



Love local
ROCHESTER 

**Rochester Downtown
Development Authority**

Downtown Collaboration Studio
431 S. Main Street
Rochester, MI 48307
248.656.0060
DowntownRochesterMI.com

**Regular Meeting Agenda
Wednesday, March 20, 2024, 7:00 pm
Rochester Municipal Building, 400 Sixth Street**

1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes –
 - A. Regular Meeting Minutes – February 21, 2024
 - B. Special Meeting Minutes – March 5, 2024
 - C. Closed Meeting Minutes – March 5, 2024
4. Audience Comments
5. Liaison Reports
 - A. City Council – Marilyn Trent
 - B. Chamber of Commerce
 - C. Historical Commission – Don Sienkiewicz
 - D. Principal Shopping District – Kristi Trevarrow
6. General Business Agenda Items
 - A. Social District Update – City Attorney Jeff Kragt
 - B. Market + The Graham Project Update – Ben Giovanelli
 - C. FYE 25 DDA Budget Update – Ben Giovanelli
 - D. 2024 Outdoor Dining Platforms Program – Kristi Trevarrow
7. Receipt of Regular Reports
 - A. Executive Director Update
 - B. Events & Marketing Update
 - C. Financial Report for DDA
 - D. Business Development Committee
 - E. Site Development Committee
8. Motion for Closed Session to Discuss Purchase of Property
9. Miscellaneous

The next regular meeting of the Rochester DDA will be held on Wednesday, April 17, 2024.

DRAFT

Downtown Development Authority
Regular Meeting Minutes

Wednesday, February 21, 2024
Rochester Municipal Building, 400 Sixth Street
7:00 p.m.

1) Call to Order

The regular meeting of the Downtown Development Authority Board of Directors was called to order by Chairman Ben Giovanelli at 7:00 p.m.

2) Roll Call

Board Members Present:	Chairman Ben Giovanelli, Mayor Stuart Bikson, Roger Knapp, Bob Bloomingdale, Lisa Germani Williams, Tony Lipuma
Board Members Absent:	Erik Diana, Paul Haig, Tonia Carsten
Council Liaison Present:	Marilyn Trent
Chamber Liaison Absent:	Vacant
Historical Commission Liaison Present:	Don Sienkiewicz
PSD Liaison Absent:	Paul Haig
DDA Executive Director Present:	Kristi Trevarrow

3) Approval of Meeting Minutes

Regular Meeting Minutes – January 17, 2024
Goals & Objectives Minutes – January 24, 2024

Motion By:	Bob Bloomingdale to approve the January 17, 2024 Regular Meeting Minutes and January 24, 2024 Goals & Objectives Minutes as presented.
Second By:	Tony Lipuma
In Favor:	All
Opposed:	None
Motion Passed	

4) Audience Comments

5) Liaison Reports

A. City Council

Marilyn Trent highlighted the following from the January 22, 2024, and February 12, 2024 City Council meetings:

- Pat McKay presented an update to City Council on the museum archive project;
- Representative Mark Tisdell gave a legislative update;

DRAFT

- Juliane Morian, Director of the Rochester Hills Public Library, presented the library's annual report;
- Interim Rochester Community Schools Superintendent John Silveri gave a presentation on the millage proposal on the ballot February 27, 2024;
- Sara King was appointed to the vacant City Council seat with a term expiring November 2025;
- Friends of the Clinton River Trail gave a presentation.

B. Chamber of Commerce

Kristi Trevarrow reminded the Board of the Community Outlook Breakfast to be held on Thursday, February 29, 2024 at Oakland University.

C. Historical Commission

Don Sienkiewicz stated that Founders Day will be celebrated on March 10, 2024 at the Calf Barn of the Rochester Hills Museum at Van Hoosen Farm. The Founders Day coloring books have been provided to RCS for distribution to all second graders. The guest speaker will be Melissa Weisse, Chief of Philanthropy at Leader Dogs for the Blind. Signed copies of the Detroit United Railway book will be available for sale. Admission is free, but attendees are requested to register at <https://www.eventbrite.com/e/founders-day-celebration-2024-tickets-807126315537>

The Commission is also busy planning the 2024 Heritage Festival on May 25-26, 2024. Almost all entertainment has confirmed that they will be returning.

As a result of the story in the Community Lifestyle newspaper, three additional historical plaques were ordered. To date there have been approximately 135 historical plaques issued throughout the City of Rochester.

D. Principal Shopping District

Kristi Trevarrow shared that PSD held their Goals & Objectives meeting. They focused on the 2024 event schedule, and will be working on their 5-year renewal and budget. They would like to submit their plan to City Council at the first meeting in March.

6) General Business Agenda Items

A. Social District Discussion

City Attorney Jeff Kragt attended the meeting and provided information on the Social Districts process. He provided a historical perspective, discussed boundary options, and other communities' experiences. The Board discussed the pros and cons of social districts. Discussion will continue with a focus on the economic benefits, MDOT's position and other communities' experiences with potential increases in vehicular infractions.

B. Joint Meeting Re-Cap

Chairman Giovanelli provided a recap of the February 19, 2024 City Council/DDA Joint meeting and next steps. Board members shared their perspectives regarding the meeting.

DRAFT

C. Site Development Committee Projects Update
Site Development Committee Chairman Tony Lipuma provided an update on projects at the joint meeting on February 19, 2024.

D. Main Street Oakland County Update
Kristi Trevarrow provided an update on the recent Main Street Accreditation visit, sharing that Rochester has received accreditation for the 19th consecutive year. John Bry, MSOC, will attend a future meeting to make a formal presentation. Kristi Trevarrow also shared that the Main Street Oakland County Breakfast Summit will be held on March 19, 2024 from 8:30 a.m. to 11:30 a.m. at the Oakland County Executive Office Building. The 2024 Main Street Awards & Event will be held on June 6, 2024 at the Roxy. If anyone has any input regarding nominations, please contact Kristi Trevarrow.

7) Receipt of Regular Reports

A. Executive Director Update

Shop OC Main Streets Platform

Staff is scheduling a workshop for the merchants to learn more about the platform and potential sign-on date (this date is yet to be determined). There is no cost to the merchants to participate in the program.

Business Recruitment

There have been several inquiries from businesses looking to open a location downtown. This is unusual because the 1st quarter is typically quiet until things further into spring. All these inquiries have been family-owned businesses, looking to open a second location in Rochester. Kristi Trevarrow and Nik Banda are working on visiting the businesses to gauge their interest and to determine if their business would compliment Rochester's existing business mix.

Community Outlook Breakfast – February 29, 2024

There are still a few seats available at the DDA Table for the breakfast.

B. Events & Marketing Update

EVENTS

Foodie February

During the month of February, diners can dine in or carry out from any downtown Rochester restaurant and save their receipts for a chance to win restaurant gift cards and a \$25 downtown Rochester gift card. Participants will also be entered to win the grand prizes of a \$500, \$250 or a \$100 Downtown Rochester dining package. Receipts can be brought to the Downtown Collaboration Studio, 431 S. Main Street, from February 1-29, 2024. If they are unable to come in during regular hours, they can text FOODIE to 866-603-4005 and be prompted to send a picture of their receipt. Each receipt will receive one entry, eligible for both the weekly and grand prize drawings. Grand prize winners will be announced and contacted on Friday, March 1, 2024. To date, there have been approximately 200 entries and over \$9,000 spent in town.

Deck Art Registration

Deck Art 2024 registration began on February 1, 2024, and can be submitted through April 5, 2024 at South Street Skateshop (410 Main). Registration forms will be found online at

DRAFT

www.downtownrochestertermi.com/deck-art. The event itself is scheduled for May 9-10, 2024. More details to come in the upcoming months.

PROMOTIONS

In Town Magazine

Work has begun on the summer issue. Photoshoots will begin this week and issues will hit homes the week of April 15, 2024. The issue will feature a nod to business evolution, highlight the summer season with gift guides and upcoming events and promotions.

Farmers' Market

Market applications were sent out to all 2024 participating vendors earlier this month. Returning applicants will be confirmed by March 1, 2024 with new vendor recruitment beginning shortly thereafter. Ascension Providence Hospital has a new submission requirement for sponsorships. The market's sponsorship request was submitted at the end of December.

Makers' Market

Staff is working together to launch this year's Makers' Market application, in addition to working on plans in relation to the event. The application is now available on the website, and the social media campaign to recruit more businesses will begin soon. Businesses that create handmade items, vintage offerings, specialty foods are being sought.

C. Financial Report for DDA

The Revenue and Expenditure Report for period ending 01/31/2023 for Fund 494, Downtown Development Authority was included in the packet.

D. Business Development Committee

Kristi Trevarrow will contact those businesses that have previously participated in the outdoor dining platforms to see if they are still interested. The Committee discussed holding a meeting each September with the downtown businesses to discuss holiday plans.

E. Site Development Committee

8) Miscellaneous

Seeing no further business, Chairman Giovanelli adjourned the meeting at 8:19 p.m.

Date Approved

Susan McCullough

DRAFT

Downtown Development Authority
Special Meeting Minutes

Tuesday, March 5, 2024
Rochester Municipal Building, 400 Sixth Street
7:00 p.m.

1) Call to Order

The regular meeting of the Downtown Development Authority Board of Directors was called to order by Chairman Ben Giovanelli at 7:00 p.m.

2) Roll Call

Board Members Present:	Chairman Ben Giovanelli, Tony Lipuma, Bob DiTommaso, Paul Haig, Roger Knapp, Bob Bloomingdale, Tonia Carsten
Board Members Absent:	Mayor Stuart Bikson, Erik Diana, Lisa Germani Williams
Council Liaison Present:	Marilyn Trent
Chamber Liaison Absent:	Vacant
Historical Commission Liaison Present:	Don Sienkiewicz
PSD Liaison Present:	Paul Haig
DDA Executive Director Present:	Kristi Trevarrow

3) Update on Market Project

Chairman Giovanelli and Kristi Trevarrow provided an update on the Market project. They reviewed recent feedback from City Council outlining issues that were preventing Council support of the project.

Patrick McKay, Supervisor of the Rochester Hills Museum, provided a historical perspective on farming in Rochester, as well as the history of the current farmers' market lot.

Following a discussion highlighting Rochester's founder, James Graham, Mr. McKay shared historical components and collaboration possibilities between the DDA and the museum as it relates to the updated proposal.

It was the consensus of the Board to continue with the development of this proposed project.

4) Closed Session

Motion By:	Tony Lipuma to move into a Closed Session at 7:56 p.m. for the purpose of discussing the purchase or lease of real property located in the DDA district with the intention of returning to Open Session. Closed Session to include City Manager
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	Nik Banda and Recording Secretary Susan McCullough.
Second By:	Tonia Carsten
In Favor:	All
Opposed:	None
Motion Passed	

Motion By:	Bob DiTommaso to return to Open Session at 8:23 p.m. for the purpose of possible Board action regarding the above Closed Session item.
Second By:	Tonia Carsten
In Favor:	All
Opposed:	None
Motion Passed	

Motion By:	Tony Lipuma to authorize Chairman Giovanelli to negotiate and enter into a purchase agreement in accordance with the terms discussed in Closed Session regarding property located at 265 E. Second Street.
Second By:	Bob Bloomingdale
In Favor:	All
Opposed:	None
Motion Passed	

Motion By:	Tonia Carsten to retain attorney Jeffrey T. Cuthbertson as counsel for the real estate transaction.
Second By:	Bob Bloomingdale
In Favor:	All
Opposed:	None
Motion Passed	

Seeing no further business, Chairman Giovanelli adjourned the meeting at 8:29 p.m.

Date Approved

Susan McCullough

6A. Social District Update

City Attorney Kragt will provide an update on questions raised by the DDA Board at last month's meeting regarding Main Street and its potential inclusion in a Social District footprint.

6B. Market + The Graham Project Update

Chairman Giovanelli will provide an update on the project. The presentation given to City Council last week is attached.

Regroup on Town Square/Farmers' Market Lot Project

Historical Timeline:

- No need to go back thru history but this particular project's roots date back to 2017 as you know.
- Last year in my memo to Council dated 4/4/2023 and again reiterated at our budget presentation before Council on 4/10/2023, we talked about the first iteration of the “project” and that we thought the expected cost to the DDA to execute it, not including any match or grant dollars would be somewhere between \$1.8 & \$2.5 million dollars.
- This “project” was to be contained wholly within the 4 walls of the Farmer's Market parking lot.

Regroup on Town Square/Farmers' Market Lot Project

- In July 2023, after several iterations and discussions with the consultants and experts, we were informed that the project as designed would be 2x the \$1.8 - \$2.5 number plus found out that we did not receive any federal funding grant dollars.
 - Over half of the projected cost overrun was driven by required extensive site excavation, the chosen location of new public restrooms and the retention infrastructure needed to change the topography of the site to facilitate the new use.
- I ordered a pencil's down and put the entire thing on hold until we got clarity on any state or county dollars so we knew how much we had to work with.
 - We did not find out what that award was until just before Christmas 2023.

Regroup on Town Square/Farmers' Market Lot Project

- Now that we knew what we had to work with, during DDA Goals and Objectives in January 2024, the DDA Board recommitted to a Version 2.0 of “the Project”.
- Before we got too far out over our skis, I called a joint meeting of the DDA and Council, which took place on 2/19/24, to take Council’s temperature to see if this was still even a thing. Based on the outcome of that joint meeting we received feedback from Council as to the dealbreakers and impediments preventing their support.
- Tonight we come before you as a formal follow-up of that Joint Meeting and present what we’ve put together as Version 2.0.

Feedback from Council at the Joint Meeting - Dealbreakers and Issues preventing Councilmember Support

- Wants enhanced/upgraded Farmer's Market
- Need Restrooms/ADA Access
- Concerned project takes away vendor spaces
- Loss of Parking Lot, where are people who use this lot supposed to park
- One-way streets / closed streets / restriction of traffic
- Concerned about not allowing trucks in lot
- Concerned that we would not be able to program it on non-Market days
- Address the infrastructure issues and keep the project cost to no more than \$2.4 million dollars
- Not in favor of any excavating or "moving dirt"
- Doesn't think there is any support in town for this project
- We should switch the porch to a period correct house design
- No Porch / doesn't see people coming to the Porch for events

BACK TO OUR ROOTS

Enhanced Farmers' Market
Community Gathering Space
ADA Accessibility
Creating a Place...



And a little bit of history...



PAGE HONORING VAN HOUSEN FARM APPEARS THIS ISSUE

Taken From Rotogravure Section of Detroit News Pictorial

The Rochester Era Takes great pleasure in printing the gravure page from the June 9th issue of the Detroit Sunday News on Farms and Miss Sarah Van Housen and the varied activities of the Master Women in connection with their contribution to the number of business men on the side of the Van Housen family and folded in the edition of The Rochester



MARKET+THE GRAHAM

THE ROCHESTER FARMERS' MARKET...REIMAGINED

**The Granary
30 Units**

**Moceri
Residential 117
Units**

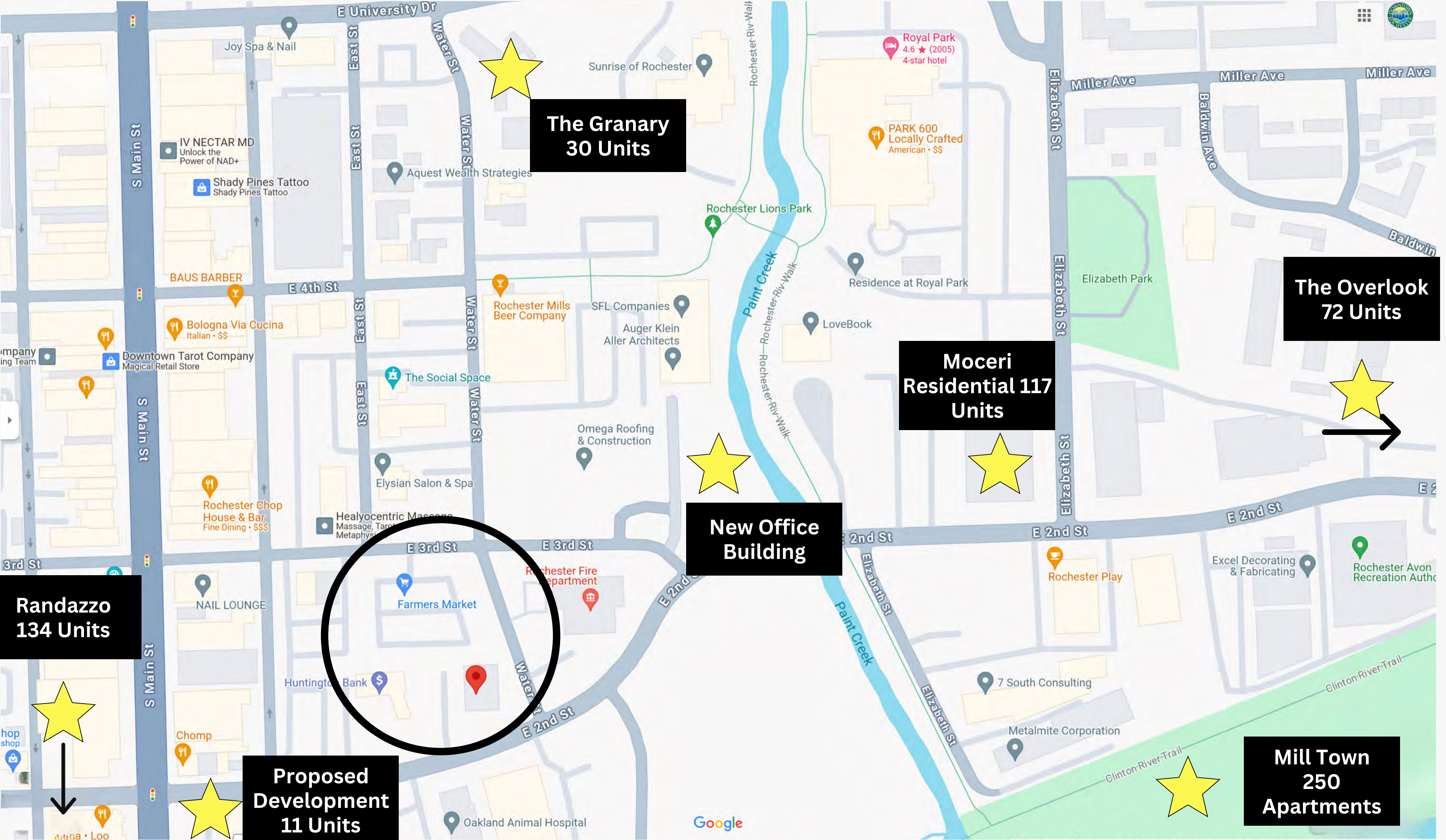
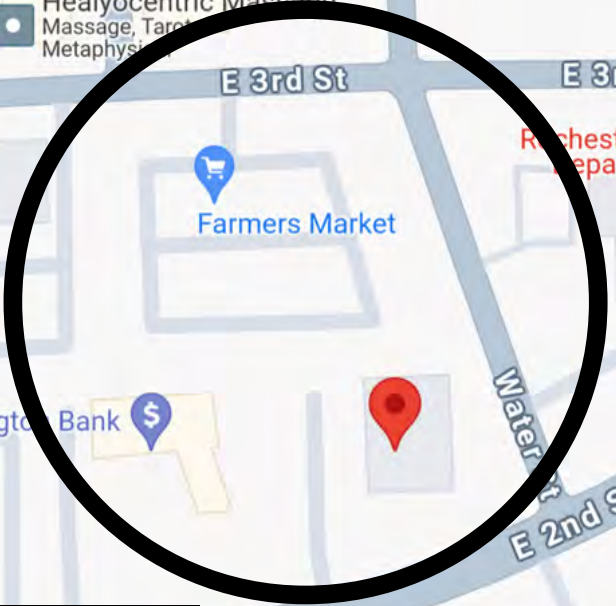
**New Office
Building**

**The Overlook
72 Units**

**Randazzo
134 Units**

**Proposed
Development
11 Units**

**Mill Town
250
Apartments**





THE MARKET



Stage



The Market



Amphitheatre Seating



ADA Ramps



Shade Structure

THE GRAHAM



Flexible Event Space



Expanded Seating



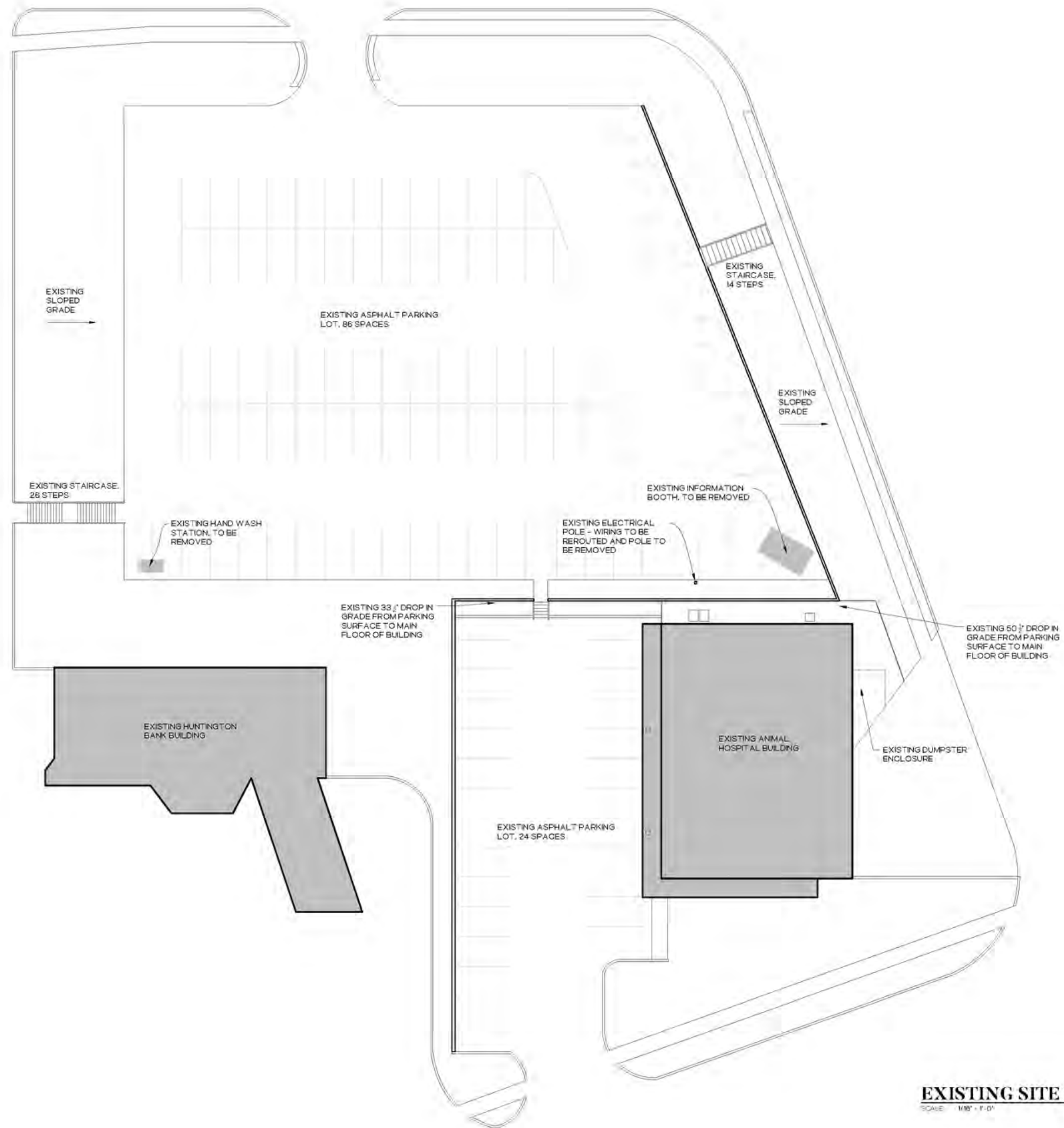
Additional Market Vendor Spaces



Enhanced Food Assistance Programs

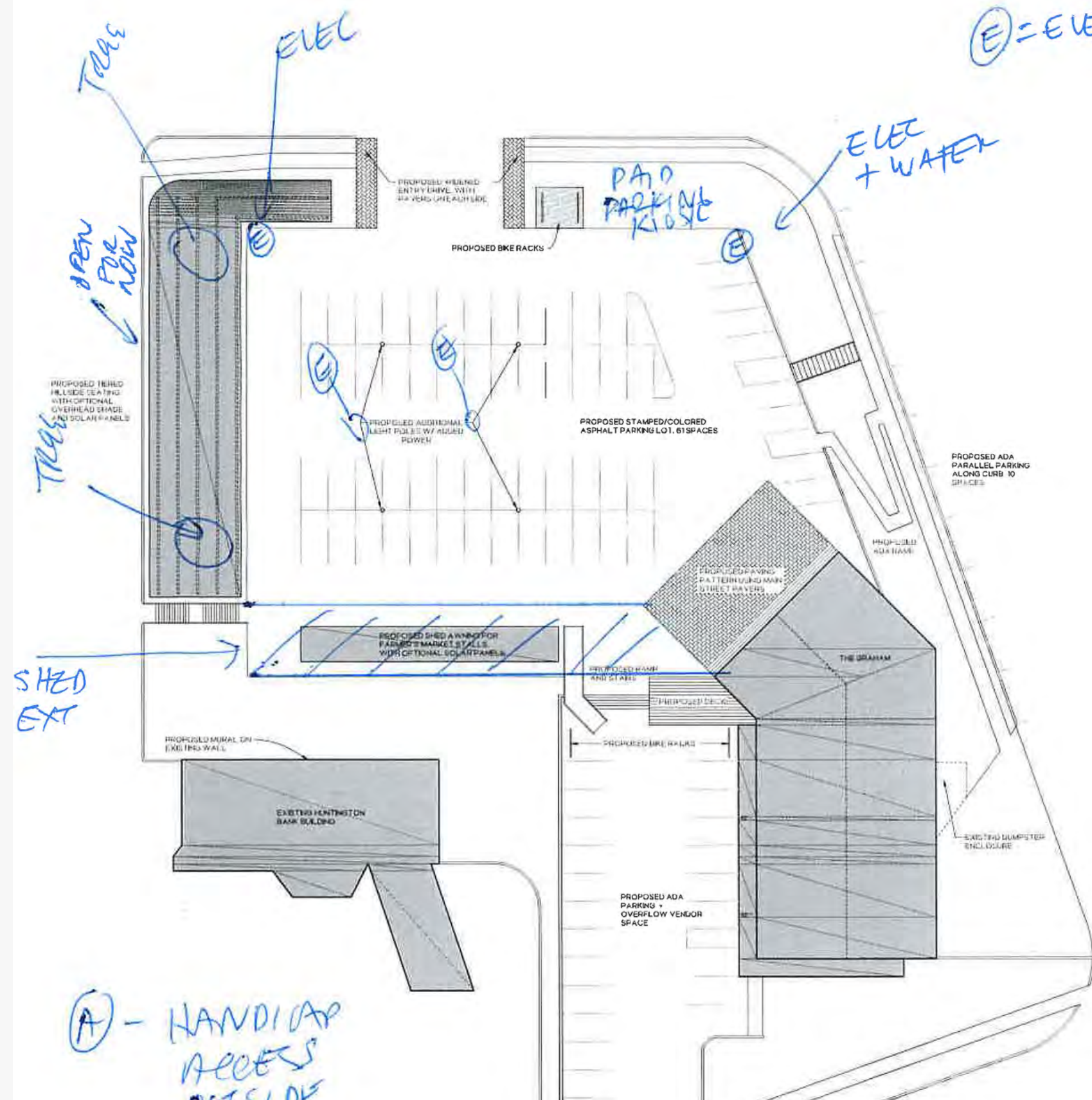




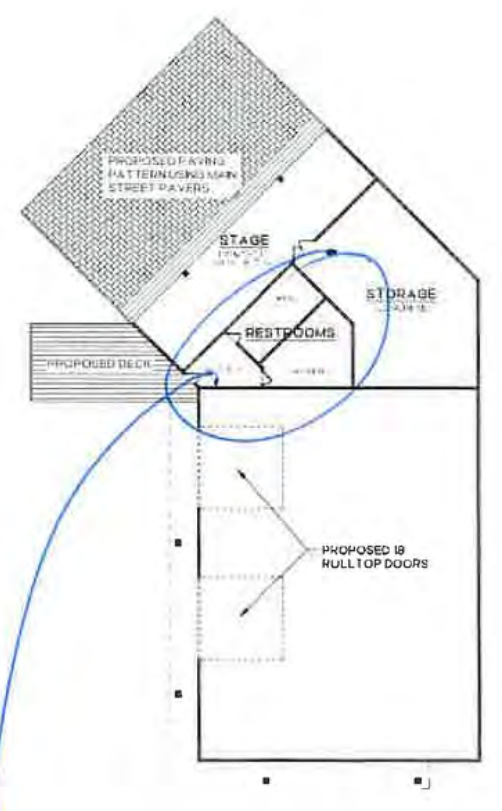


EXISTING SITE PLAN
SCALE: 1/8" = 1'-0"

SDI	02/29/2024
REVISIONS	02/29/2024



(E) = ELECTRIC



PROPOSED BUILDING PLAN
4.11 08-10

BATHROOMS -
LARGER FOR
PUBLIC
LADIES - 3 STALLS
GENTLEMEN - 2 STALLS

OakStreet
DESIGN
1111 1st St. N.
P.O. Box 1000
www.oakstreetdesign.com
Phone: 760.714.1115

The Graham



265 E. Second Street Terms:

Purchase Price \$1,325,000

20% Down (\$265,000)

Balance on 7% Land Contract over 79 months
(\$16,784/mo - \$201,413 per year)

Paid Off by 12/31/2030

Rough Numbers All-In Cost:

Building Purchase	\$ 1,325,000
Closing Costs	\$ 50,000
Interest on Land Contract over Term	\$ 265,969
Demolition & Construction Costs	<u>\$ 2,055,000</u>
Total Project Cost All-In	\$ 3,695,969
Grant Dollars	(925,000)
Total DDA Commitment	\$ 2,770,969
Financed over 79 Months	<u>(1,325,969)</u>
Cash Expended - 6/1/2024-6/30/2025	\$ 1,445,000
Already Earmarked in Fund Balance	<u>(1,000,000)</u>
Funding Gap TBD	\$ 445,000

New Costs, Risks, Unknowns & Contingencies

Ongoing Upkeep & Maintenance

- Given the simplicity of the structure, we expect maintenance and upkeep to be minimal.
- Not sure what to budget for monthly cleaning of the public restrooms. Estimating that is an incremental \$2,500 per month.
- Other ongoing costs would be electric which should not be substantially greater than is there already with the parking lot lights, etc. Estimating incremental @ \$1,500 per month.

New Costs, Risks, Unknowns & Contingencies

What happens if/when the DDA is no longer in existence? What will the taxpayers end up getting stuck with?

- **Nothing, actually.** Unless future councils decide otherwise, once the DDA TIF is uncapped, the City will collect an additional \$1.4 million currently going to the DDA that it does not have today.
 - This iteration of the project includes nearly an acre of valuable property which belongs to the DDA/City and was not contemplated in the first iteration of the project.
 - Further, this iteration of the project is coming in basically at the originally estimated cost we pitched back in April 2023 plus we have the added property!

New Costs, Risks, Unknowns & Contingencies

- Once the project is completed (hopefully) by 7/1/2025, the only ongoing costs thereafter are +/- \$250,000 approximately in annual costs thru 12/1/2030 for debt service and upkeep, then \$50k or so a year in regular maintenance.
 - The debt service of \$201,413 ends on 12/31/2030. Thereafter it would only be cleaning, maintenance and upkeep costs.
 - Other than the Farmers' Market Lot which is totally redone as a part of this exercise and kept as an active parking lot, it would be moved to the end of the capital asset schedule, the building itself would need major repairs every 40-50 years or so (roof, etc.)
- As a result of this purchase the property will of course come off of the tax rolls. It pays approximately \$12,000 a year in taxes today, most of which is captured by the DDA anyway so the hit to the City's General Fund is approximately 17% of that or +/- \$2,000.

New Costs, Risks, Unknowns & Contingencies

- The City would have property worth at least \$1.325 million that it does not have today (building + 28 parking spots it can monetize).
- It could continue to collect money on the 28 parking spots new at 265 E. 2nd St. and the Farmers' Lot.
- If it wanted to kill the entire thing, right before the TIF is terminated, sell the property and the City will have two windfalls. \$1.3 million in property sale proceeds and another \$1.4 million to the General Fund. Figure \$100,000 in one time costs to demolish the façade and just put it back to the parking lot it is today.

New Costs, Risks, Unknowns & Contingencies

- To be sure, whether this project happens or not, the things that the DDA does and pays for today that have nothing to do with this project will carry on and have to be dealt with.
 - Again, if the DDA is gone, these things are not “new” costs to the City but rather would be offset by the \$1.4 million plus in uncapped tax dollars the City will receive instead of the DDA.
 - The parcel in question is an asset added to the City portfolio that it does not have today which can be maintained vis a vis the new uncapped \$1.4 million in annual TIF dollars it will receive or it can be sold and the City use the proceeds as it sees fit.

Timeline and Next Steps

- We received direction from the Administration and City Attorney last week that there was a potential conflict of interest and the DDA should retain its own legal counsel. We did so and worked with our attorney to draft a Purchase Agreement.
- At the DDA Special Meeting this past Tuesday (3/5/2024), the DDA Board voted unanimously to enter into a Purchase Agreement with the Seller at the terms noted. The Seller received a DRAFT of that agreement on Wednesday (3/6/2024)
- This evening we are asking for a budget amendment to use \$25,000 of the set aside to pay the Seller the earnest money purchase deposit and begin the 90 day due diligence period.

Timeline and Next Steps

- Pending all the “experts” telling us what the all-in cost will be, our intention is to come back before Council by your 2nd meeting in April to present the project and formally ask for funding for the same.
- Assuming all goes well with the due diligence process, the goal will be to close by the end of May and begin work in June of this year.
- At the end of the day we believe we are delivering a project that
 - addresses substantially all of the objections noted from Council prior
 - comes within the initial cost estimate presented to you in 2023
 - with \$1.325 million of new valuable property that can be retained or sold as the DDA/City sees fit.

OBJECTIONS RESOLVED

- Wants enhanced/upgraded Farmer's Market **DONE!**

- Need Restrooms/ADA Access –

Public Restrooms inside building and closer to the action at a fraction of the cost of the previous plan to put them on the southeast corner of the parcel.

- Concerned project takes away vendor spaces –

Actually adds spaces and in fact gives Farmers options as to going inside, under the shelters or in the parking lot as they do today.

OBJECTIONS RESOLVED

- Loss of Parking Lot, where are people who use this lot supposed to park –

Lot remains open during the week and when events are not going on.
We are suggesting however that this lot be monetized.

- One-way streets / closed streets / restriction of traffic –

No changes to roads or traffic at all.

- Concerned about not allowing trucks in lot –

Non-issue and in fact seek to expand the entrance to make it easier to facilitate ingress and egress.

- Concerned that we would not be able to program it on non-Market days –

With the new building and space the opportunities are endless and the DDA & PSD

OBJECTIONS RESOLVED

- Concerned that we would not be able to program it on non-Market days –

With the new building and space the opportunities are endless and the DDA & PSD staff will make sure they program.

- Address the infrastructure issues and keep the project cost to no more than \$2.4 million dollars

Project cash flows with current level of capital spend and will be paid off by 12/31/2030.

- Not in favor of any excavating or “moving dirt” –

Except for minor regrading, etc. this project nearly eliminates all the proposed excavation and retention wall issues in the previous iteration.

- Doesn't think there is any support in town for this project –

OBJECTIONS RESOLVED

- Doesn't think there is any support in town for this project –

To be sure there will always be naysayers in any project.
The several visioning sessions and community input suggests otherwise.

- We should switch the porch to a period correct house design –

Done. Using Main Street bricks and Eastern Market inspiration, we want it to appear like it's always been there.

- No Porch / doesn't see people coming to the Porch for events –

There will be a stage gathering spot element of the project and I guess time will tell.

MARKET+THE GRAHAM

This project achieves our goals,
incorporates community input and qualifies
for the Main Street Oakland County
ARPA Grant Program.

Enhanced Market



Community Gathering



History



Accessible to All



6C. FYE 2025 DDA Budget Update

Chairman Giovanelli will provide a budget update.

6D. 2024 Outdoor Dining Platforms Program

The following restaurants that participated in the Outdoor Dining Platforms Program last year have expressed interest in participating again this year.

Baus Barber
D'Marco's
Rochester Brunch House
Side Dish/The Spice & Tea Exchange
Too Ra Loo

Additionally, Saint 1881 is interested in having a platform this year as well.

The Board needs to decide if they would like to continue this program and, if so, recommend that it is forwarded to City Council for their consideration.

7A. Executive Director Update

Main Street Oakland County Summit

Kristi will provide an update at the Board Meeting from this event.

Main Street Next Gen Update

The initiative that was on hold since last year seems to have new life. I was invited to participate in a call with the other Next Gen Pilot Community Directors & MSOC Staff with Main Street America and Washington State Main Street. Looking forward to seeing where the conversation goes.

Partnering to Build Transit-Friendly Communities

I'm attending next week's virtual Oakland County Planners Gathering in anticipation of public transit beginning in Rochester this year. I'll provide an update at our next meeting.

MSOC Workshop – Inclusive Horizons: Empowering Small Businesses and Local Government Through Purposeful Inclusion Workshop

This workshop will take place on April 12, 2024 from 8:30 – 11:00 am at Lathrup Village City Hall. It is free to attend and open to all DDA Board Members. The staff is planning on attending. The event flyer is attached and the registration link is clickable on the flyer.



In-Person Managers Workshop

Inclusive Horizons:

Empowering Small Businesses and Local Government Through Purposeful Inclusion

APRIL 12 2024
8:30-11:00 AM

LATHRUP VILLAGE CITY HALL
27400 Southfield Road | Lathrup Village,
MI 48076

REGISTER TODAY AT
[AdvantageOakland.Eventbrite.com](https://www. AdvantageOakland.Eventbrite.com)
Cost: Free | Advance Registration Required
Includes Light Breakfast



We aim to empower you with knowledge related to creating environments where everyone feels valued, respected, and included. We will discuss cultural humility and creating inclusive spaces and practices through intentional allyship and advocacy.

AGENDA

- 8:30 AM Registration Check-In and Light Breakfast
- 9:00 AM MSOC Updates
- 9:15 AM DEI Training
- 10:45 AM Q&A
- 11:00 AM Close

Questions? Contact

Annaka Norris, Main Street Oakland County at:
norrisa@oakgov.com | (248) 858-5447



WORKSHOP SPEAKERS



Sandra Etherly – Johnson
(She/her/hers)

Etherly-Johnson earned a bachelor's degree in social work and is a macro-Community-Based Initiatives [CBI] scholar. She is completing her master's degree in public administration and will graduate in 2023. Her leadership expertise spans clinical, public, and non-profit environments, where her strategic vision has documented results in advancing Diversity, Equity, Inclusion, and Justice (DEIAJ) initiatives. She has a strong background in corporate social responsibility and community relations. Her clinical experience has equipped her with the credentials to provide a trauma-informed approach to all she serves. Etherly-Johnson holds several DEI certificates from well-known institutions and has completed the training and coursework towards the Certified Diversity Executive (CDE) credential. In 2023, she was named to Crain's Detroit Business 'Notable Leaders in DEI' and was a finalist for Ragan's CSR & Diversity Awards.



Laura Orta
(They/them/he/him/HIR)

Orta earned a Bachelor of Science in Women and Gender Studies & Family Studies with minors in Sexuality and Disabilities. They hold a master's degree in public administration, specializing in Organizational Theory. Currently, they are completing their Ph.D. in Education Administration and Social Justice. Orta has vast experience in the public and private sectors, including in city, county, and state court systems; federal, state, and local governments; Nonprofits and NGO's; the hospitality industry; support fields for neurodiverse children; the stock market; and many other areas both within the U.S. and internationally. They have earned multiple DEI certificates and certifications in areas related to trauma-informed and ACEs awareness training, including Certified Diversity Executive (CDE)[®], the DEI-industry standard credential.



Rachel Yamakura
(She/her/ella)

Yamakura holds a Bachelor of Arts in Africana Studies, with a concentration on Latin America & the Caribbean and a minor in Sociology. She earned a master's degree in public administration and policy, focusing on Organizational Equity & Inclusion. She anticipates completing her doctoral studies in Educational Leadership in 2025. She examines the effects of colonialism on the American higher education system and identifies appropriate treatments for decolonizing such institutions. Yamakura's professional experience spans the public and private sectors, including the insurance and hospitality industries. She holds numerous DEI certificates from various institutions and has earned the CDE[®] credential.

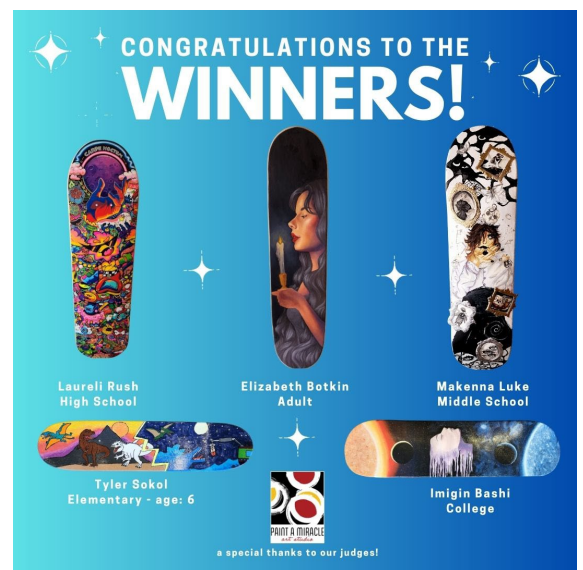


Rochester DDA Board Meeting March 13, 2024 Events Coordinator Report

Events

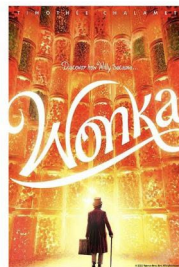
- **Foodie February Recap** – During the month of February if you dined in or carried out from any Downtown Rochester restaurant, you had the opportunity to bring in your receipts to the Downtown Collaboration Studio to enter to win a downtown dining package of \$100, \$250 or \$500. There were 627 entries and the receipts from 55 different downtown eateries totaling \$29,818.97 spent in town last month!

- **Deck Art 2023 (May 9 & 10)** (Registration now through April 5, or while supplies last) – Artists are currently registering for Deck Art, and we already have over 325 artists registered for the event. We are expecting to receive more within the next month. Over 35 businesses have signed up to display the artwork this year. Decks will be turned in beginning April 8. The event dates are scheduled for May 9 & 10 from 5 – 9 pm.



- **Movies in the Moonlight (July 20, 27 & August 3)** – The Promotions Committee has selected the movies for the 2023 Movies in the Moonlight Series:

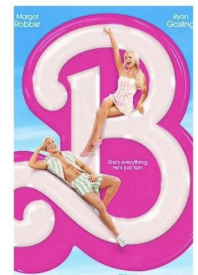
- July 20: Wonka
- July 27: Super Mario Bros. Movie
- August 3: Barbie



**JULY 20
WONKA**



**JULY 27
SUPER MARIO BROS**



**AUGUST 3
BARBIE**

Other

- **Spring/Summer event signs** will be installed downtown in the next few weeks.

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
March 2024
Marketing Coordinator Update

PROMOTION

In Town Magazine: We are currently working on the Spring/Summer issue of In Town. This issue will celebrate the Farmers' Market 25th anniversary, highlight the expansion of Talulah Belle, spring gift guides and more! Expect copies in homes by mid-April.

Farmers' Market: 2024 marks the Market's 25th season. In celebration of that milestone, we will be doing some fun promotions in conjunction to Opening Day. Returning vendor applications are in, most vendors have returned and I have some small turn over, which is allowing for some new faces this season. We are actively recruiting new vendors this month as well as, planning for market programming and promotions. We have a lot of Downtown businesses scheduling to be on-site at the market as well as, we've partnered with the Rochester Hills Museum to do a monthly walking historical tour that starts at the market lot. Mark your calendar for the season opening on Saturday May 4th.



Downtown Rochester Makers' Market: Applications are now live for our upcoming Makers' Market! We are seeking artisan, crafter vendors to make up our 40-vendor show. Makers' Market will be hosted on Saturday, June 22 from 10:00 am – 6:00 pm on W. Fourth Street. Applications are due April 19 In the interim we will be seeking to schedule additional entertainment elements.

PERIOD ENDING 02/29/2024

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 02/29/2024	ACTIVITY FOR MONTH 02/29/2024	AVAILABLE BALANCE	% BGDG USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000 - GENERAL LEDGER						
248-000.000-402.000	CURRENT PROPERTY TAXES	2,116,505.00	2,011,135.62	50,659.82	105,369.38	95.02
248-000.000-573.000	LOCAL COMMUNITY STABILIZATION	49,000.00	77,956.22	0.00	(28,956.22)	159.09
248-000.000-605.032	DDA BUSINESS DEVELOPMENT	25,000.00	45,016.00	207.00	(20,016.00)	180.06
248-000.000-665.072	INTEREST -MICHIGAN CLASS	100,000.00	64,810.84	0.00	35,189.16	64.81
248-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	59,092.00	39,394.64	4,924.33	19,697.36	66.67
248-000.000-692.000	MISCELLANEOUS INCOME	1,082.00	0.00	0.00	1,082.00	0.00
Total Dept 000.000 - GENERAL LEDGER		2,350,679.00	2,238,313.32	55,791.15	112,365.68	95.22
TOTAL REVENUES		2,350,679.00	2,238,313.32	55,791.15	112,365.68	95.22
Expenditures						
Dept 703.000 - GENERAL & ADMINSTRATIVE - GA						
248-703.000-728.000	POSTAGE	3,282.00	1,754.75	235.89	1,527.25	53.47
248-703.000-729.000	PRINTING & OFFICE SUPPLIES	23,129.00	16,426.53	1,089.49	6,702.47	71.02
248-703.000-757.000	OPERATING SUPPLIES	2,816.00	632.56	0.00	2,183.44	22.46
248-703.000-760.000	FARMERS MARKET	0.00	300.00	0.00	(300.00)	100.00
248-703.000-803.000	LEGAL SERVICES	2,188.00	422.50	287.50	1,765.50	19.31
248-703.000-804.000	AUDITING	3,231.00	0.00	0.00	3,231.00	0.00
248-703.000-805.000	CONTRACTUAL SERVICES	5,129.00	0.00	0.00	5,129.00	0.00
248-703.000-805.009	CONTRACT SVCS - BUS. DEV COMM	21,202.00	41,839.51	3,282.49	(20,637.51)	197.34
248-703.000-805.010	CONTRACT SVCS - D.P.W.	10,056.00	10,000.00	10,000.00	56.00	99.44
248-703.000-805.011	CONTRACT SVCS - MAINTENANCE	24,523.00	1,925.00	0.00	22,598.00	7.85
248-703.000-805.027	CABLE CASTING	4,376.00	1,625.00	325.00	2,751.00	37.13
248-703.000-805.030	CONTRACT SVCS - DUMPSTERS	129,477.00	79,482.23	8,273.72	49,994.77	61.39
248-703.000-805.050	CONTRACT SVCS - EMPLOYMENT	1,860.00	1,200.00	150.00	660.00	64.52
248-703.000-811.000	GENERAL INSURANCE	16,133.00	17,214.00	17,214.00	(1,081.00)	106.70
248-703.000-850.000	TELECOMMUNICATIONS	6,637.00	5,086.74	705.07	1,550.26	76.64
248-703.000-861.002	EQUIPMENT LEASE - COPY MACHIN	17,504.00	11,200.53	1,384.97	6,303.47	63.99
248-703.000-863.001	PROFESSIONAL DEVELOPMENT	836.00	0.00	0.00	836.00	0.00
248-703.000-863.002	TRAVEL	1,641.00	144.76	0.00	1,496.24	8.82
248-703.000-921.000	LIGHT & POWER	44,247.00	29,917.42	8,438.09	14,329.58	67.61
248-703.000-922.000	HEAT-BUILDING	625.00	407.52	214.81	217.48	65.20
248-703.000-931.000	MAINTENANCE & REPAIRS - EQUIP	547.00	0.00	0.00	547.00	0.00
248-703.000-940.000	RENTAL OF LAND	33,487.00	21,787.30	2,827.37	11,699.70	65.06
248-703.000-940.002	RENTAL OF LAND - D.D.A. OTHER	0.00	917.40	0.00	(917.40)	100.00
248-703.000-955.002	COMMUNITY AFFAIRS- EXTERNAL	3,687.00	1,898.50	158.51	1,788.50	51.49
248-703.000-957.000	DUES & SUBSCRIPTIONS	3,117.00	9,993.72	429.00	(6,876.72)	320.62
248-703.000-963.000	MISCELLANEOUS	0.00	(12.00)	0.00	12.00	100.00
248-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	123,482.00	82,321.36	10,290.17	41,160.64	66.67
248-703.000-995.004	COMPUTER RENTAL	2,167.00	1,625.25	0.00	541.75	75.00
Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA		485,379.00	338,110.58	65,306.08	147,268.42	69.66
Dept 729.000 - ECONOMIC DEVELOPMENT						
248-729.000-793.000	SNOWMAN STROLL	0.00	16,890.00	0.00	(16,890.00)	100.00
248-729.000-805.000	CONTRACTUAL SERVICES	225,000.00	253,389.50	0.00	(28,389.50)	112.62
248-729.000-963.000	MISCELLANEOUS	20,000.00	0.00	0.00	20,000.00	0.00
Total Dept 729.000 - ECONOMIC DEVELOPMENT		245,000.00	270,279.50	0.00	(25,279.50)	110.32

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Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Dept 900.000 - CAPITAL CONTROL						
248-900.000-974.000	SITE IMPROVEMENT	50,000.00	57,527.00	0.00	(7,527.00)	115.05
248-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	200,000.00	153,010.95	37,465.00	46,989.05	76.51
248-900.000-974.121	SIDEWALK RECONSTRUCTION	12,000.00	0.00	0.00	12,000.00	0.00
248-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000.00	243,750.00	(4,210.00)	6,250.00	97.50
248-900.000-974.256	BOLLARD REPLACEMENT	20,000.00	0.00	0.00	20,000.00	0.00
248-900.000-974.260	FRONT PORCH PROJECT	0.00	24,296.00	0.00	(24,296.00)	100.00
Total Dept 900.000 - CAPITAL CONTROL		532,000.00	478,583.95	33,255.00	53,416.05	89.96
Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS						
248-965.000-995.203	TRANS TO MVH LOCAL STREET FUN	132,000.00	0.00	0.00	132,000.00	0.00
248-965.000-995.516	TRANS TO AUTO PARKING FUND	50,000.00	50,000.00	0.00	0.00	100.00
Total Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS		182,000.00	50,000.00	0.00	132,000.00	27.47
TOTAL EXPENDITURES		1,444,379.00	1,136,974.03	98,561.08	307,404.97	78.72
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		2,350,679.00	2,238,313.32	55,791.15	112,365.68	95.22
TOTAL EXPENDITURES		1,444,379.00	1,136,974.03	98,561.08	307,404.97	78.72
NET OF REVENUES & EXPENDITURES		906,300.00	1,101,339.29	(42,769.93)	(195,039.29)	121.52
TOTAL REVENUES - ALL FUNDS						
TOTAL REVENUES - ALL FUNDS		3,218,626.00	3,013,469.43	68,713.57	205,156.57	93.63
TOTAL EXPENDITURES - ALL FUNDS		2,127,175.00	1,718,772.38	126,774.24	408,402.62	80.80
NET OF REVENUES & EXPENDITURES		1,091,451.00	1,294,697.05	(58,060.67)	(203,246.05)	118.62