

**DOWNTOWN DEVELOPMENT AUTHORITY  
CITY COMMISSION CHAMBERS  
ROYAL OAK, MICHIGAN  
[www.romi.gov](http://www.romi.gov)**

**Wednesday, June 15, 2022  
Regular Meeting  
4:00 P.M.**

**Present**

Paul Brake, City Manager  
Michael Keith  
Salvatore LoGrasso  
Lori London  
Matt Riley  
Jennifer Rossbach, Vice Chairperson  
Michael Sophiea, Chairperson  
Anthony Yezbick

**Absent**

**Staff**

Daniel Hill, Downtown Manager

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1. **Call to Order**
2. **Public Comment**
3. **Approval of Meeting Minutes from May 18, 2022**
4. **Expense Items**
  - a. **Monthly Expenses May 2022**
  - b. **Royal Oak Today**
5. **Siren Proposal**
6. **Effectv Proposal**
7. **Bureau Proposal**
8. **Mailchimp Purchase**
9. **Chrome Façade Grant – Disbursement of Funds**
10. **Parking Study**
11. **Reports**
  - a. **Siren PR Communication & Impact Report May 2022**

**b. SEP 22-21 Royal Oak Jingle – December 10,2022**

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**1. CALL TO ORDER**

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

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**2. PUBLIC COMMENT**

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

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**3. APPROVAL OF MEETING MINUTES FROM MAY 18, 2022**

**MOVED** by Director Riley  
**SUPPORTED** by Director Rossbach

**To Approve** the minutes of the May 18<sup>th</sup>, 2022, DDA meeting, as presented

**MOTION APPROVED UNANIMOUSLY.**

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**4. EXPENSES**

**a. Monthly Expenses**

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

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**b. Royal Oak Today**

**MOVED** by Director Rossbach  
**SUPPORTED** by Director Riley

**To Approve** the purchase of Royal Oak Today at a cost of \$2,400

**MOTION APPROVED UNANIMOUSLY.**

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5. SIREN PROPOSAL

**MOVED** by Director Rossbach  
**SUPPORTED** by Director Brake

**Be it resolved**, the DDA Board authorizes the Executive Director to enter into a one-year professional service agreement with Siren Media, not to exceed \$101,400 annually.

**MOTION APPROVED UNANIMOUSLY.**

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6. EFFECTV PROPOSAL

**MOVED** by Director Rossbach  
**SUPPORTED** by Director Keith

**Be it resolved**, the DDA Board authorizes the Executive Director to enter sign the effectv proposal for the period of July 1, 2022, to September 30, 2022, not to exceed \$25,000.

**MOTION APPROVED UNANIMOUSLY.**

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7. BUREAU PROPOSAL

**MOVED** by Director Rossbach  
**SUPPORTED** by Director London

**Be it resolved**, the DDA Board authorizes the Executive Director to enter into a one-year professional service agreement with Bureau for video and photography services not to exceed \$60,000 annually.

**Be it resolved**, the DDA Board authorizes the Executive Director to enter into a service agreement with Bureau for the production of 1 video broadcast commercial and 1 streaming audio commercial not to exceed \$15,000.

**MOTION APPROVED UNANIMOUSLY.**

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8. MAILCHIMP PURCHASE

**MOVED** by Director Rossbach  
**SUPPORTED** by Director Riley

**Be it resolved**, the DDA Board authorizes the Executive Director to purchase two million credits from MailChimp in an amount not to exceed \$2,900.

**MOTION APPROVED UNANIMOUSLY.**

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**9. CHROME FAÇADE GRANT – DISBURSEMENT OF FUNDS**

**MOVED** by Director Riley  
**SUPPORTED** by Director Rossbach

**Be it resolved**, the DDA Board authorizes the funds for the façade grant for 120 W. 4<sup>th</sup> Street be disbursed to the applicant at an amount of \$5,625.00.

**MOTION APPROVED UNANIMOUSLY.**

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**10. PARKING STUDY**

**MOVED** by Director Yezbick  
**SUPPORTED** by Director Brake

**Be it resolved**, the DDA hereby approves the May 20<sup>th</sup> proposal from Rich & Associates and authorizes the Executive Director to execute necessary documents at a cost not to exceed \$20,000.

**MOTION APPROVED UNANIMOUSLY.**

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**MOVED** by Director Yezbick  
**SUPPORTED** by Director Rossbach

**Be it resolved**, the DDA hereby requests that the city commission create an ad hoc committee to meet with members of the DDA to discuss parking downtown and the parking system.

**MOTION APPROVED UNANIMOUSLY.**

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**11. REPORTS**

- a. **Siren PR Communication & Impact Report May 2022**  
Provided for information no action necessary.
- b. **SEP 22-21 Royal Oak Jingle – December 10, 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 Riley  
**SUPPORTED** by Director Rossbach

**To Adjourn** the June 15, 2022, DDA regular meeting at 4:38 p.m.

**MOTION APPROVED UNANIMOUSLY.**

A handwritten signature in blue ink, appearing to read "L. E. Rossbach", followed by a horizontal line.