



Southfield Downtown Development Authority
Board of Directors
Monday, Jan 27, 2025
8:00 AM - 10:00 AM EST

In Attendance: Ingrid Brown, David Dedvukaj, Larry Howard, Michael McFarland, Elizabeth Rae, Aric Rusk, Ken Siver, Alvin Zaitourna

Absent: Angel Abdulahad, Steve Craig, Greg Easterly, James Ralph, Jr., Michael Wiemann

Staff: Molly LaLone, Christine Zyla

I. Call to Order

– Ken Siver

Time: 8:20

II. Roll Call and Determination of Quorum

– Ken Siver

Quorum is present

III. Presentation

Jane Dixon and Lauren Haw McKenna: Introduction to staff, Biggest strengths: Siver: All the new Development and amount of investment on our bordering cities. The synergy between the cities is strong. Dedvukaj: A lot of excitement about development, all of the traffic the area has, huge investment from the hospital, optimism, the density of people in the district, the nine mile corridor connecting the cities. Rusk: location is solid between clients and lack of gridlock, about 20 minutes within most areas. Zaitouna: hometown community feel. Manciel: A lot of stuff we talk about we bring action to. Joseph: Accessibility to the freeways, the area is cleaned up. Howard: 3 centers in Southfield, the city planners are in synergy with the developers in improving the area for citizens, the city looks like it is on a rise. Rae: Sees tremendous opportunity for the area with all of the new developments. McFarland: Affordability is important and being close to Detroit is beneficial, citizens are acknowledging and happy with the improvements. Lalone: Having serious conversations about properties being improved.

focusing on: Marketing and communication, Infrastructure and Aesthetics, Development and Re-Development.

Success look like to you: Less empty buildings, more walkability, improved area with less vacancy, development of the bike trails, beautification and sustainability, good leadership will bring success forward, analyze our weaknesses trying to improve roads, getting transformed into an actual DDA, state underfunds road construction, most funds go to major roads. the money is divided equally even though we have more traffic when there should be more funds towards busy municipalities. Success when we start getting feedback and hearing from locals that they choose our home as the

place to be.

planning a series of Roundtable for institutional stakeholders, business owners, residents, developers.

Initial research: productive meeting with the administration on how they can embolden communication, review all of the previous plans and current plans. Building on

Analysis on space: what can happen within the zones. Rutland and JL Hudson need the most improvements. Sidewalks could be improved to help with connections. Create more connections with bordering areas. Transit, placement of bus stops and improved bus stops. Lighting is good but needs improvement in certain areas such as 8 mile and JL Hudson, Rutland. Trees make places feel more welcoming and maintaining mitigation against flooding hazards, resources to help with tree planting. Excess parking throughout the District, opportunities for new buildings in parking lots, low crime rate

To approve the Downtown Development Authority Board Regular meeting minutes of Friday, November 15, 2024.

- Elizabeth Rae moved to To approve the Downtown Development Authority Board Regular meeting minutes of Friday, November 15, 2024.. Larry Howard seconded. All approved. Motion carried.

V. Call to the Public

♣ *Ken Siver*

Dr. Carol Manciel, Cecilia Joseph, Tracy Williams

VI. Consent Agenda

♣ *Ken Siver*

To approve the items on the consent agenda as presented

- Ingrid Brown moved to To approve the items on the consent agenda as presented by Director Lalone. David Dedvukaj seconded. All approved. Motion carried.

A. Revenue and Expenditure Reports

♣ *Ken Siver*

To Receive and file the November 2024 and December 2024 Revenue and Expenditure Reports as presented.

- David Dedvukaj moved to To Receive and file the November 2024 and December 2024 Revenue and Expenditure Reports as presented.. Alvin Zaitourna seconded. All approved. Motion carried.

B. Communications (Social Media and E-Newsletter)

♣ *Ken Siver*

Receive and File

C. SDDA PA57 Report to State Treasury

♣ *Ken Siver*

Receive and File

D. SDDA Annual Report to Oakland County

⌚ *Ken Siver*

Receive and File

E. SDDA Economic Impact - Snapshot 2024

⌚ *Ken Siver*

Receive and File

F. Greenfield Gateway Banner Program

⌚ *Ken Siver*

Receive and File

VII. Approval of the Agenda

⌚ *Ken Siver*

To accept the Agenda as presented

- Michael McFarland moved to To accept the Agenda as presented. Ingrid Brown seconded. All approved. Motion carried.

VIII. Financial Matters

⌚ *Ken Siver*

Director Lalone reported the Southfield Downtown Development Authority's expenditures to the Board Members.

A. Disbursements

⌚ *Ken Siver*

To approve disbursements November 1, 2024 - December 31, 2024 in the amount of \$37,342

- Aric Rusk moved to To approve disbursements November 1, 2024 - December 31, 2024 in the amount of \$37,342. Alvin Zaitourna seconded. All approved. Motion carried.

B. Credit Card Report

⌚ *Ken Siver*

To Receive and file \$3,133 in credit card charges from September 28, 2024 to November 27, 2024.

- Aric Rusk moved to To Receive and file \$3,133 in credit card charges from September 28, 2024 to November 27, 2024.. David Dedvukaj seconded. All approved. Motion carried.

IX. New and Old Business

⌚ *Ken Siver*

A. Strategic Plan Update

Director Lalone discussed the timeline expected to complete the Strategic Plan

- Michael McFarland moved to Receive and File. Ingrid Brown seconded. All approved. Motion carried.

B. Strategic Plan Update Tech Support request

☺ *Ken Siver*

To Receive and File as presented

- Elizabeth Rae moved to To use MSOC tech support to help pay for this Strategic plan update.. Larry Howard seconded. All approved. Motion carried.

X. Executive Director Report

☺ *Molly LaLone*

To Receive and File as presented discussed multiple events happening in 2025 and invite board members to attend. Economic impact for every \$1 spent there was a \$8.41 private investment in the community. Henry Ford acquired Ascension. Costco opened a year ago and still busy, 5 business support events, added 4 new board members, started branded communication with the community, 2 roads improved and 2 more this year. beautification of greenfield gateway and banner programs

- Michael McFarland moved to To Receive and File Executive Director Report. Ingrid Brown seconded. All approved. Motion carried.

XI. Mayor's Comments

☺ *Ken Siver*

Sebastian project has crossed the 1M mark, wind study and land study. Continue to raise money. Moving forward with the underlighting under the via-dock on 8 mile, create placemaking, color changing lights more like a light display, continue to fundraise. (1/31/2025)

- Alvin Zaitourna moved to To Receive and File Mayor's Comments. David Dedvukaj seconded. All approved. Motion carried.

XII. Board Member Comments

☺ *Ken Siver*

None

XIII. Upcoming Meetings

☺ *Ken Siver*

A. SDDA Strategic Plan Update - Focus Groups

February 19th, 2025 9am-2pm OCC Campus

B. SDDA Regular Board Meeting and Informational Presentation

March 28th, 2025 at 8am, OCC Campus, room 201A

XIV. Adjournment

9:30 am

XV. District Bus Tour