2023 as printed.

Motion carries unanimously.

NEW BUSINESS:

1. 947 W 11 Mile Rd Façade & Sign Grant Application

As explained in the packet, Diamond Jim's has applied for a façade and sign grant for the improvement of the "carriage house" building within the parking lot of their jewelry store at 934 W 11 Mile Rd. These two buildings share the same parcel. C.E.D. Director Tucker reviewed some background on this application.

Discussion first pertained to the façade grant portion of the application. Mr. Tucker reviewed the application for the DDA as detailed in the packet. The current budget includes a total of \$5,000 for Sign Grant projects and \$10,000 for Façade Grant projects. While these project activities are eligible according to our existing program guidelines, the Façade grant guidelines as written limit the applicant to one façade grant per parcel at a maximum reimbursement of \$5,000. Diamond Jim's did receive a façade grant in May 2021 for \$5,000. A suggestion was made that the Economic vitality committee review the guidelines.

DDA-23-33. Motion by Member Marando, seconded by Member Marsh, to deny the façade grant application from Diamond Jim's based on the DDA Façade grant guidelines and this parcel having already received the maximum \$5,000 grant funding per parcel and further to defer the policy to the Economic Vitality Committee for review.

Motion carries unanimously.

Next, discussion turned to the sign portion of the application. The sign grant portion is separate from the façade grant. Staff has determined that the project meets all the eligibility requirements of the sign grant program and its guidelines. While Diamond Jim's received a sign grant in 2005, the program guidelines only require that a business not receive more than two sign grant within a 10-year period. The total cost for installation excluding permitting and taxes has been quoted at \$4,400. The proposed awning meets the sign ordinance.

DDA-23-34. Motion by Jarbo, seconded by Keys to approve the sign grant portion of Diamond's Jims request for a maximum reimbursement of \$2,200 which is 50% of the pre-tax cost of the awning excluding permitting fees.

Motion carries unanimously.

2. 11 Mile Streetscape Open House Event #1

The Madison Heights DDA will be hosting an initial Open House to gather feedback on our initial streetscape design concepts and proposed changes to 11 Mile between John R and Lorenz. We

will invite downtown business owners to provide their input. Director Tucker would like to provide some light appetizers and refreshments and is asking the DDA Board to approve a food budget for this event. The second open house will be much more open to potential businesses when streetscape plans are more concrete.

DDA-23-35. Motion by Member Keys, seconded by Member Charlebois to approve a budget not to exceed \$500 for the purchase of food and refreshments for the first DDA open house on Thursday, October 26th from 4:30 pm-6:30 pm.

Motion carries unanimously.

REPORTS:

1. Finance report

Director Tucker reviews the financial report with the Board. He reports minimal changes and reports the current fund balance as detailed in the board's packet.

2. Ongoing projects

- a. Trash bins should be completed and placed.
- b. The City is moving along with new signage outside of the DDA.

COMMITTEE REPORTS:

Member Sheppard gave an update on the marketing & promotion committee. He reports that they are working on several events with a focus on three right now. In the future they would like to meet with all DDA business owners to ask their opinions and ideas of what they would like to see in the DDA.

Discussion developed regarding holiday decorations. Director Tucker suggests obtaining quotes for holiday stock banners for next year's holiday season and continuing to use our current decorations for this upcoming season. They were well received by residents and business owners.

The Board is very happy with the lighting and the sign above the Madison Heights Fire Station #2. The L.E.D.'s on the side light up with the doors open. It has greatly enhanced the area.

The Chamber fundraising event "Night at the Races" will be held on Thursday, November 2nd. Contact Chamber for tickets or to reserve a table. Food will be provided by Woodpile BBQ.

Meeting was adjourned by the Chair at 8:45 a.m.