

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

**Wednesday, January 19, 2022  
Regular Meeting  
4:00 P.M.**

**Present**

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

**Absent**

Matt Riley

**Staff**

Tim 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. **Rules & Regulations**
  - c. **Committee Assignments/Duties & Meeting Schedule**
4. **Approval of Meeting Minutes from December 15, 2021**
5. **Expense Items**
  - a. **Monthly Expenses**
6. **FY 20-21 Annual Report**
7. **Winter Blast Sponsorship Agreement**
8. **Winter Blast – Yiftee Card Program**
9. **Royal Oak Pride Sponsorship Agreement**
10. **Authorization to Solicit Bids for Legal Services**

**11. Alley Update/Discussion**

**12. Reports**

- a. Siren PR Communication & Impact Report December 2021
- b. 2021 Spooktacular Recap

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**1. CALL TO ORDER**

Chairperson Sophia called the meeting to order at 4:00 p.m. He also introduced and welcomed Daniel Hill the new Downtown Manager

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**2. PUBLIC COMMENT**

Chairperson Sophia opened Public Comment.  
After no public comment was received public comment was closed.

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**3. ORGANIZATIONAL ITEMS**

**a. Election of Officers – Chairperson & Vice Chairperson**

Chairperson Sophia opened the floor for nominations.

**MOVED** by Director Yezbick  
**SUPPORTED** by Director Keith

**To** nominate Mike Sophia as Chairperson for 2022.

Chairperson Sophia asked for any other nominations, there were none and nominations were closed.

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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

**To** nominate Jennifer Rossbach as Vice Chairperson for 2022.

Chairperson Sophia asked for any other nominations, there were none and nominations were closed.

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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The board decided to consider the remaining items, rule/regulations, and committee assignments once the two vacant board positions were filled.

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**4. APPROVAL OF MEETING MINUTES FROM DECEMBER 15, 2021**

**MOVED** by Director Keith  
**SUPPORTED** by Director London

**To Approve** the minutes of the December 15<sup>th</sup>, 2021, DDA meeting, as presented

**MOTION APPROVED UNANIMOUSLY.**

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**5. EXPENSES**

**a. Monthly Expenses**

The invoices received and paid for the month of December 2021 were provided as information, no action is required.

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**6. FY 20-21 ANNUAL REPORT**

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

**Be It Resolved**, the Royal Oak Downtown Development Authority hereby accepts the FY 20-21 Annual Report as prepared and presented by Siren PR.

**MOTION APPROVED UNANIMOUSLY.**

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Chairperson Sophiea moved items 7 and 8 to later on the agenda as no one representing Winter Blast was currently present.

**9. ROYAL OAK PRIDE SPONSORSHIP AGREEMENT**

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

**Be it Resolved**, that the Downtown Development Authority approves the sponsorship request from Pronto, Five15, and 360 Event Productions for its

proposed Royal Oak Pride event in an amount not to exceed \$75,000 and authorizes the Executive Director to execute an agreement with 360 Event Productions, subject to any revisions by the City Attorney.

**MOTION APPROVED UNANIMOUSLY.**

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**7. WINTER BLAST SPONSORSHIP AGREEMENT**

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

**Be It Resolved**, the Royal Oak Downtown Development Authority hereby approves the agreement with Winter Blast Inc. for 2022 - 2023 and authorizes the Executive Director to execute the agreement.

**MOTION APPROVED UNANIMOUSLY.**

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**8. WINTER BLAST – YIFTEE CARD PROGRAM**

Mr. Thwing indicated that he had received additional information from Yiftee Inc regarding their fees for this program. Based upon that information the DDA would need to allocate a minimum of \$29,354 in additional funds if it wanted to provide 10,000 ten (\$10) dollar gift cards.

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

**Be It Resolved**, the Downtown Development Authority, DDA hereby approves the Business Marketing Committee recommendation to print 10,000 gift cards, with terms outlined, and allocates \$29,500 from the existing business development downtown dollars budget, and

**Be It Further Resolved**, the DDA agrees to cover 50% of the costs up to \$12,000 to hire, train and supervise ambassadors that will distribute these gift cards with funds from the existing business development downtown dollars budget subject to Winter Blast submitting payroll information with the invoice.

**MOTION APPROVED 5 yeas – 1 nay (Director London).**

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**10. AUTHORIZATION TO SOLICIT BIDS FOR LEGAL COUNSEL**

**MOVED** by Director Brake  
**SUPPORTED** by Director Keith

**Be It Resolved;** the Royal Oak Downtown Development Authority hereby authorizes the Executive Director to solicit bids for legal services.

**MOTION APPROVED UNANIMOUSLY.**

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**11. ALLEY UPDATE/DISCUSSION**

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

**Be It Resolved;** the Royal Oak Downtown Development Authority hereby allocates up to \$5,000 for survey of the alley and adjacent area.

**MOTION APPROVED UNANIMOUSLY.**

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**12. REPORTS**

- a. **Siren PR Communication & Impact Report December 2021**  
Provided for information no action necessary.
- b. **2021 Spooktacular Recap**  
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 Brake

**To Adjourn** the January 19, 2022, DDA regular meeting at 5:10 p.m.

**MOTION APPROVED UNANIMOUSLY.**



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