

**DOWNTOWN DEVELOPMENT AUTHORITY
CITY COMMISSION CHAMBERS
ROYAL OAK, MICHIGAN
www.romi.gov**

**Wednesday, January 18, 2023
Regular Meeting
4:00 P.M.**

Present

Paul Brake, City Manager
Jay Dunstan
Michael Keith
Arbor Laclave
Salvatore LoGrasso
Lori London
Jennifer Rossbach, Vice Chairperson
Michael Sophiea, Chairperson
Mark Vanneste
Anthony Yezbick
Gail von Staden

Absent

Staff

Timothy E Thwing, Executive Director
Daniel Hill, Downtown Manager

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1. **Call to Order**
2. **Public Comment**
3. **Organizational Items**
 - a. **Election of Officers – Chairperson and Vice Chairperson**
 - b. **Committee Assignments & Committee Meeting Schedule**
 - Infrastructure Committee**
 - Marketing & Business Relations Committee**
4. **Approval of Meeting Minutes from December 21, 2022**
5. **Expense Items**
 - a. **Monthly Expenses**
 - b. **Main Street Now 2023 Conference - Authorization**
6. **Presentation Downtown Parking Assessment Report – Rich & Associates**
7. **Chamber of Commerce – Sponsorship Request – Royal Oak Live 2023-2025**

8. Eat Royal – Downtown Restaurant Week
9. Downtown Dollars Giveaway – Winter Blast 2023
10. Commercial Purchases – Bureau & effectv
11. Reports
 - a. Siren PR Communication & Impact Report December 2022

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1. CALL TO ORDER

Chairperson Sophia called the meeting to order at 4:00 p.m.

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2. PUBLIC COMMENT

Chairperson Sophia opened Public Comment.
After all public comment was received, public comment was closed.

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The Chairperson with unanimous consent of the board switched the agenda order moving the Presentation of Downtown Parking Assessment Report to item #3

3. PRESENTATION DOWNTOWN PARKING ASSESSMENT REPORT – RICH & ASSOCIATES

Dave Burr from Rich & Associates provided an overview of the report and answered questions. Following some discussion, the following motion was made:

MOVED by Director Rossbach
SUPPORTED by Director Laclave

To Refer the report to committees for further consideration and any recommendations.

MOTION APPROVED UNANIMOUSLY.

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4. ORGANIZATIONAL ITEMS

a. Election of Officers

Chairperson Sophia opened nominations for the position of chairperson.

Director Yezbick nominated current chairperson Sophia,

Director London nominated Director Rossbach.
No other nominations were offered, and Chairperson Sophiea closed nominations.

Chairperson Sophiea was re-elected to the position of chairperson 7 – 4.

Chairperson Sophiea opened nominations for the position of vice chairperson.

Director Vanneste nominated Director Yezbick,
Director London nominated current vice chairperson Rossbach.
No other nominations were offered, and Chairperson Sophiea closed nominations.

Director Yezbick was elected to the position of vice chairperson 7 – 4

b. Committee Assignments & Meeting Schedule

Committee assignments were as follows:

<u>Infrastructure:</u>	<u>Marketing & Business Relations:</u>
Jay Dunstan	Michael Keith
Sal LoGrasso	Arbor Laclave
Michael Sophiea	Lori London
Mark Vanneste	Jennifer Rossbach
Gail von Staden	Tony Yezbick
(Shirley Smith-volunteer)	(Jason Gittinger-volunteer)

Regular monthly meetings of the committees will occur as follows unless alter by the committees in the future:

Infrastructure first Monday of each month at 5:00 pm.

Marketing & Business Relations first Tuesday of each month at 5:00 pm.

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5. APPROVAL OF MEETING MINUTES FROM DECEMBER 21, 2022

MOVED by Director LoGrasso
SUPPORTED by Director Dunstan

To Approve the minutes of the December 21, 2022, DDA meeting, as presented

MOTION APPROVED UNANIMOUSLY.

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6. EXPENSES

a. Monthly Expenses

The invoices received and paid for the month of December 2022 were provided as information, no action is required.

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b. Main Street NOW 2023 Conference - Authorization

MOVED by Director Rossbach
SUPPORTED by Director LoGrasso

Be it resolved, the DDA board authorizes the use of up to \$2,100 for the Downtown Manager to attend the Main Street NOW 2023 conference from the appropriately allocated operating budget.

MOTION APPROVED UNANIMOUSLY.

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7. CHAMBER OF COMMERCE – SPONSORSHIP REQUEST – RO LIVE 2023-25

MOVED by Director Rossbach
SUPPORTED by Director Vanneste

Be it resolved, the Downtown Development Authority approves the sponsorship request from Royal Oak Chamber of Commerce for its proposed annual event Royal Oak Live! for the years 2023 - 2025 in an amount not to exceed \$100,000 annually and authorizes the Executive Director to prepare and execute a sponsorship agreement.

MOTION APPROVED UNANIMOUSLY.

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8. EAT ROYAL – DOWNTOWN RESTAURANT WEEK

MOVED by Director Rossbach
SUPPORTED by Director London

Be it resolved, the Downtown Development Authority approves the purchase of advertising from iHeart Media for the purpose of promoting Eat Royal at an expense not to exceed \$10,000 and authorizes the Executive Director to execute any necessary agreements.

Be it resolved, the Downtown Development Authority approves the purchase of rideshare promotional codes from Lyft and/or Uber to provide a \$10 off promo code during the week of the event for visitors to Downtown Royal Oak in an amount not to exceed \$10,000 and authorizes the Executive Director to execute any necessary agreements.

Be it resolved, the Downtown Development Authority authorizes the deposit of \$3,100 into the Yiftee account to administer a giveaway promotion which will provide three winners with \$1,000 Downtown Dollar eGifts and authorizes the Executive Director to execute any necessary agreements.

Be it resolved, the Downtown Development Authority authorizes funds not to exceed \$1,300 for the purchase of bumper stickers and any necessary printing needs for the Eat Royal event.

MOTION APPROVED UNANIMOUSLY.

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9. DOWNTOWN DOLLARS – WINTER BLAST 2023

MOVED by Director Rossbach
SUPPORTED by Director London

Be it resolved, the Downtown Development Authority approves the giveaway of 3,000 Downtown Dollar eGifts valuing \$25.00 each with an expiration date of February 28, 2023, during the Winter Blast 2023 weekend and authorizes the Downtown Manager to administer the program.

Be it resolved, the Downtown Development Authority authorizes the Executive Director to deposit \$78,000 into the Yiftee account and execute any necessary agreements.

MOTION APPROVED UNANIMOUSLY.

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10. COMMERCIAL PURCHASES – BUREAU & EFFECTV

MOVED by Director Rossbach
SUPPORTED by Director London

Be it resolved, the Downtown Development Authority approves the purchase of commercial production services from Bureau Detroit to produce two commercials and assets in an amount not to exceed \$25,000 and authorizes the Executive Director to execute a professional services agreement.

Be it resolved, the Downtown Development Authority approves the purchase of advertising with effectv for two commercial campaigns for periods of eight weeks not to exceed \$25,000 each and authorizes the Executive Director to execute any necessary agreements.

MOTION APPROVED UNANIMOUSLY.

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11. REPORTS

- a. **Siren PR Communication & Impact Report December 2022**
Provided for information no action necessary.

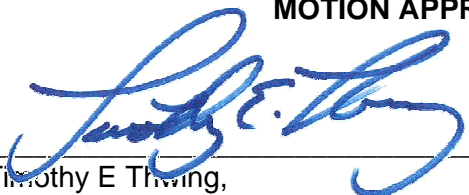
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There being no further business to bring before the Royal Oak Downtown Development Authority, the following motion was made:

MOVED by Director Rossbach
SUPPORTED by Director London

To Adjourn the January 18, 2023, DDA regular meeting at 6:12 p.m.

MOTION APPROVED UNANIMOUSLY.



Timothy E Thwing,
Executive Director