

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

**Wednesday, April 20, 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

Tim Thwing, Executive Director
Daniel Hill, Downtown Manager

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1. **Call to Order**
2. **Public Comment**
3. **Approval of Meeting Minutes from January 19, 2022**
4. **Expense Items**
 - a. **Monthly Expenses March 2022**
5. **Parking System Discussion**
 - a. **2018 Parking Recommendations**
 - b. **Parking Study**
6. **ROCC Sponsorship Request – Summer Concert Series**
 - a. **Signed Agreement**
7. **Farmers Market Sponsorship Request – Sights & Sounds**
8. **Downtown Window Murals**
9. **Advertising Plan FY 2022-23**
10. **Screen Vision Media – Theatre Ads**

11. **Reports**
 - a. **Siren PR Communication & Impact Report March 2022**
 - b. **SEP 22-10 Royal Oak in Bloom-May 8**
 - c. **SEP 22-12 Juneteenth Celebration-June 19**
 - d. **SEP 22-14 Memorial Day Parade-May 30**
 - e. **SEP 22-15 Rock-Rides-June 16-19**
 - f. **Michigan Downtown Association Annual Report**
 - g. **Gift Card Redemption Stats – Winter Blast 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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3. APPROVAL OF MEETING MINUTES FROM MARCH 16, 2022

MOVED by Director Riley
SUPPORTED by Director Rossbach

To Approve the minutes of the March 16th, 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 March 2022 were provided as information, no action is required.

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5. PARKING SYSTEM DISCUSSION

Police Chief Mike Moore, Deputy Chief Keith Spencer and representatives from MPS provided information and answered questions regarding the city's new parking system/meters. No action was required or taken.

Director Riley left the meeting.

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5b PARKING STUDY

MOVED by Director Yezbick
SUPPORTED by Director Keith

Be it resolved, the DDA hereby authorizes the Executive Director to engage with a parking consulting firm (Rich & Associates) to complete a parking study and planning process with respect to the scope of work presented by staff at a cost not to exceed \$11,000.

MOTION APPROVED UNANIMOUSLY.

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6. ROCC SPONSORSHIP REQUEST – SUMMER CONCERT SERIES

MOVED by Director Rossbach
SUPPORTED by Director Yezbick

Be it resolved, the DDA Board authorizes the Executive Director to enter into a sponsorship agreement with the Royal Oak Chamber of Commerce to host the 2022 and 2023 Summer Concert series events at an amount not to exceed \$78,000.

MOTION APPROVED UNANIMOUSLY.

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7. FARMERS MARKET SPONSORSHIP REQUEST – SIGHTS & SOUNDS

After discussing the request, it was referred to the Consumer Marketing Committee for review and a recommendation.

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8. DOWNTOWN WINDOW MURALS

MOVED by Director Rossbach
SUPPORTED by Director Brake

Be it resolved, the DDA Board authorizes the Executive Director to enter into a professional services agreement with Lisa Littell to install approximately 100 window murals at an expense not to exceed \$25,000 and removal of the murals at an expense not to exceed \$10,000.

MOTION APPROVED UNANIMOUSLY.

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9. ADVERTISING PLAN FY 2022-23

MOVED by Director Rossbach
SUPPORTED by Director London

Be it resolved, the DDA Board approves the Downtown Manager's Media Purchasing Plan to be used in planning the advertising campaign strategies for the 2022/2023 fiscal year.

MOTION APPROVED UNANIMOUSLY.

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10. SCREEN VISION MEDIA – THEATRE ADS

MOVED by Director Rossbach
SUPPORTED by Director London

Be it resolved, the DDA Board approves the advertising purchase from Screen Vision Media in the amount of \$8,199 as presented and authorizes the Executive Director to execute the Insert Order Agreement, and

Be it resolved, the DDA Board approves the purchase of production and editing services from Bureau Detroit at an expense not to exceed \$1000.

MOTION APPROVED UNANIMOUSLY.

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11. REPORTS

- a. **Siren PR Communication & Impact Report March 2022**
Provided for information no action necessary.
- b. **SEP 22-10 Royal Oak n Bloom-May 8**
Provided for information no action necessary.
- c. **SEP 22-12 Juneteenth Celebration-June 19**
Provided for information no action necessary.
- d. **SEP 22-14 Memorial Day Parade-May 30**
Provided for information no action necessary.
- e. **SEP 22-15 Rock-Rides-June 16-19**
Provided for information no action necessary.
- f. **Michigan Downtown Association Annual Report**
Provided for information no action necessary.

- g. **Gift Card Redemption Stats-Winter Blast 2022**
Provided for information no action necessary.

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12. BUDGET AMENDMENTS

MOVED by Director Yezbick
SUPPORTED by Director Keith

To Refer the potential budget amendment to the Infrastructure Committee for review and a recommendation.

MOTION APPROVED UNANIMOUSLY.

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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 Keith

To Adjourn the April 20, 2022, DDA regular meeting at 6:11 p.m.

MOTION APPROVED UNANIMOUSLY.



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