

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

**Wednesday, June 17, 2020  
Virtual Meeting  
4:00 P.M.**

**Present**

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

**Absent**

Gary Baglio  
Jason Krieger

**Staff**

Tim Thwing, Executive Director  
Sean Kammer, Downtown Manager

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1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **Approval of Meeting Minutes from May 27, 2020**
5. **Expense Items**
  - a. **Monthly Expenses**
6. **Community Publishing Agreement**
7. **Drew Lane Podcast Advertising Agreement**
8. **Factory Detroit Ad Refresh**
9. **Advertising Placement for Factory Ads**
10. **Consumer-Facing Newsletter Management**
11. **Yiftee Community Cards for Buy Local Campaign**
12. **Ridesharing Agreement Lyft**

**13. Parking Discussion**

**14. Other Business & Reports**

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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. ROLL CALL**

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**3. PUBLIC COMMENT**

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

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**4. APPROVAL OF MEETING MINUTES FROM MAY 27, 2020**

**MOVED** by Director Riley  
**SUPPORTED** by Director London

**To Approve** the minutes of the May 27, 2020 DDA meeting, as presented

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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**5. EXPENSES**

**a. Monthly Expenses**

The invoices received and paid for the month of May 2020 were provided as information, no action is required.

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**6. COMMUNITY PUBLISHING AGREEMENT**

**MOVED** by Director Riley  
**SUPPORTED** by Director Yezbick

**Be It Resolved**, the DDA approves the agreement with Community Publishing, subject to any revisions by the city attorney and authorizes the Executive Director to execute the agreement.

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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**7. DREW LANE PODCAST ADVERTISING AGREEMENT**

**MOVED** by Director Riley  
**SUPPORTED** by Director Brake

**Be It Resolved**, the DDA approves the advertising agreement with Drew Lane Podcast LLC for a 90-day period to promote downtown Royal Oak and its programs, subject to any revisions by the city attorney, and authorizes the Executive Director to execute the agreement.

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

Any activity prior to July 1<sup>st</sup> is to be provided for free.

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**8. FACTORY DETROIT AD REFRESH**

**MOVED** by Director Riley  
**SUPPORTED** by Director London

**Be It Resolved**, the DDA approves the funding for the proposal from Factory Detroit, Inc a renewed advertising campaign, direct staff with the CMC to select which campaign and authorizes the Executive Director to execute the agreement, subject to any revisions by the city attorney.

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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**9. ADVERTISING PLACEMENT FOR FACTORY ADS**

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

**Be It Resolved**, the DDA approves the agreements for the \$30,000 campaign with Comcast, the \$20,000 campaign with Outfront Media and \$10,000 for social media subject to any revisions by the city attorney and authorizes the Executive Director to execute each agreement.

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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**10. CONSUMER-FACING NEWSLETTER MANAGEMENT**

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

**Be It Resolved**, the DDA approves the agreement with Siren PR regarding the downtown newsletter and social media advertising, subject to any revisions by the city attorney, and authorizes the Executive Director to execute the agreement

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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**11. YIFTEE COMMUNITY CARDS FOR BUY LOCAL CAMPAIGN**

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

**Be It Resolved**, the DDA approves the agreement with Yiftee for the community card program subject to the 90 day period beginning when the customer obtains the card or the DDA being able to acquire fewer cards at a time and subject to any revisions by the city attorney and authorizes the Executive Director to execute the agreement.

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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**12. RIDESHARING AGREEMENT UBER/LYFT**

**MOVED** by Director Riley  
**SUPPORTED** by Director Brake

**Be It Resolved**, the DDA approves the agreements with Uber and Lyft to provide ridesharing services, subject to any revisions by the city attorney and authorizes the Executive Director to execute the agreements.

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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**13. PARKING DISCUSSION**

**MOVED** by Director Yezbick  
**SUPPORTED** by Director London

**Be It Resolved**, the DDA allocates \$100,000 in order for the city to provide free parking in all the downtown parking decks 7 days a week 24 hours a day during the month of July 2020.

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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**14. OTHER BUSINESS & REPORTS**

**a. SEP – The Art of Fire**

Provided for information no action necessary

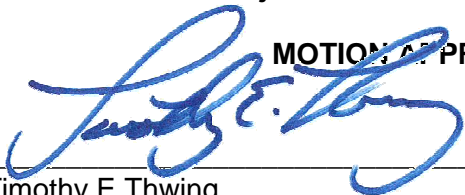
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There being no further business to bring before the Royal Oak Downtown Development Authority, the following motion was made:

**MOVED** by Director Yezbick  
**SUPPORTED** by Director London

**To Adjourn** the June 17, 2020 DDA Special meeting at 6:15 p.m.

**MOTION APPROVED UNANIMOUSLY.**



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Timothy E Thwing,  
Executive Director