

## Downtown Development Authority of City of Madison Heights

### Memorandum

**Date:** November 13, 2024  
**To:** Downtown Development Authority Board Members  
**From:** Giles Tucker, Community Development Director  
**Subject:** Update on Ongoing Projects

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#### **MHDDA Business Digital Marketing Program Update**

At the June 18<sup>th</sup> DDA meeting the board approved a motion to approve an agreement between the Madison Heights Downtown Development Authority and 1 Vision Media Group, LLC for videography services with the cost of the videos split 80/20 between the DDA and participant.

At the August 20<sup>th</sup> DDA meeting, the board learned that a total of eight (8) DDA businesses had expressed interest in the program, and the DDA Board voted to amend the current agreement between 1 Vision Media and the DDA to increase the number of videos they would like to move forward with from four (4) to eight (8) business videos. At this meeting the DDA board instructed that the Director ensure that the guidelines for this program state that this program be available only to brick-and-mortar businesses within the DDA. The guidelines and application have been attached for reference.

Further, the DDA board asked that a progress report on the quality of these videos be presented at the November 19<sup>th</sup> meeting. The following are the initial eight (8) businesses that have expressed interest in these videos:

#### **September**

1. Amore Beautiful You Salon- 27681 John R Rd
2. Madison Motors- Car Sales- 26815 John R Rd

#### **October**

3. Cadillac Straits
4. Diamond Jims

#### **November**

5. Woodpile BBQ
6. Mia Tasty Bar & Grill

#### **December**

7. Royal Kabob
8. Madison Park Family Bowling Center

The links below are for the first two completed videos for Amore Beautiful You Salon and for Madison Motors. To date the businesses have not yet used these videos for promotion on social media. For this reason, please don't share these videos quite yet.

Amore Beautiful You Salon <https://vimeo.com/1019424413?share=copy>

Madison Motors <https://vimeo.com/1019424716?share=copy>

Staff recommends that the DDA board take no further action on this project until these initial videos are complete and submitted to the DDA for reimbursement per our Agreement.

### **MHHP Chamber FY 2024 Q3**

The Chamber has provided their quarterly report (attached) and the DDA paid their quarterly installment in October 2024.

### **DDA Board Orientation with Gerry Haimbright Completed 11/1**

Giles and Gerry met on November 1<sup>st</sup> to discuss board membership responsibilities and our most recent activities. Staff is looking forward to having Gerry on the board and benefitting from his experience, expertise, and enthusiasm.

### **Welcome to Madison Heights Gateway Sign**

The City of Madison Heights partnered with Ideation Orange to develop a gateway sign concept to deploy at keep entrances into the City. On November 1<sup>st</sup> the first two of these signs has finally reached the building department for review. Up next will be the "Welcome to Madison Heights" sign at John R & Progress. Funding for this sign is anticipated to be available by the end of the calendar year.

### **Façade & Sign Grant Guidelines & Application**

Responding to a request from Linda at the Chamber of Commerce an updated version of the Façade and Sign grant has been provided to The Green House Hair Salon at 26040 John R Rd. The updated grant documents are also now available at <https://downtownmadisonheights.com/>.

### **Clocktower Public Comments**

The DDA board received two public comments/ requests pertaining to the clock tower in October. I have included one of them in its complete form in the packet as it was submitted on the City website, the other originated from a call that Adam received on 10/25. Here is a summary:

- Sabrina Martin at 26710 Delton: The DDA should investigate repairing the clocktower to bring back the clocktower chimes.
- Omar Hussien at 101 W Brockton Ave: He suggests that the clocktower is overlooked because of its the dull green color. He suggests that it be repainted it red and highlight it with LED lighting underneath. He points to the clocktower in Petoskey as an example.

